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AMERICAN EXPRESS CANADA



Gen Z influence
is on the **rise**.

64%

of retailers say
it's important to
attract Gen Z for the
success of their business.





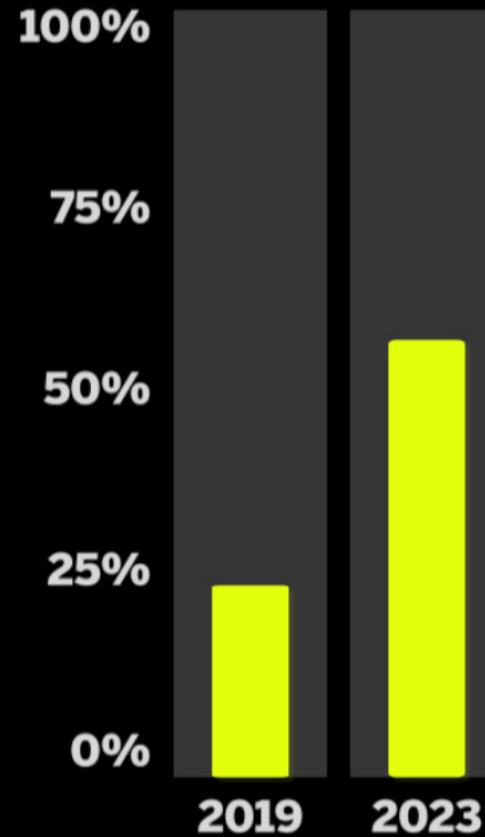
☒ **MARKETING STRATEGY**

☒ **DIGITAL PAYMENTS**

☐ **IN-STORE EXPERIENCE**



