



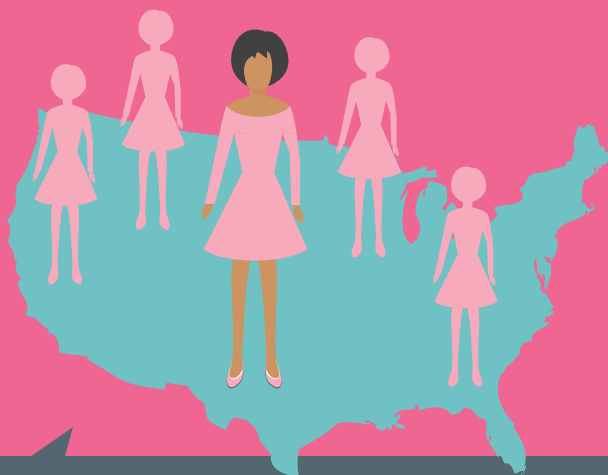
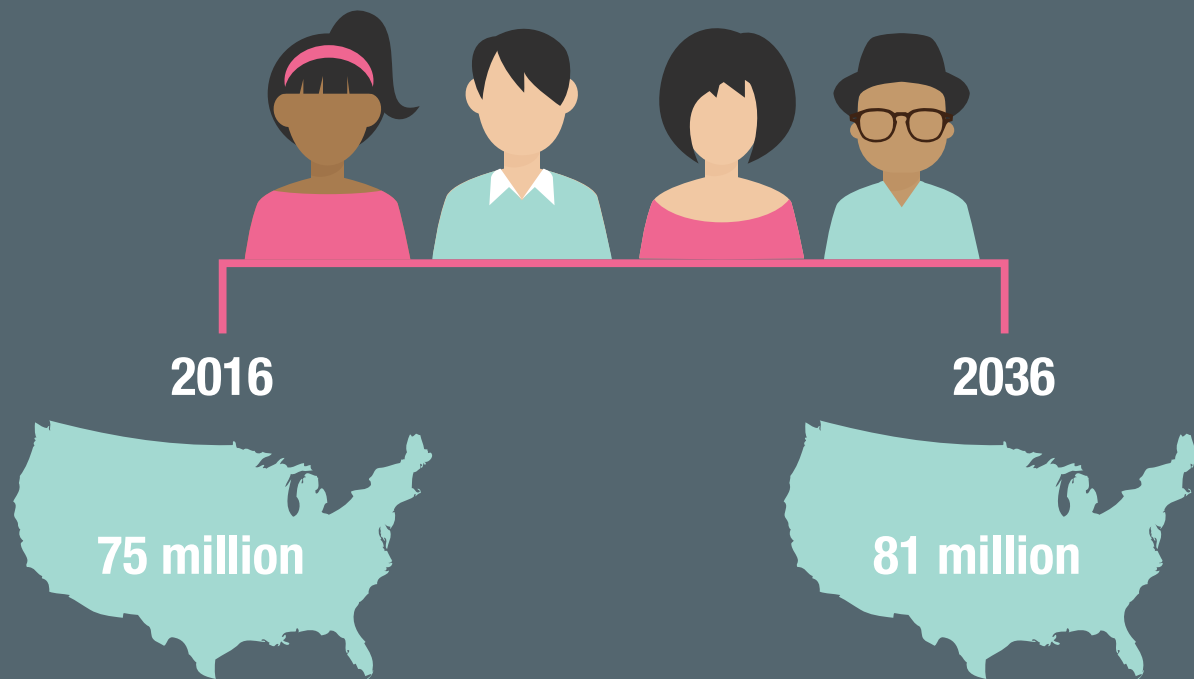
# MARKETING TO MILLENNIAL MOMS

## BEST PRACTICES TO WINNING LIFELONG LOYALTY

WHITE PAPER

As a generation, Millennials (defined by Pew Research Center as those aged 18-35 in 2016) comprise **the largest segment of the American population**, and they are the most populous generation in America's history. There are an estimated 75.4 million Millennials in America, and with immigrants adding to the numbers, this group is expected to peak to 81.1 million by 2036<sup>1</sup>.

