### simplicity **>>** (

Findings from SimplicityDX's State of Social Commerce 2022, Q3 edition offer brands a view of Gen Z experiences when buying using social commerce and the key trends for the holiday shopping season.

See the infographic for a summary of key findings

# **GEN Z**

## **Trust and Shopping Triggers** for the 2022 Holiday Season



**500** x aged 16-54+ **500** x aged <25

social commerce more than other generations — and 80% plan to use social media for holiday shopping this year. What can retail brands do to capture this opportunity with Gen Z? Let's look at the

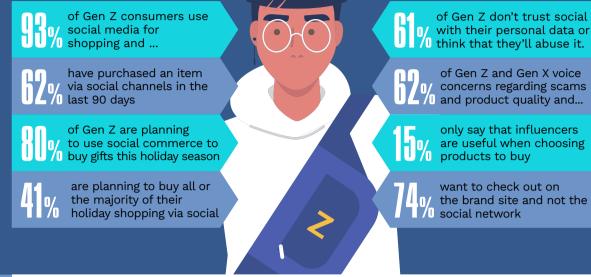
Digitally native Gen Z shoppers are adopting

DOWNLOAD THE FULL REPORT

findings of SimplicityDX's latest report - What **Gen Z Thinks About Holiday Season Shopping 2022** to find out.

### but don't totally trust the process Compared to older shoppers, consumers aged 25 and under (Gen Z) are the social commerce generation.

Gen Z turn to social commerce,



# why and where of Gen Z have already been to a live shopping event, and half of them made a purchase.

Gen Z social commerce:

of Gen Z think influencers are most useful to help them learn about new products.

of Gen Z have recently purchased on Instagram. of Gen Z have recently purchased on TikTok.

of Gen Z say that getting a great bargain with a discount code or a promotional offer will be their

Customer experience matters more for Gen Z than other generations

no 1. purchase trigger this shopping season.



**Optimizes performance to eliminate frustrations** - 47% **♣** 47% of Gen Z had either experienced a link not working or no

link to click from a social promotion.

network.

A great social commerce customer experience is one that:

**20**%

**17**%

74%

shoppers have experienced 'out of stock' issues on items they want to buy. Has clear and efficient returns policies - only 17% of

would be willing to buy on a social network again.

Eliminates out of stock issues - Close to 20% of Gen Z

people who have returned an item via social commerce

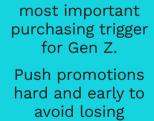
Enables checkout on the brand site - 74% prefer to

check out on the brand site rather than the social

How to convert Gen Z social

commerce this holiday season Take privacy & **Promote & discount** Focus on

### Brands can't afford Customer Gen Z have the to be shy when it lowest levels of experience is key comes to offering for Gen Z, so make trust in social



customers to

better-priced

discounts — the

aggressively

competitors. Leverage livestream shopping events

Nearly half of Gen Z shoppers have attended a livestream shopping event and this trend is

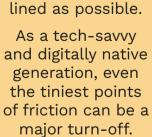
predicted to grow

over the next few

years. Get in on the act early and capitalize on this emerging opportunity.

your entire customer journey as slick and stream-

customer experience



**Use influencer** marketing wisely

Live streaming is favored by Gen Z with 67% either

already been to or

receptive to the

idea of attending the live stream.

products of all demographics. Set yourself apart

media, brands, and

security seriously



Optimize your

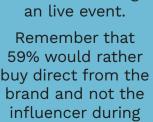
landing page

### Close to three-quarters of Gen Zers prefer to

brand site, but many encounter issues once they arrive. Fix all dead links, synchronize inventory, and

purchase on the

stress test the experience yourself.





Looking for more insights into social commerce? Read the report What Gen Z Thinks About Holiday Season **Shopping 2022** from SimplicityDX. Download your copy for free from the website today.

SimplicityDX makes social commerce work. Its SimplicityDX Edge Experience Platform enables brands to optimize social commerce experiences by simplifying the buying process between journeys started at the edge and the brand's eCommerce e-site.