
Understanding the Millennial Mindset:

A NEW PERSPECTIVE ON ENGAGING WITH GEN Y



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Introduction

Marketers looking to engage with ‘Millennials’ may be missing the point. This highly desirable audience continues to evade stereotypes – for good reason. Millennials are evolving, maturing, and most importantly, fragmenting. Many of the assumptions marketers are working with are too broad, or worse, inaccurate. To truly engage with Millennials, we need to take a closer look at the ways their experiences have aligned and diverged.

After analyzing the behavior and characteristics of over 4 million Millennials, Exponential identified 12 illustrative profiles of this young audience. In exploring these, we hope to help marketers truly understand the Millennial mindset.

As you read through, it is key to note that no person will fit neatly into a single category, and many will be represented in more than one. Ultimately, it is more important to understand the values and behaviors within each personality profile that both tie together and diversify the Millennial generation.

First, we will look at three key trends that impact how Millennials perceive the world, and how they shape the ways we should engage with this key segment: the economy, globalization, and finally, social media.

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Methodology

This study is based on data gathered from the e-X Advertising Intelligence Platform, our proprietary data analysis engine that collects, aggregates, and organizes more than two billion user events occurring across the Exponential network every day. From June to September 2014, Exponential analyzed the online behavior of over 4 million Millennials* in the United States.

*For this study, Millennials were defined as those born between 1980-1995.



The Economy

Millennials are the first generation in the modern era to confront an increasingly narrow “winner take all” economy. A few will demonstrate earning power far beyond what young people might have accomplished in previous decades. Yet many are unemployed or underemployed, in degrees of poverty that are often masked by continuing parental support.

Not that these Millennials are ill-prepared. They are global in outlook and technologically savvy. Educational achievement is at an all-time high, with one-third of Millennials completing a four-year college degree. But to many, higher education seems to be a better guarantee of student debt rather than financial prosperity.

As the income gap continues to widen, older Millennials suffer most; many of those who graduated from college during the Great Recession (2007-2009) are still struggling. It may take decades for them to make up these few years of lost ground.

Despite the unforgiving economic climate, Millennials seem to be eternal optimists. When asked if they feel that they earn enough money to live comfortably, [8 in 10 responded that they either currently do or expect to in the future.](#)¹

Globalization

Rapid globalization, accelerated by the Internet, has delivered an unprecedented level of connection across the globe. This has proven to be a huge influence in shaping the beliefs and attitudes of Millennials. This is a generation that consider themselves “global citizens” with a humble approach that truly celebrates diversity and individual rights.

Our data adds depth to the portrait one finds through qualitative studies of this generation. Not only are Millennials more aware of international issues (23% more than Boomers*), they are also more open to other cultures. For instance, they are 22% more interested in different cultural foods, 18% more interested in foreign music, 10% more interested in foreign film and 5% more interested in international sports.

Correspondingly, they are leaning away from more traditional pastimes; for example, they showed 26% less interest in golf and even 23% less interest in rodeo than previous generations.

*Born 1946-1964

Social Media

Millennials are the first generation to have come into adulthood under the watchful eye of social media – an influence that is underappreciated and not fully understood.

Millennials grew up as citizens of an interconnected society largely irrespective of geography and connected to peers and strangers alike in a way that other generations never experienced. This came with an unspoken demand that Millennials continually define and curate their online identities. For many Millennials, social media sparked a perpetual struggle for external validation and acceptance.

To embrace social media, one invites a thousand watchful eyes and is given a glimpse into the lives of a thousand more. Millennials not only battle to keep up with expectations of their friends and families, but also acquaintances, strangers and even celebrities from around the globe.

Ultimately, social media amplifies every young person’s passage to adulthood, as well as the effects of globalization and a struggling economy, under a very public microscope.

'Boss Babe'

A Boss Babe is more than your proverbial 'boss' – as in, an awesome person. Boss Babes* are not just in it to win it, but intend to do so with flair and femininity.

[\(*'Boss Babe', an empowering term for a Millennial female 'boss', is credited to #bossbabe Inc.\)²](#)

The nature of the modern economy, with an emphasis on collaboration and decentralized management, is a natural fit for women. We see this in economic data, which shows that [young women have almost closed the wage gap \(up to 93%\) with young men.](#)³ Our data validates the trend, although it's clear that women are still underrepresented when it comes to upper management.