## Millennials in America

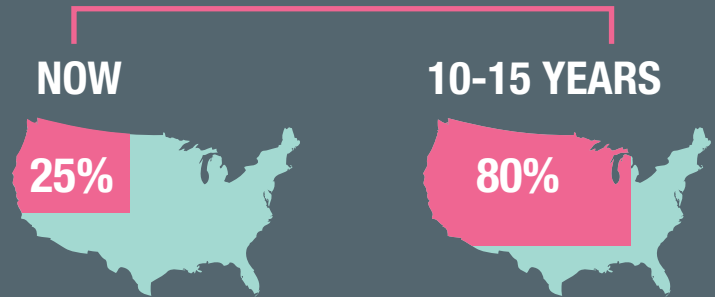


1 in 5 of the 43.5 million mothers in America are Millennials

In recent years, a growing number of Millennials have been getting married and having children. **About 1 in 5 of the 43.5 million mothers in America are Millennials<sup>2</sup>**, and they are giving birth to about 9000 babies every single day<sup>3</sup>. In fact, Millennial Moms account for 85% of the 1.5 million women who have become new mothers within the last year<sup>4</sup>.

Right now, only a quarter of U.S. Millennials are parents, but in the coming 10 to 15 years, 80% will be – creating a market of 60 million parents or 30 million mothers<sup>5</sup>. This is a huge opportunity for marketers, as Millennials in America are expected to be spending \$200 billion annually by 2017 and about \$10 trillion throughout their lifetime<sup>6</sup>.

## Millennial Parents in America



Millennials rely heavily on their smartphones and social media platforms



As the first generation of digital natives, Millennial Moms shop in ways that are markedly different from any other before them. They **spend more time online, especially on social media, and rely heavily on their smartphones and social media platforms** to help them with everything from finances to transportation to parenting advice. Marketers must understand how Millennial Moms think, what they value, how they spend and what they expect from brands and marketers.

Our white paper will provide deeper insights into Millennial Moms – it will discuss their spending power, online behavior, and shopping habits. We will present best practices for marketers to adopt in order to reach out to this group of social, influential, tech-savvy and value-oriented shoppers.

# SHOPPING AND SPENDING HABITS OF MILLENNIAL MOMS

## MILLENNIAL MOMS MANAGE FAMILY SPENDING

Millennial Moms are an important segment for marketers to target because they are primarily **responsible for the purchasing decisions of the entire family**. With the cost of raising a child from infancy through college graduation estimated at more than half a million dollars, a mom with two children will be allocating a million dollars only on her children – this figure doesn't even take into account spending for herself, her partner or household expenses<sup>8</sup>. Since Millennial Moms are responsible for allocating a large budget, it is **crucial for brands and retailers to win over this extremely influential demographic and develop an emotional connection that builds long-lasting loyalty**<sup>9</sup>.

**70%** of Millennial Moms consider themselves to be the main decision maker when it comes to purchases for her family<sup>7</sup>.



## MILLENNIAL MOMS FREQUENTLY SHOP ONLINE

Millennial Moms are digital natives, so it comes as no surprise that much of this shopping happens online. In fact, 86% of Millennial Moms shop online at least once a month, compared to 70% of adults.<sup>11</sup>

Since Millennial Moms significantly over-index in their frequency to shop online, **brands and retailers must seamlessly integrate online and in-store applications** to make it even easier for Millennial Moms to make purchases online for the products she most frequently buys in-store.

**So how often do they shop online?<sup>10</sup>**

**34%** shop online three times a month.

**13%** shop online every day.

**39%** shop online between 1 and 6 times a week.

## MILLENNIAL MOMS MAKE ONLINE PURCHASES FOR HERSELF AND OTHERS

So what exactly are moms buying online? Everything from clothes to healthcare and beauty items to electronics!



**76%**

buy toys.



**17%**

buy groceries.



**51%**

buy electronics.



**52%**

buy health and beauty products.



**59%**

buy clothing for family but not herself.



**49%**

buy clothing for themselves.



**38%**

buy household items such as cleaning supplies and toiletries.



**23%**

buy big household items.

Source: CrowdTap<sup>12</sup>

This insight is particularly valuable because it shows that **online marketing and digital campaigns can be targeted towards mothers in all shopping categories** – including men's clothing and big screen TVs – which marketers might not readily associate with moms. These figures show that Millennial Moms have tremendous control over household spending – therefore, it is **crucial for marketers to communicate them in meaningful ways** and build an emotional connection with them.

When shopping online, 42% of Millennial Moms said that they were equally likely to be making purchases for herself or her kids, and 40% reported that they were more likely to be purchasing something for her children<sup>13</sup>. Once again, this serves as a reminder that Millennial Moms are major influencers when it comes to family purchases, and it's important for marketers to win her support.

When shopping for herself, the biggest factor influencing a Millennial Mom's decision is the price of the product.



But when deciding whether to purchase something for her children, the most important aspects Millennial Moms consider is the quality of the product and whether it makes her child happy.

