

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

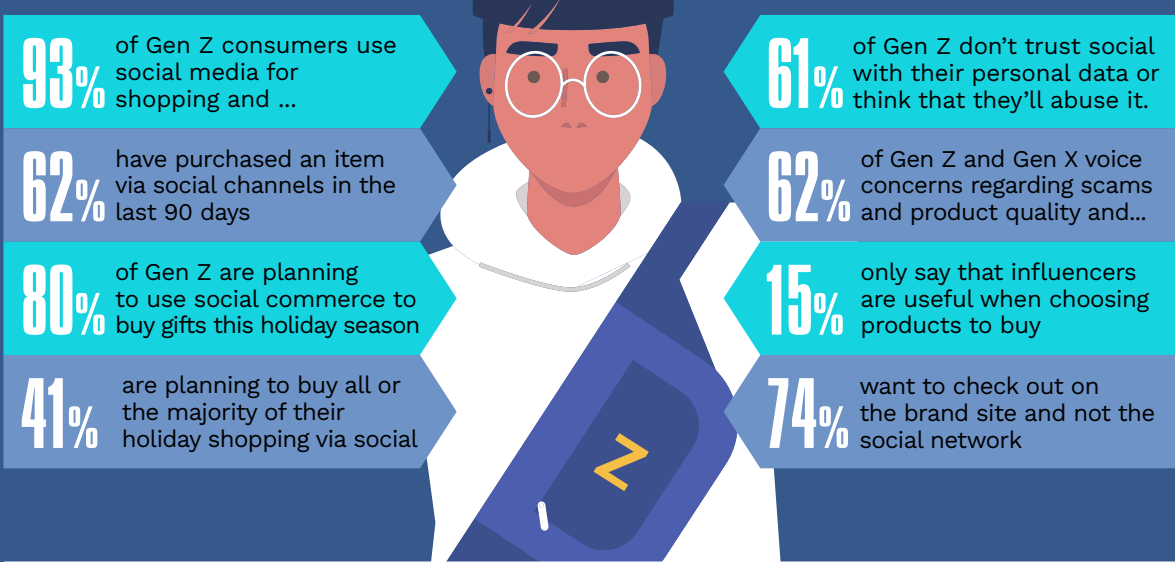


Digitally native Gen Z shoppers are adopting social commerce more than other generations — and **80% plan to use social media for holiday shopping this year.**

What can retail brands do to capture this opportunity with Gen Z? Let's look at the findings of SimplicityDX's latest report - **What Gen Z Thinks About Holiday Season Shopping 2022** to find out.

Gen Z turn to social commerce, 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 social commerce: why and where

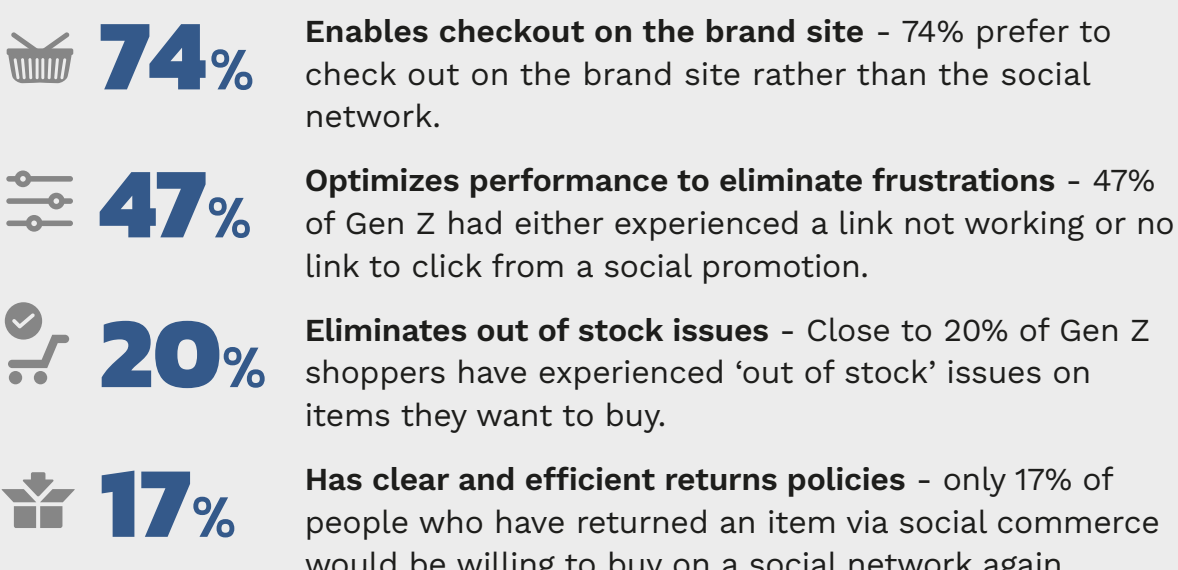


Customer experience matters more for Gen Z than other generations



25% of Gen Zers say that customer experience is the major purchase trigger this holiday season, compared to 18% for 35-44-year-olds and just 4% for 45-54.

