



dynataTM

HOW WE HELP OUR CUSTOMER



HAVAS Media
Network

Creating Meaningful Social Commerce Experiences for Next Gen Shoppers



HAVAS Media
Network

CUSTOMER RECEIVED



Access to a large, high-quality sample including the difficult-to-reach Gen Z cohort



End-to-end services - from questionnaire design to detailed analysis and reporting - delivered on a very tight timeline



Complex multi-stage study with quantitative and qualitative modules across 3 key social commerce verticals



In-depth understanding of social commerce experiences

INTRODUCTION

With social commerce sales growing globally, Havas Media Network partnered with Snapchat to explore how brands can break through the clutter and connect in the right context with relevant content to engage Gen Z and Millennials (Next Gen) in this booming space.

Dynata was commissioned to conduct a multi-stage study among Next Gen shoppers across seven countries, which revealed both pain points and must-haves in the ideal social commerce journey for younger shoppers.

BUSINESS CHALLENGE

Social commerce has become a major part of young people's lives. With growth comes the challenge for brands to break through the noise, as popularity can be transient in a fast-paced marketplace.

Capturing the social shopper's attention is increasingly challenging for brands, made harder as social commerce's ever-evolving features and content easily divert people's attention. Therefore, brands must create meaningful experiences to engage Next Gen audiences effectively and develop strategies to convert social commerce experiences to a purchase.

THE SOLUTION

Leveraging the power of our high-quality first-party data asset, Dynata conducted a complex multi-modal study among over 28,500 individuals aged 13 to 34* who browse and/or purchase through social media platforms. Key benefits of our powerful, innovative approach included:



Reach: The research covered seven countries – France, Germany, India, Mexico, United Arab Emirates, United Kingdom and United States – and three key social commerce verticals: luxury / high-end / designer goods; apparel & accessories; personal care.



Data Connectivity: Our approach enabled to link the findings across the multiple stages of this study through recontacts, as well as linking the research data to Havas's existing data from their "Meaningful Brands" proprietary study.



Innovation: A digital ethnography stage consisting of a carefully constructed blend of interactive tasks to build Next Gen's ideal commerce experiences.

*13-17-year-olds were only included in the quantitative modules of this research and required permission from their parents or guardians before taking part in the study.

IMPACT

With 88% of Next Gen consumers using social media to discover new products or window-shop for inspiration, it is vital for both social platforms and brands to understand how to address individual retail needs such as convenience, fun and trust.

Drawing on the insights from this study, Havas and Snapchat partnered to develop **The Next Gen Social Commerce Playbook**, a business tool outlining a set of recommendations for how brands can create seamless and high-quality shopping experiences for Gen Z and Millennials.

Published in July 2023, this playbook generated significant media coverage for Havas.

This research showed the journey these shoppers take on the path to purchase is not always a solitary one and often involves multiple layers of interactions. The insight provided Havas's client, Snapchat, with a clear roadmap for implementing necessary changes to their platform to attract the NextGen to their social commerce offer. For instance, the "live shoptainment" space was identified as an opportunity for growth for Snapchat.

CLIENT TESTIMONIAL



“Dynata has been a pleasure to work with, especially as we conducted this project with a tight deadline. We appreciate the thorough debriefs and presentation, which enabled us to identify meaningful opportunities for brands to elevate the digital shopping journey for Gen Z and Millennials.”

- **Seema Patel**

Global Managing Director
Media Intelligence, Havas Media Network

To download a copy of the Next Gen Social Commerce Playbook developed by Havas in partnership with Snapchat, [click here](#).