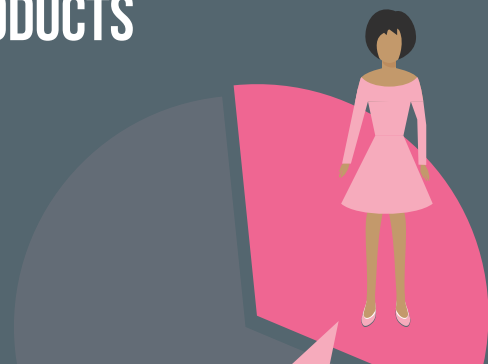


## If marketers can build a strong emotional and value-based connection

between her and the brand and emphasize how a particular product is well-made and how it will improve her child's happiness, then they are likely to win her loyalty<sup>14</sup>.

## MILLENNIAL MOMS ARE EXPLORING NEW PRODUCTS

There is a huge opportunity for marketers to approach Millennial Moms because they are increasingly curious and adventurous about trying new brands. Only 33% of Millennial moms are buying the same products they grew up with – which indicates that there is a tremendous opportunity for brands to win over new customers and establish loyalty by actively promoting their products on the channels that Millennial Moms are frequently using.



Only **33%** of Millennial moms are buying the same products they grew up with.

Millennial Moms are increasingly following new brands on social media and building new loyal relationships with these brands.



Chief among these is social media – Millennial Moms are increasingly following new brands on social media and building new loyal relationships with these brands through active engagement online. Therefore, to reach out to Millennial Moms, **marketers must ensure that they are actively targeting them on social media** and offering added value rewards and rebates that are enticing enough to encourage them to try something new.

## MILLENNIAL MOMS EXPECT IMMEDIACY

With a world of information at their fingertips, digital-savvy Millennial Moms have heightened expectations for immediacy and relevance: they want what they want, when they want it.

Millennial Moms are increasingly searching for things in their vicinity—be it a daycare, a plumber, or a cup of coffee. And Google has found that shoppers who conduct a local search on their smartphones are keen to buy, and fast.

**50%** of consumers who conduct a local search on their smartphones visit a store within a day, and **18%** of those searches lead to a purchase within a day<sup>15</sup>.

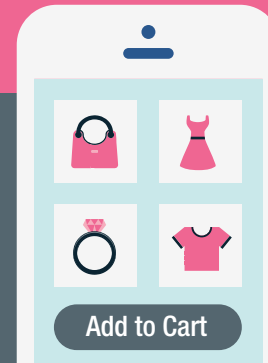


By **integrating loyalty programs with location-based mobile technology**, brands can ensure that Millennial Moms turn to them during moments that matter—when they are actively looking to learn, discover, find, or buy.

# MOBILE, CONNECTED & TECH SAVVY

## MORE ACCESS

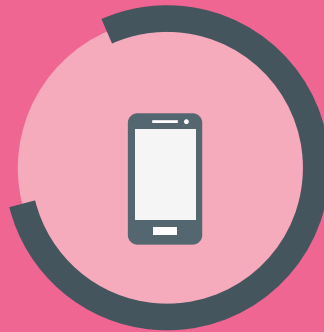
As digital natives, Millennial Moms are very comfortable using technology, including apps, to manage their lives and get more accomplished in less time.



## MILLENNIAL MOMS ARE MORE LIKELY TO OWN AND USE SMARTPHONES THAN LAPTOPS



**83%**  
Laptops



**81%**  
Smartphones



**53%**  
Streaming TV  
Subscriptions



**47%**  
Tablets



**43%**  
Desktop Computers

In comparison, the Pew Research Center estimates that **72%** of Americans own smartphones and **73%** of U.S. adults own a desktop or laptop computer<sup>17</sup>.

Source: Pew Research Center<sup>16</sup>



## MORE TIME

**Millennial Moms** spend more time on smartphones, tablets, and media consumption as compared to **Generation X Moms**.



### AVERAGE TIME SPENT PER DAY



#### GENERATION X MOMS

(born between 1960 to 1980)

VERSUS

#### MILLENNIAL MOMS

(born between 1981 to 2000)

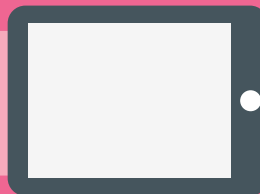
1.2 hrs



1.7 hrs

Smartphones

0.4 hrs



0.5 hrs

Tablets

7.3 hrs



8.3 hrs

Media  
Consumption

Source: Retail TouchPoints<sup>18</sup>

## MORE USES

Millennial Moms are increasingly relying on their phones to assist them with all elements of life – from managing finances to looking up recipes to parenting advice.