A great social commerce customer experience is one that:

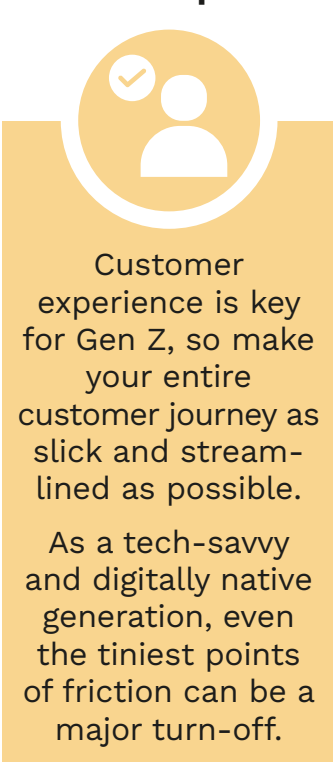


How to convert Gen Z social commerce this holiday season

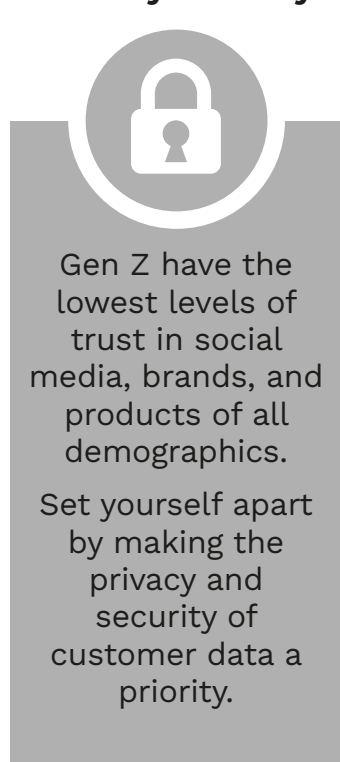
Promote & discount aggressively



Focus on customer experience



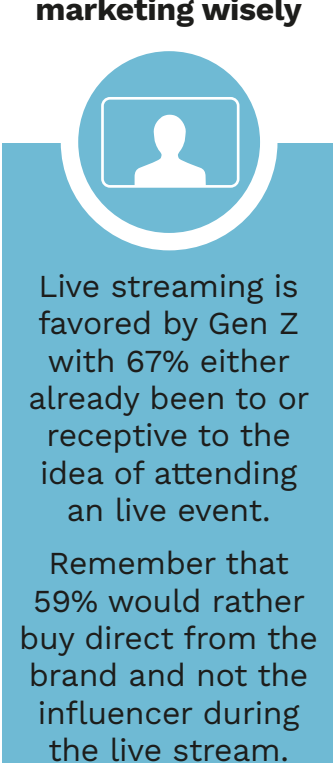
Take privacy & security seriously



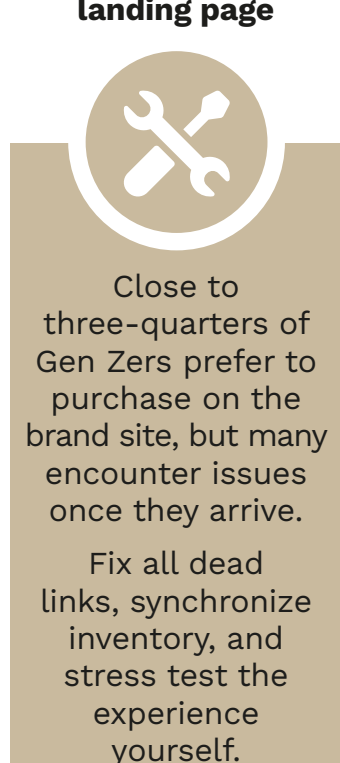
Leverage livestream shopping events



Use influencer marketing wisely



Optimize your landing page



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.

www.simplicitydx.com hello@simplicitydx.com

