

Aimia Inc.

Millennials experiencing digital overload

Aimia Research Finds that High Volume Sensitive Consumers Across All Generations are Ruthless in Cutting Brands Off

MONTREAL, June 18, 2015 /CNW/ - Aimia, a global leader in data-driven marketing and loyalty analytics, today released new insights via the [Aimia Institute](#) revealing Millennials are the generation most likely (44% more likely*) to permanently disengage with brands if they receive high volumes of mass generic email communications. The research, which dubs this consumer group 'High Volume Sensitive' found that Generation X had only a 13% likelihood of falling into this group.

The findings show that nearly three in five (59%) High Volume Sensitive consumers indicated that the volume of email communications they receive from brands overwhelms them. The results are similar for SMS messages (60%) and push notifications (62%).

"Millennials are the 'always on' generation, but it is a mistake for marketers to make assumptions about their communications preferences. Just because a person shares their details with a brand does not mean they want to be inundated with lots of generic messages," said Martin Hayward, Senior Vice President, Global Digital Strategy & Futures at Aimia. "Marketers must work harder to listen to individual customer preferences and tailor communications appropriately. Privacy, permissions and preferences are increasingly crucial elements of future customer relationships. Get it wrong, and High Volume Sensitive consumers are ruthless in cutting brands off."

High Volume Sensitive consumers will only engage if the content they receive by email, for example, is tailored to them. If it is not personalised and too frequent they will:

- Block numbers (80%);
- Close accounts and unsubscribe from email lists (84%);
- Delete apps because of push notifications (82%); and
- Unfollow brands on social channels (86%).

Additional insights from Aimia also reveal that a defining feature of the High Volume Sensitive consumer is that they have the same willingness as others to share their personal data. However, they are 2.3 times more likely to disengage when bombarded with large numbers of irrelevant messages.

For further details of Aimia's Global Digital Research, please visit www.aimia.com

*44% likelihood of millennials being 'high volume sensitive' consumers versus low volume sensitive.

About the research

Conducted in November 2014 in five markets including the UK, France, US, Canada and India, the research surveyed over 2,000 consumers in each market about their digital communications preferences.

Further analysis of the research was conducted by four Master of Business Administration students from the University of Toronto, Rotman School of Management, as an independent study project.

The research aims to identify how businesses should leverage technology to establish the optimal communications approach and avoid message overload for their customers. You can find more on the research at www.aimiainstitute.com.

The volume sensitivity score is based on a multivariate regression where the dependent variable is the output from a cluster analysis.

About Aimia

Aimia Inc. (TSX:AIM) is a data-driven marketing and loyalty analytics company. We provide our clients with the customer insights they need to make smarter business decisions and build relevant, rewarding and long-term one-to-one relationships, evolving the value exchange to the mutual benefit of both our clients and consumers.

With close to 4,000 employees in 20 countries, Aimia partners with groups of companies (coalitions) and individual companies to help generate, collect and analyze customer data and build actionable insights.

We do this through our own coalition loyalty programs such as Aeroplan in Canada and Nectar in the UK, and through provision of loyalty strategy, program development, implementation and management services underpinned by leading products and technology platforms such as the Aimia Loyalty Platform and Smart Button, and through our analytics and insights business, including Intelligent Shopper Solutions. In other markets, we own stakes in loyalty programs, such as Club Premier in Mexico, Air Miles Middle East and Think Big, a partnership with Air Asia and Tune Group. Our clients are diverse, and we have industry-leading expertise in the fast-moving consumer goods, retail, financial services, and travel and airline industries globally to deliver against their unique needs.

For a full list of our partnerships and investments, and more information about Aimia, visit www.aimia.com.

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