Boss Babes are a hugely valuable segment for marketers to engage with:

- They are spending and shopping – a lot. Boss Babes take great care to decorate their home or apartment with everything from posters to clocks to bookcases and couches.
- Personal image is just as important. When compared to Boomer females, these young women demonstrate 54% more interest in blazers, 27.9% more interest in eyeliner and 37.9% more interest in masks and facial peels.
- They still strive to be 'well-rounded', balancing 'feminist' ambitions with 'feminine' purchases, especially bakeware, cookbooks, knives and cutlery – which in practice may see little use.
- They are world travelers, and go big with their adventures. Boss Babes fly business class, and often opt for glamorous or indulgent all-inclusive vacations.

HOW TO ENGAGE WITH THE 'BOSS BABE':

The best way to engage with a Boss Babe is by reaching her while she is researching topics that are important to her: careers, current news, beauty and fashion, cooking and travel. Aligning an ad campaign with the aspirations and vitality of the Boss Babe will successfully capture the affection and attention of these Millennials.

While these women have excess income and are willing to invest in high-quality and luxury items, time is definitely a Boss Babe's most limited resource. To overcome this obstacle, brands should provide tools that enable her to shop efficiently. You'll most likely find the Boss Babe in mobile environments and in-app. Interactive catalogue units featuring click-to-purchase unique URLs will provide convenience and time savings for Boss Babes on the hunt for that perfect pea coat.

Brogrammers

Epitomized by personalities like Snapchat's co-founder Evan Spiegel, the Brogrammer can be thought of as a fraternity 'bro' who found their way into (or stumbled upon) the tech world. Today's Brogrammer is the current incarnation of what used to be a Wall Street trader, driven more by a sense of financial opportunity than anything else. They have brought a stereotypically masculine culture to an industry once thought a haven for nerds and geeks.

In stark contrast to the Boss Babe, and in fast retreat from most Millennial's sense of egalitarianism, Brogrammer culture often characterizes a gleefully misogynistic streak. The recent scandal of [leaked celebrity photos](#)⁴ and "[GamerGate](#)"⁵ provide extreme examples, but the pattern resonates elsewhere in lesser known scandals involving [Snapchat](#)⁶, [Tinder](#)⁷, [GitHub](#)⁸, and [venture capital firm CMEA](#)⁹, for example. It seems ironic that many of those on the forefront of technology claim to be on the leading edge of society, but thrive in an environment that is indirectly or even openly hostile to women.

In any event, behavioral patterns of the Brogrammer demonstrate a retreat toward traditionally masculine interests. Even when compared to other young men, Brogrammers have an outsized affection for beer, liquor, and ESPN.

It is important to note that there are some striking parallels between Brogrammers and Boss Babes. Both share an unprecedented level of commitment and enthusiasm to their career, with an implicit understanding that many traditional rites of passage must be delayed if not entirely sacrificed. Both have created a tight-knit and self-reinforcing culture of exclusivity. And both are not only excluding the opposite gender from its idealized environment of success, but also from personal relationships.

HOW TO ENGAGE WITH THE BROGRAMMER:

Not surprisingly, brands and advertisers that speak to traditionally 'masculine' ambitions fare well – especially sports, certain luxury goods, and alcohol. Brogrammers are also hugely receptive to content on careers, technology and business.

Gadgets, time-saving devices, and other "life hacks" are the Brogrammer's best friends and smart marketers know to leverage this. This consumer is also more likely to respond to mobile advertising and brand presence in-app. As 'wearable' technology gains momentum, we are sure to see this cohort as early adopters.

Underemployed

These Millennials entered the workforce with college credentials to find an economy offering unskilled service work. Having made a city experience their priority, many in this group relocate to the urban periphery and scrape by with roommates and multiple jobs.

Overeducated and culturally ambitious, the Underemployed have embraced the do-it-yourself ethos for everything from raising chickens to bike repair. They willingly forgo cars and houses, eschew credit card debt and sometimes even traditional currency, preferring a barter system or a “sharing economy”. The Underemployed might resemble the more social and gregarious slackers of the previous generation, were it not for their being relatively content existing at the periphery of the modern economy.

A [study by the NPD group](#)¹⁰ found that Millennial shoppers are the most selective as well as the most economically challenged. The Underemployed are marked by a financial responsibility that their grandmothers would surely appreciate. They are voracious users of coupons and always look for deals before purchasing.

Other spending habits may look unpredictable to a seasoned marketer. The Underemployed splurge selectively, often on experiences, technology (which they regard as a necessity) and occasionally clothing.