At least once a month, Millennial Moms use their **mobile devices** for these things.



**76%**

look up a recipe



**69%**

manage finances or  
pay bills



**64%**

make purchases

More than 3 out of 4 Millennial Moms use the internet for parenting advice, and they are twice as likely to use the internet for parenting advice than they are to ask other people, such as relatives or friends<sup>19</sup>.



**You**Tube



**babycenter**

They turn to apps like **You**Tube and **BabyCenter** to learn more about pregnancy and parenting and receive support from peers.

Millennial Moms are increasingly relying on their phones to assist them with all elements of life – from managing finances to looking up recipes to parenting advice.

At least once a day, Millennial Moms use their **mobile devices** for these things.



**79%**  
access social media<sup>20</sup>



**60%**  
take/share  
photos and videos  
(Likely to do this  
**1.2 times more**  
than Generation X moms)



**52%**  
listen to music  
(Likely to do this  
**1.37 times more**  
than Generation X moms)



**27%**  
watch videos  
(Likely to do this  
**2.45 times more**  
than Generation X moms)

## The top five apps used by Millennial Moms



Facebook



Instagram



BabyCenter



Pinterest



Pandora

Marketers must **design rewards programs, offers and loyalty incentives around apps that Millennial Moms are already using**. Not only that, but these **campaigns must reward them for behaviors** such as posting a product review online or submitting a picture of their products. In terms of rewards, a campaign could offer a free music reward for posting a product review and tagging at least 10 friends or provide a free recipe download with a qualifying purchase. Markets must be mindful that their campaigns do not negatively disrupt the Millennial Mom's online habits, but rather, use these engagement platforms to improve the lives of Millennial Moms, creating an emotional connection while generating actionable insights and driving sales for the brand.

# HOW THEY USE THEIR MOBILE PHONES TO MAKE PURCHASES AND DOWNLOAD CONTENT

Mobile is by far the best way to communicate with Millennial Moms, as it is the main tool used when shopping for 8 in 10 women in this cohort<sup>21</sup>.

They use their phones to:



**72%**  
redeem  
mobile coupons



**71%**  
search for products to  
comparison shop in a store



**71%**  
text or email a photo of  
product to someone else



**45%**  
access a  
retailer-specific app



**45%**  
scan a product code



**23%**  
post to a social media  
site about a purchase

The promotions and coupons they find on their phones greatly influence where they make their purchases.

According to the State of Digital Downloads Report, 58% of Millennials rely on their smartphones as their primary device for downloading content – compared to 42% for total respondents<sup>22</sup>. The most frequent downloads include apps and music, which 40% of respondents update weekly<sup>23</sup>. One quarter of respondents downloaded e-books, newspapers and magazines on a weekly basis<sup>24</sup>.

58% of Millennials use smartphones as their primary device for downloading content.



Marketers must **ensure that they are targeting their communication** and offers where Millennial Moms are most likely to see them – on their mobile phones – and that that they are delivering rewards into fully integrated digital wallets that enable moms to track their rewards and learn about new incentives directly on their phones. Not only that, but **marketers must design loyalty programs so that Millennial Moms can easily access** digital loyalty cards and redeem their rewards online, instantly. Rewards that would be particularly appreciated by Millennial Moms include music and video downloads and data. Finally, marketers that can **seamlessly deliver branded content across multiple channels** will be viewed positively by this influential cohort.

## SOCIAL MEDIA AND THE MILLENNIAL MOM

A decade ago, Millennials were using social media to stalk their crushes and post pictures from that awesome party. As they become parents, their affinity to social media has remained, but they use it differently. Now, they use these same social media platforms to share parenting advice, deals and coupons, information about brands they like and of course, pictures of their children.

Millennial Moms use social media to share parenting advice, deals and coupons, information about brands they like and of course, pictures of their children.



While parenting is certainly a time-intensive endeavor, **Millennial Moms aren't limiting their social media time** as they have kids — they spend an average of 17.4 hours per week on social networks, which is 2 hours more than they spend on TV and nearly 4 hours more than the average mom<sup>25</sup>. **Most Millennial Moms have anywhere from three to four social media accounts**, and are increasing their social media consumption even as their parental responsibilities are increasing.

Millennial Moms spend an average of **17.4 hours** per week on social networks.



Millennial Moms spend more time on platforms like Pinterest, Instagram and YouTube, presumably to get information on parenting.