of retailers
currently
marketing
to **GEN Z**



up from
25% in 2019

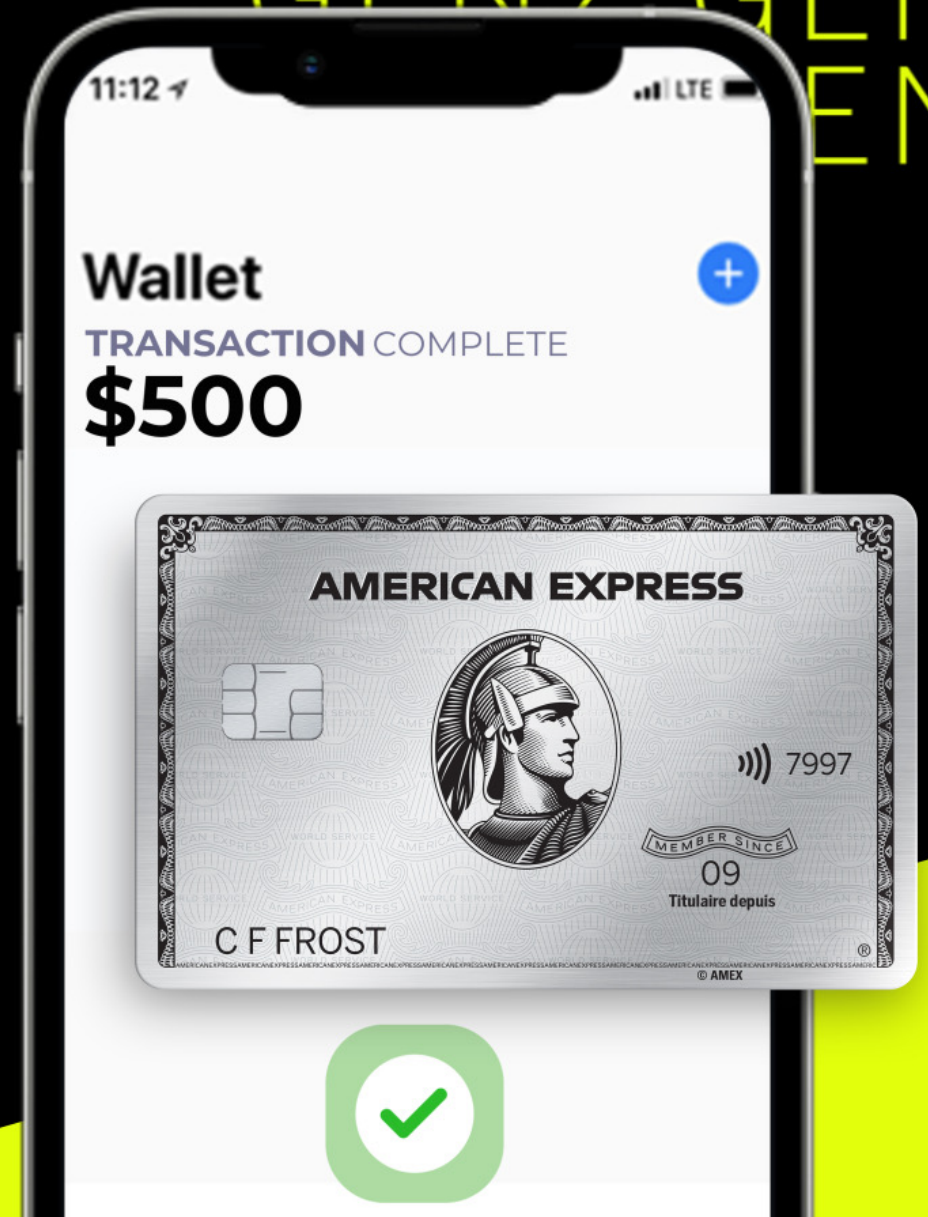


THE ADOPTION OF DIGITAL
PAYMENTS IS RISING

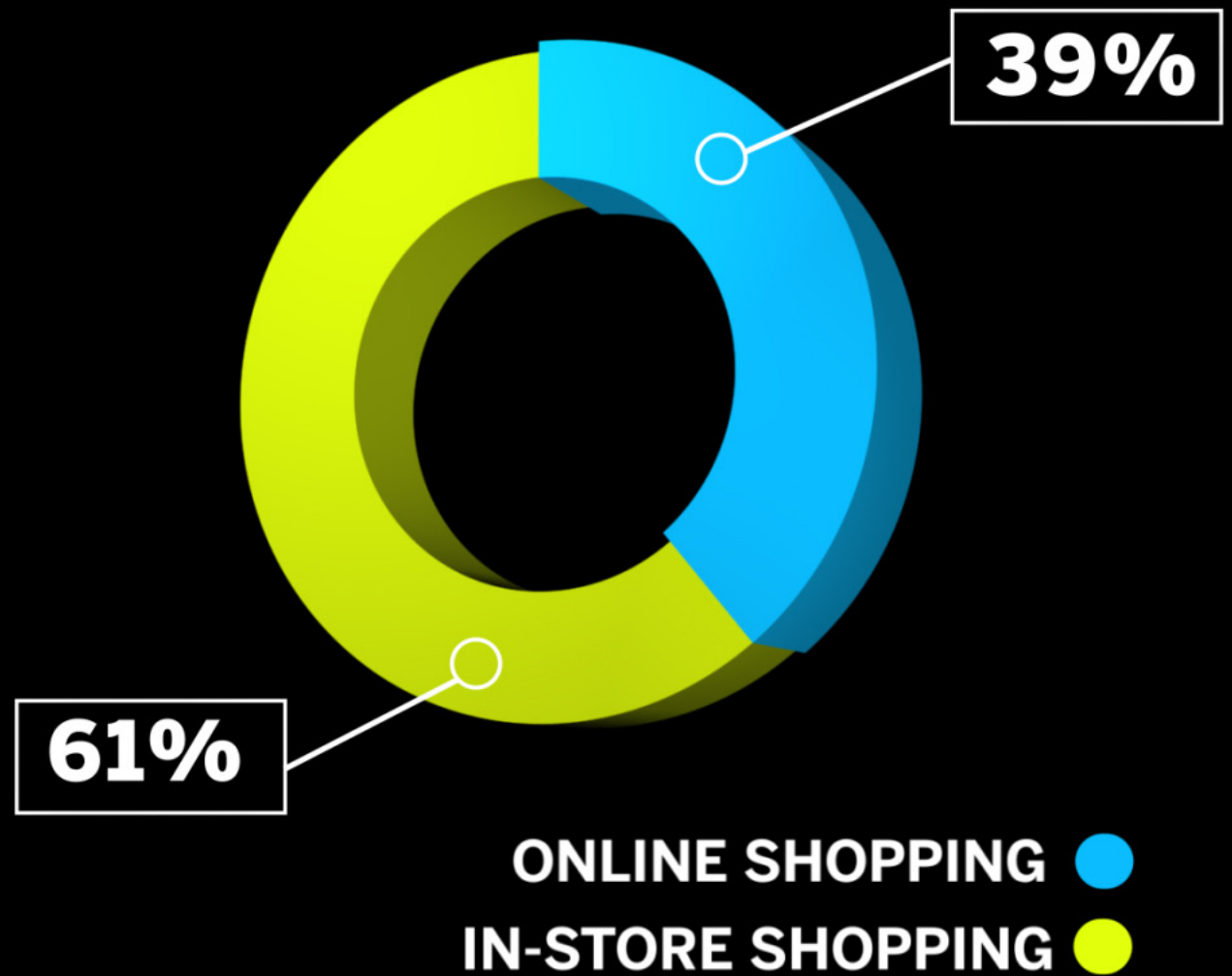
61%

of retailers currently
offer **mobile** or **digital**
wallet payments,
up from **32%** of
retailers surveyed in 2019.