HOW TO ENGAGE WITH THE UNDEREMPLOYED:

The Underemployed Millennial may have limited means, but they can be significant spenders – particularly on technology and travel. They also prove to be natural brand advocates. The best way to appeal to the Underemployed is with a level of sophistication beyond what would typically (if erroneously) be considered appropriate for their incomes.

Positive brand associations and long-term brand loyalty are best established with experiential, high-engagement ad units. Because Underemployed Millennials are likely to carefully consider their purchase decisions, marketers should equip them with tools to learn more about specific products and compare via catalogue units. Finally, strong call-to-actions promoting sales will be especially impactful on this audience which is drawn to coupons and deals.

Shutout

A significant segment of Millennials simply have no good options in the near-term. Some may have hesitated a moment too long at a critical juncture, or chosen impractical degrees, or simply have been unlucky in their job search. Others never had the resources to attend college in the first place, or were given an expensive, but useless, credential by a for-profit institution. Each month of unemployment creates a wider gap in their resume, and many economists fear they have the makings of a permanent underclass.

An uncomfortable and rarely acknowledged reality is that almost two-thirds of Millennials are both undereducated and underemployed - a "silent majority" struggling to make ends meet. Those left behind tend to be men from rural or "exurb" areas that lack job opportunities and transit options.

Shutout Millennials are understandably cost-conscious. We found those classified as Shutouts showed 174% more interest in coupons and rebates. Their entertainment preferences seem driven by a need for both comfort and escape. For example, they showed 69% more interest in movie tickets than other Millennials, and are especially interested in superhero films. They also gravitate toward more traditional, accessible food options, with 184% greater interest than average in barbeques and almost no interest in international foods or fine dining.

HOW TO ENGAGE WITH THE SHUTOUT:

Marketers would be forgiven for trying to avoid this cohort, but their size can compensate for thin profit margins. Predictably, the most important factor in winning loyalty from this segment is price value. Coupons, reward cards, and sales are almost necessary to attract them. Aspirational messaging may backfire, as it risks coming off as accusatory. Instead, win them over with entertainment – specifically high-impact, video expandable units.

Nostalgics

The idea that Millennials embrace nostalgia can be plainly obvious, but the motivation behind this impulse is not as widely understood.

Nostalgics seem to celebrate products that have long faded from view because they were decidedly worse than the alternatives. The list includes cheap beer, cassette tapes, “dive bars”, film cameras, suspenders, and even glasses. Some will argue that they really like cheap beer, but given the panoply of options available, this does not explain the overwhelming preference for specific brands, especially when the beer itself is produced under contract by the largest multinational brewers.

Two major themes are evidenced by Millennial nostalgia. The first is that of working class life from several decades ago – or even a century ago. The first generation to grow up online has cultivated a desire to return to a seemingly more “authentic” time when work implied manual labor, one’s devices were mechanical, and leisure time was limited and predictable. This seems especially true of Millennials who are struggling to leverage their education into a career. The desire for a blue collar lifestyle comes from a generation that recognizes this era has long past, but not that manual labor was unrewarding work, with no possibility of career advancement and often performed in dangerous conditions.

A second, simpler type of nostalgia is a return to childhood. These Nostalgic Millennials can be found using apps that imitate the poor quality of their old VHS tapes, buying cheap record players to recreate the hollow sounds of their parent’s music collection, and embracing their grandparent’s pastimes such as shuffleboard or knitting. Here, nostalgia serves as a comforting, bittersweet retreat. Our data shows that all types of Millennials return to their childhood favorites during times of stress; breakups and colds are hugely predictive of canned spaghetti purchases, for example.

HOW TO ENGAGE WITH NOSTALGICS:

Nostalgics respond well to brands they were familiar with in their own childhood, offering multiple opportunities for re-branding and co-branding. For example, [Fruit Loops’ ‘Bring Back the Awesome’ campaign aligns with Nintendo’s Mario Brothers.](#)¹¹ Marketers can also utilize nostalgic positioning to bring Millennials back to an easier, carefree time.

Despite having a preference for interests from yesteryear, Nostalgics are still avid digital users and can be reached across any platform. Ensuring your brand’s messaging is authentic is one way to cut through the clutter. Behind-the-scenes video content within expandable units is a great way to communicate with an audience that craves authenticity.