YouTube

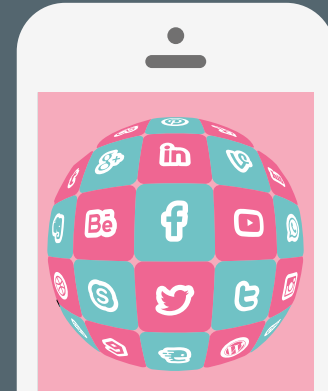


When asked how frequently they use social media for parenting purposes specifically, 49% of moms said they log on at least once per day. Once the baby arrives, **Millennial Moms spend more time on platforms like Pinterest, Instagram and YouTube**, presumably to get information on parenting. In fact, 46% of Millennial mothers cited social media as being “extremely helpful” in parenting, creating a golden opportunity for brands to leverage these social media platforms to engage with Millennial Moms on the platforms they frequent.

Marketers should seek to increase their discoverability across social channels and engage Millennial parents in a way that is practical and helpful — not negatively disruptive or distracting. Millennial parents want honesty, transparency, deals and active responding through social media channels. For Millennial Moms, or any demographic for that matter, the emotional connection is crucial and aligning the beliefs of the brand with the consumer play a key role in building loyalty.

# BUILDING LOYALTY WITH MILLENNIAL MOMS

Now that we see the extent to which Millennial Moms are using the Internet, their greater reliance on their mobile phones and their increased activity on social media following the birth of her children, marketers must ensure that loyalty programs fully integrate mobile-first technology and social media.

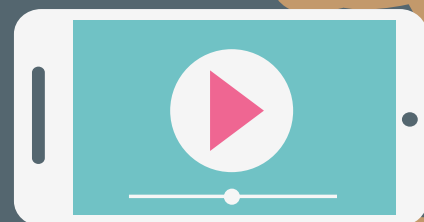


**35%** of US Millennial women, including moms, report that social media and online interactions are key purchase influencers.



With 35% of U.S. Millennial women, including moms, reporting that social media and online interactions are key purchase influencers, **marketers must leverage social media to build loyalty**<sup>26</sup>. Online reviews, Facebook likes, re-tweets – basically any action that Millennial Moms are already making online - can be rewarded to further build the relationship between marketers and Millennial Moms.

Since research shows that Millennial Moms are using their mobile phones to listen to music and watch movies, marketers can incentivize this cohort by offering digital rewards like free music and movie downloads.



Millennial Moms are using their mobile phones to listen to music and watch movies.

More than 8 in 10 Millennial Moms join loyalty programs specifically to save money.



Millennial Moms often shop for the whole family and don't necessarily treat themselves very often, so marketers must offer value-added rewards for regular purchases. For example, Colgate ran a promotion for its Optic White toothpaste in which consumers received a beauty magazine subscription with a purchase<sup>27</sup>. **Whenever there is an added value to basic purchases, moms are more likely to favor that brand over others.** And if marketers continue to target moms in the post-purchase stage, they will be more likely to garner long-time loyalty and influence larger basket sizes.

**When it comes to building lasting loyalty with Millennial Moms, they are more likely to respond to a personalized offer that creates true value.** For example, if one CPG food company offers her a discount and another CPG food brand delivers a continuously personalized brand experience with rewards and redemption methods that fit her lifestyle and values, then she will be more inclined to the latter.

## EXPECTATIONS FROM BRANDS

Millennial shoppers typically look for four things in brands: authenticity, meaningfulness, uniqueness and innovation<sup>28</sup>. This group, more than any other, personifies brands. For example, when Millennial Moms were asked to complete the following sentence, "I prefer to support brands that ..." the most frequent response was "understand how to talk to me<sup>29</sup>."

Millennial shoppers typically look for four things in a brand: **authenticity, meaningfulness, uniqueness and innovation.**





It's not only large brands that have successfully leveraged the power of social media to garner support among Millennials; **social media has enabled smaller upstarts to gain the upper hand.** Boutique-style products with an aura of social responsibility or healthiness are becoming very popular with Millennial Moms, such as the baby-safe personal care and cleaning supply company **Babyganics**, stroller supplier **UPPAbaby** and Jessica Alba's eco-friendly household startup, **The Honest Company**. These new brands on the block have set a new standard for Millennials, according to a recent report by Goldman Sachs<sup>30</sup>.