GENZ GENZ
GENZ GENZ
GENZ



In-store
shopping
remains king
for **GEN Z**

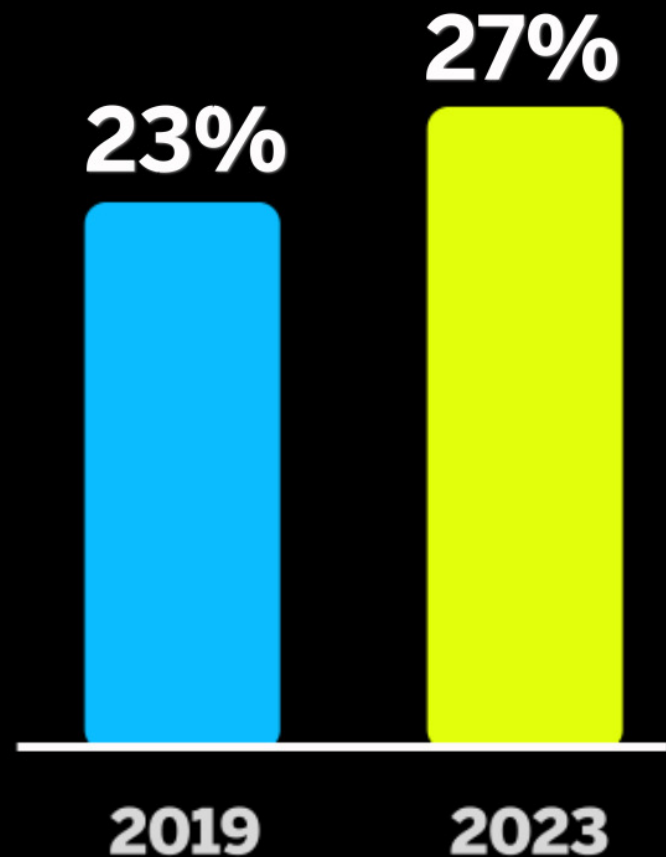




Only **27%**

of retailers are offering
unique **in-store experiences**

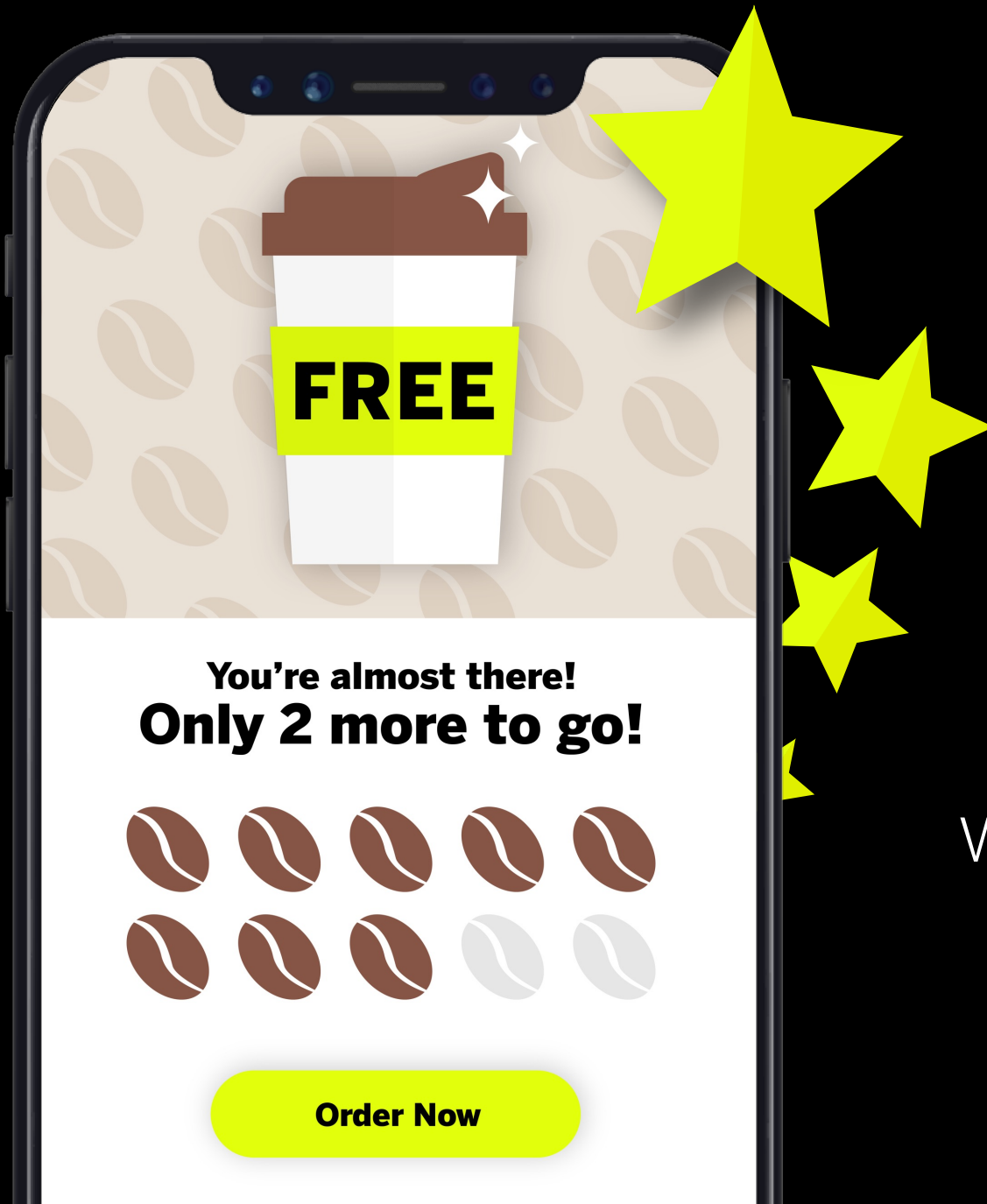
a slight increase
from 2019 at 23%.





Gen Zs look for
**quality &
affordability.**

However, **60%** are
willing to **spend more**
on a brand for **better
quality products.**



45%

of Gen Z saying they
would buy a brand again
if they earned **valued
rewards** on purchases.

AMERICAN EXPRESS

A **strong** rewards
program has...



**Frictionless
customer experience**



Special perks



Personalization



GENZ GE
GENZ G
GENZ C
GEN
GEN
GEN
GEN
GEN



1 Payment options

2 In-store shopping experience

3 Reward loyalty

THANK YOU.