Travel Enthusiasts

Travel has long been a rite of passage for young people, providing a blend of challenge, excitement, and self-discovery. For Millennials, it also provides an enviable backdrop for self-expression, particularly on social media.

Millennials arguably take travel more seriously than previous generations, both in terms of scope and responsibility. They visit destinations that were once unheard of, immerse themselves in local culture, and try to ensure their visit has a positive impact when possible. Cruises and all-inclusive tours are shunned.

Of course, modern travel is entirely different with a smartphone in your pocket. Instant access to maps, translators, and reviews – not to mention your friends waiting for you back home – fosters the notion of a safer, more accessible, and more predictable world. The net effect is a broader list of destinations that feel less distinct than ever.

Some Millennials seem to orient their lives entirely to travel. Dismal job prospects at home provide little incentive to stay. Many will head abroad for learning or career opportunities. Others will work for a time, and instead of negotiating two weeks off, resign when ready for their next extended holiday.

Millennials who travel frequently are much more likely to be putting off traditional adult milestones, not only with their career, but also when it comes to marriage and family life. Compared to all Millennials, Travel Enthusiasts are 5% more likely to be single and 13% less likely to have children.



HOW TO ENGAGE WITH TRAVEL ENTHUSIASTS:

Advertisers can find Travel Enthusiasts on travel sites, of course, but also review forums and content focused on foreign culture, global sports and entertainment.

When creating a message to reach the Travel Enthusiast, it's important to speak to their global, independent, and responsible mindset. This audience does not prefer local brands, nor do they take kindly to brands that mask their global impact. Brands can leverage the Travel Enthusiast's adventurous spark via seamless interactive ad units which allow them to explore and discover at their own will.

Culinary Explorers

Millennials have access to an increasing number of transporting experiences waiting for them in local restaurants. From fast-casual to haute cuisine, today's emphasis is not only on fresh, but also exotic, tastes and flavor combinations. Many restaurants emphasize the journey with open kitchens and meticulously themed dining rooms. Those yearning for novel experiences but lacking time to travel can experience a foreign culture (or an American subculture) over a long meal.

The more ambitious the cuisine, the more the Culinary Explorer seems to relish it. Our data shows they are 35% more interested in Korean cuisine, 26% more interested in Japanese cuisine, 24% more interested in Middle Eastern cuisine, and 21% more interested in Indian cuisine... to name a few.

While cut from the same cloth, higher-earning Millennials are counterintuitively more likely to be Culinary Explorers than Travel Enthusiasts. Those with better career tracks (or salaries) simply have more to lose by wandering off. The similarities between the two are many – a taste for the exotic and the desire for an authentic experience – all made safe by an array of reviews and resources. The more ambitious Culinary Explorers will even set up a private meal at a stranger's home.



HOW TO ENGAGE WITH CULINARY EXPLORERS:

The Culinary Explorer is especially attuned to trendy, up-and-coming brands; this taste for the 'next big thing' shows in their dining preferences. For advertisers looking to reach the Culinary Explorer, engage them while they are reading not only about foreign foods, but researching popular brands, fashion and current local news. It is also important to note that they are likely to be prioritizing their career development, and therefore, are often researching jobs, technology and business on their digital devices.

Like Nostalgics, Culinary Explorers are hungry for authentic experiences. Engage with this audience by offering something of value, such as behind-the-scenes video content within expandable ad units.

Exuberants

Social media communities place a seemingly insatiable demand that participants maintain a positive, inspiring and exceptional public image. Mastering this new world are the Exuberants – the online equivalent of the ‘cool kids’ in school. Millennials may scoff at the notion of putting anyone on a pedestal, but maintain a deep admiration for those able to climb it.

This audience thrives on building their personas on social media, often to the point where they confuse their real selves with their projected, idealized image. Exuberants drive the vast majority of content on social media, initiating and participating in online conversations, assembling images and wish lists, and announcing their movements at every turn.

A sense of competition is evident here. Exuberants seek out increasingly share-worthy experiences to photograph, video, or write about. Each item ‘ups the ante’ for their Millennial friends who feel inspired, if not pressured, to do the same. Fear of missing out (FOMO), a sense of “you only live once” (YOLO), and increasingly ambitious “bucket” (wish) lists are the inevitable result. This can spiral out of [control, as seen in the injuries¹², and even fatalities](#), as Millennials pursue increasingly extreme and dangerous activities. We even see this in something as innocuous as the [ALS Foundation’s “ice bucket challenge.”¹³](#)

HOW TO ENGAGE WITH THE EXUBERANTS:

This audience defines ‘viral’ in demonstrating earned media potential. Brands should reach Exuberants in their information-seeking phase by behaviorally targeting campaigns to their wide range of interests.