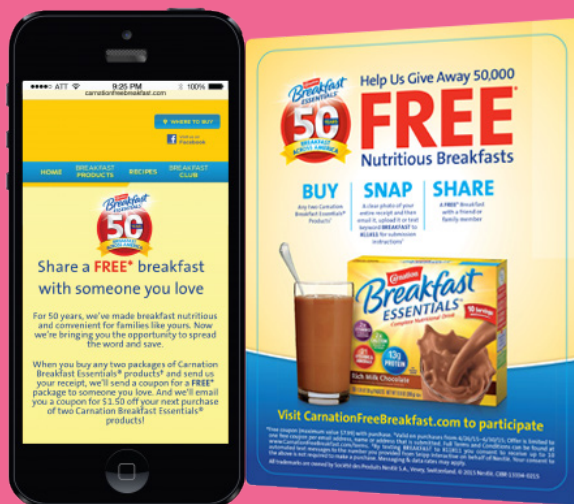
Boutique-style products with an aura of social responsibility or healthiness are becoming very popular with Millennial Moms.

**babyganics**



**UPPAbaby**

One final takeaway that marketers must keep in mind is that Millennial Moms love brands that integrate technology, particularly mobile technology, into daily tasks seamlessly. Brands that make it easier for multitasking Millennial Moms to use their time efficiently are winning big.



For example, Snipp recently helped Nestle Carnation to create and execute a mobile-first campaign that promoted a quick and healthy breakfast option for busy parents. By simply taking a picture of their receipt and verifying it through email, SMS or uploading it on a dedicated microsite, shoppers were rewarded with coupons for their next purchase<sup>31</sup>.

This is a good example of a campaign that is highly relevant for Millennial Moms, as it encourages them to pack in a nutritious and tasty breakfast without compromising on taste. Therefore, it plays to Millennials' preference for health, convenience and value for money.

# BEST PRACTICES WHEN MARKETING TO MILLENNIALS

Millennials are the largest generation in American history, and they are already redefining what makes a brand valuable. Therefore, if marketers can discover a way to win their loyalty now and continue engaging with them throughout their journey as parents, there is tremendous potential for revenue generation. Here are three key areas that brands must focus on in order to win the hearts of Millennial Moms:

## Understand her unique usage habits and values

- shared values, real-time support and mobile tools are essential. Millennial Moms are working hard to raise well-adjusted, respectful children. When communicating to this group, messaging must applaud moms for trying to “do it all” – raising children while balancing a career, for example.

Millennial Moms are working hard to raise well-adjusted, respectful children.



Millennial Moms will rally behind brands that promote **safety**, **healthiness**, **nutrition** and **education**.



## Give her something positive to talk about

- positive experiences, ease of use and brand values are key. Showing that the brand aligns with the lifestyle will help create a positive sentiment. For example, Millennial Moms will rally behind brands that promote safety, healthiness, nutrition and education.

## Be a part of her network of influence

- Millennial Moms seek input and advice from a variety of sources. It is important that brands and retailers are available to share feedback and resources when a potential customer is in need.

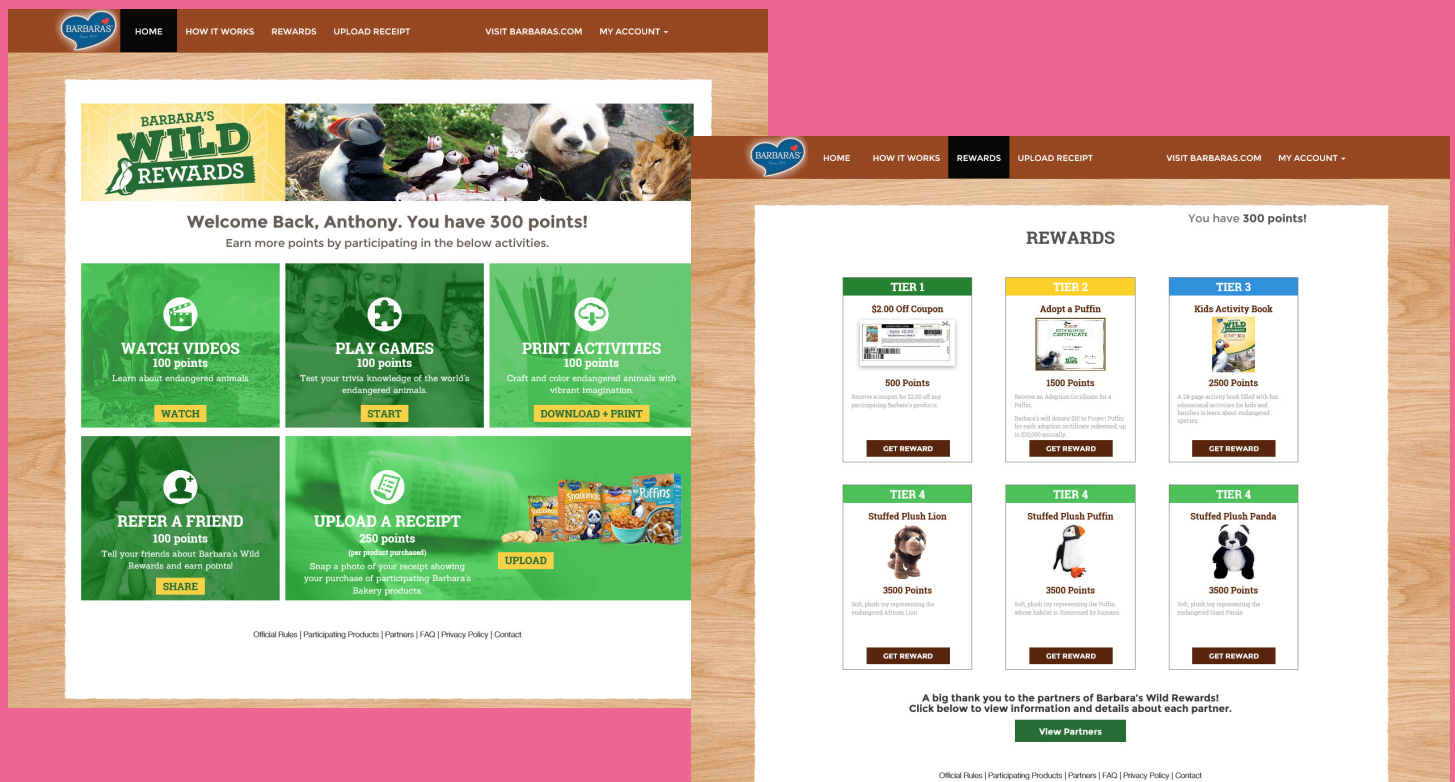
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# CASE STUDIES

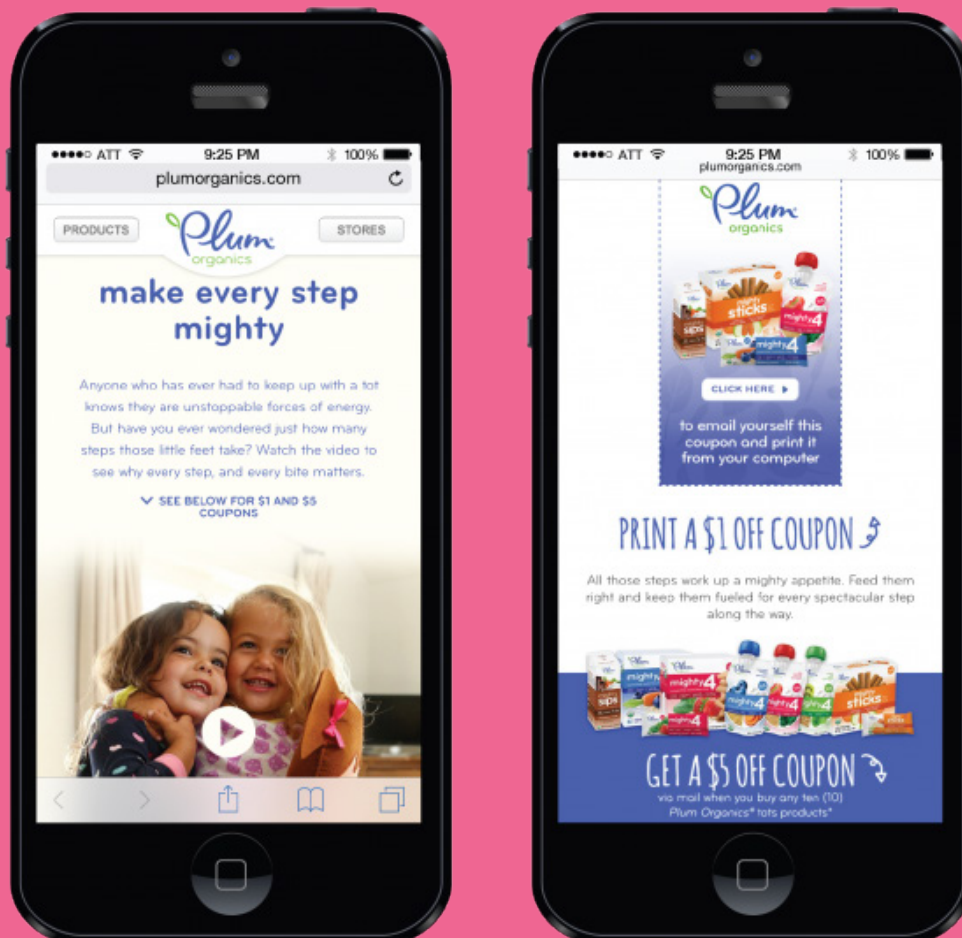
## Barbara's Wild Rewards, Powered by Snipp<sup>32</sup>