Successful brands, from the ALS Foundation to [Frito-Lay¹⁴](#), have noted the highly extroverted Exuberant mindset, and have successfully engaged them through participatory campaigns.

Collectors

Complementing the share-it-all Exuberants are Collectors, who avidly assemble and collate online content. It is the Collectors who engage with the social media content that Exuberants are creating, as well as brands and agencies who curate an online presence.

These are the users who scroll through Facebook, Tumblr and Instagram absorbing the activities and opinions of others, without the need to constantly share their thoughts with the world. Yet this audience is essential to social media, and not just as an applauding audience. It is the Collectors who actively assemble Pinterest boards, provide feedback through shares and likes, fund Kickstarter campaigns, sign petitions, provide suggestions, and inspire creators.

Collectors may have more content saved than they will ever have time to read. Most are simply living vicariously through others, and collecting their ideas and dreams in the same way that past generations would have used diaries or scrapbooks.

HOW TO ENGAGE WITH COLLECTORS:

Don't underestimate Collectors; they are the audience that can validate and extend a trend or simply dismiss it. Exuberants may provide the tastes, but Collectors are the tasters and endorsers.

Not surprisingly, Collectors are on their devices early and often. Advertisers can best reach them on their smartphones and tablets reading about the latest designs, technologies, fashion trends, fitness tips, DIY ideas and more – think anything that is savable, sharable, or 'pin-able'.

Real-time marketing resonates most effectively with Collectors; this audience catches new trends in real-time via social media platforms and decides whether to act on this information relatively quickly.

Quarter-Life Crisis Millennial

Older generations may scoff. It is admittedly hard to imagine that someone in their twenties could be convinced they had few options left, little to be proud of, and nothing to look forward to. But consider how severe it must feel to really have a stereotypical mid-life crisis at twenty-five, and one can begin to imagine how overwhelming these feelings can become.

The real question is: How could this possibly happen? There are three factors that may explain it:

First, we return to social media. Never before has the world offered such a broad and intimate look into the lives of others. In the past, we might have compared ourselves to our immediate friends and neighbors, most of which had similar circumstances. Now, we compare ourselves to hundreds (if not thousands) of people, from different walks of life, with wildly varying degrees of privilege and success. Worse, the seemingly authentic profiles we see are simply projections of the happiest moments and most flattering poses – a reality we may understand in principle, but fail to comprehend emotionally. Social media, more often than not, is an ego-crushing experience.

Second, the modern economy offers more choices, at every level, than we are capable of handling. The parents of Millennials had a few broad categories of careers to choose from, and were given strong social signals about which to choose. Their children encounter millions of job openings, eagerly aggregated across the web, some so specialized and esoteric that they are impossible to explain in casual conversation. Overwhelming clutter and noise even seep into their daily decisions – which of the 40 toothpaste brands is best? Or, as we're asked by modern marketing, which toothpaste brand is for me? Having options is a good thing. But having too many options can be paralyzing.

Third, the Millennial transition to adulthood is abrupt and unexpected. After achieving what they were assured was the highest honor – getting into, and then graduating from, a good college – Millennials suddenly feel a sense of autonomy and a responsibility for their lives. Ironically, despite their careful upbringing, many feel unprepared.

Our data reveals significant evidence of Millennials in the midst of a Quarter-Life Crisis. Millennials are 47% more likely to be reading blogs offering advice, and 16.3% more likely to be interested in Religious & Spirituality than non-Millennials. Millennials also show high interest in aromatherapy (23%) and herbal remedies (12%). We also note that this group is far more likely to be in severe debt from student loans.

HOW TO ENGAGE WITH THE QUARTER-LIFE CRISIS MILLENNIAL:

Communication with this type of Millennial may sound daunting, but this is not the case. These are individuals looking to redefine themselves, set priorities, and explore new experiences. This audience provides advertisers with a 'sweet spot' for trialing new brands.

Light-hearted "personality quizzes", offering feedback on any number of subjects, are likely to appeal to this audience. Incorporate quizzes within expandable ad units matching quiz results with a specific product within a new product range.