Barbara's, a provider of healthy and wholesome family-friendly snacks, is using the SnippLoyalty platform for Wild Rewards, its animal themed loyalty program that's winning big with Millennial Moms because it incorporates value-for money, kid-friendly educational elements, social causes and fun rewards – all the things which Millennial Moms truly care about. Shoppers are rewarded for purchases as well as non-purchase behavior such as watching videos and downloading activities. Points can be redeemed to adopt an endangered Puffin from the National Wildlife Federation – which appeals to socially-conscious Millennial parents. Not only that, but rewards include stuffed plush animals and an educational and informative activity book, which sends a clear message that the brand genuinely has a cause it cares about - a cause that moms and families can rally behind.



## Snipp and Plum Organics

Snipp recently teamed up with Plum Organics to create a mobile-first coupon promotion for its Plum Organics Tots products. Although Plum Organics is a relatively new company that was founded in 2007, it has leveraged the power of promotions, coupons and receipt processing to introduce moms to its organic baby food<sup>33</sup>. Through the SnippCheck platform, Plum Organics provided online shoppers with a coupon for \$5 off their next purchase if they submitted a receipt of their qualifying purchase<sup>34</sup>. This sort of incentive that combines healthy food with coupons are the perfect way to introduce a Millennial Mom to your brand, aligning with her beliefs of healthy living to win her loyalty for years to come.





## Toms

A study by Goldman Sachs found that Millennial parents gravitate towards companies with "authentic" narratives that resonate with their own worldview and values, are vetted and recommended by other parents and that give back to the community and care about social responsibility<sup>35</sup>. The 'One for One' campaign from footwear brand Toms shoes is the perfect example of communication that has won the hearts (and social media support) of Millennials by engaging them in innovating ways, encouraging them to share their stories and marketing a cause that is unique - providing underprivileged children around the world with footwear. They have adapted the "buy one get one free" idea and made it relevant to Millennials by changing it to "buy one, give one free"<sup>36</sup>. Moreover, Toms communicates to its consumers as if they were friends and partners, allowing Millennials to live the story and feel as if they are participating in something that is meaningful and aligned to their values<sup>37</sup>. Toms has also leveraged the power of virtual reality through a partnership with AT&T, in which video content shows how the donated shoes positively add joy to the lives of recipients<sup>38</sup>.

.....



## Minute Maid #doinggood Campaign<sup>39</sup>

The Doing Good campaign from Minute Maid was a tribute to busy moms that served as a moral boost to parents who felt they were falling short of their own expectations. The campaign launched with a video of parents discussing how they felt they were doing when it came to raising their children. Parents said things like, “I do feel like I let them down sometimes” and “I failed”. Then, the video panned to children of all ages who wrote their parents a heartfelt letter of appreciation. This was part of a broader #doinggood campaign that also included partnering with bloggers, Facebook and YouTube to distribute the video.

Minute Maid encouraged people to send this video to parents whom they felt were doing a good job of raising their children. The video went viral – it has been viewed over 2.7 million times<sup>40</sup>. Through this campaign, Minute Maid presented itself as a company that doesn’t just sell juice, but one that supports parents. And this extra boost of encouragement goes a long way in terms of encouraging genuine loyalty and engagement.

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# CONCLUSION

As the largest generation in America's history and the first generation to grow up with technology, Millennials have transformed the way brands and retailers are interacting with customers. As Millennials transition into parenthood, marketers must speak to this digitally native and highly influential cohort as intelligent and well-informed individuals who want the best for their families. By understanding what this new generation of moms values, how they interact with technology and how they expect brands to help them save time and money – marketers can better connect with this group and create genuine engagement that leads to lasting loyalty.

# CONTACT US

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• Snipp is a global loyalty and promotions company with a singular focus: to  
 • develop disruptive engagement platforms that generate insights and drive  
 • sales. Our solutions include shopper marketing promotions, loyalty,  
 • rewards, rebates and data analytics, all of which are seamlessly integrated  
 • to provide a one-stop marketing technology platform. We also provide the  
 • services and expertise to design, execute and promote client programs.  
 • SnippCheck, our receipt processing engine, is the market leader for  
 • receipt-based purchase validation; SnippLoyalty is the only unified loyalty  
 • solution in the market for CPG brands. Snipp has powered hundreds of  
 • programs for Fortune 1000 brands and world-class agencies and partners.

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