Millennial Marthas

Exuberants and Millennial Marthas have mastered social media. But where the Exuberants cry, “Look at me!”, the Millennial Marthas go one step further to proclaim, “Be like me!”. This is not an easy sell in a culture that celebrates individuality and personal expression. It works because, while there will only be one Martha Stewart (and not even jail time can take her down), there are hundreds of Millennial Marthas (and some Millennial Martins), all speaking to their own niche audience.

While a handful are nearing true celebrity status, such as [YouTube star Bethany Mota](#)¹⁵, the reality is that media and society are so fragmented that there will be at only a dozen of these ‘queen bees’ offering advice on a wide scale. That said, these lucky few will probably have avid followers for decades to come.

HOW TO ENGAGE WITH MILLENNIAL MARTHAS:

Millennial Marthas are obviously attracted to trends. While each seems to have a unique style, the contours of their aesthetic are really quite ambiguous. These role models make their impact in the presentation and positioning – much like we do in marketing.

The Millennial Martha demonstrates an amazing opportunity for advertisers to leverage earned media (although sometimes a fee is demanded) by engaging with them at their information-seeking phase. Behaviorally targeted campaigns can pinpoint the Millennial Martha while they are looking for inspiration in topics which interest them most.

The Millennial Martha is also defined by their passion for DIY (do-it-yourself) as it allows them to be creative and expressive. This is the perfect opportunity for arts and crafts, home and décor brands to engage with Millennials. The key is using visual, interactive creative that will tap into, and inspire, the DIY mindset.

Of course, one can simply observe a Millennial Martha to understand what resonates in marketing to their fans.

Millennial Moms

Perhaps the most interesting and complex of all the Millennial groups, Millennial Moms have encountered most of the influences described above, but reinterpret it from the perspective of a parent. If you need proof that our concept of Millennials is not only over-generalized, but becoming rapidly outdated, consider the Millennials having kids. Of the 4 million Millennials analyzed, we found that roughly 1,130,000 were Millennial Mothers.

Millennials are already big spenders, and Millennial Moms possess even more purchase power – especially given that many of them are working outside of the home. Our data shows that they express greater interest in DIY, fitness, home and décor and healthy eating when compared to their non-parent Millennial counterparts.

Somewhat unnerving is that there are limited expectations for Millennial Dad – we find no consensus on what he should do, and what's more, little sense of young men changing in a significant way when they become parents.

HOW TO ENGAGE WITH MILLENNIAL MOMS:

Millennial Moms are reacting to significant changes in their lives, and shifting their priorities. This can often prompt a redefining of brand preferences and as a result, they welcome new product launches and are open to trial.

Millennial Moms are digitally-savvy, which makes them highly accessible through their computers and devices. Cross-platform approaches are vital for brands speaking to this consumer.

While they are open to trying new products, Millennial Moms are surprisingly traditional in their brand tastes. In addition, these women become hyper-socially conscious as they become parents. To engage with this segment, marketers must understand and emulate the value systems that Millennial Moms acquire with parenthood.

Furthermore, advertisers can increase engagement amongst an audience searching to be inspired via interactive, visually-appealing creative especially around DIY, fitness, home and decor.

Read our research on our “Marketing to Millennials Moms” study [here](#).¹⁶

Conclusion:

A new perspective on engaging with Gen Y

This generation is one of the largest – and most influential – audience segments today. With mounting pressure to understand the behaviors of an entire generation, marketers may find themselves sheepishly deferring to accepted stereotypes. However, marketing to Millennials requires a fresh look into what shapes the Millennial mindset, and what values come into play.

In order to truly engage with this audience, start with the big question: How can our marketing campaigns appeal to the Millennial psyche? Then, look for meaningful, actionable insights about your product and campaign.

If we watch, we see that Millennials are explicitly demonstrating their interests online constantly. And if we listen, we better align our brands with their values and identities. Only then can we engage with them how they want to be reached, where they want to be reached, when they want to be reached, at scale.



Exponential Interactive is a global provider of advertising intelligence and digital media solutions to brand advertisers.

Our e-X Advertising Intelligence Platform combines proprietary audience data and technology to deliver advertising intelligence that enables smarter, better-informed marketing decisions.

Our audience engagement divisions - Adotube, Appsnack, Firefly Video and Tribal Fusion - apply advertising intelligence to deliver high-impact, high-engagement campaigns across display, video and mobile media.

Exponential offers solutions in 22 countries and reaches more than 500m unique users worldwide every month.

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