

# Your Personalization Strategy Has a Blind Spot. It's Costing You with Older Consumers.

Half of consumers don't find the personalization they receive genuinely helpful. But behind that number is a deeper generational story. The gap isn't willingness: **80% of consumers across all generations are comfortable with data-informed personalization**. The gap is execution: specifically, personalization built around younger consumers' preferences that don't translate to older audiences.

## The satisfaction gap widens sharply with age

▼ **Gen Z** is the most satisfied generation and the most accustomed to algorithmically personalized content.

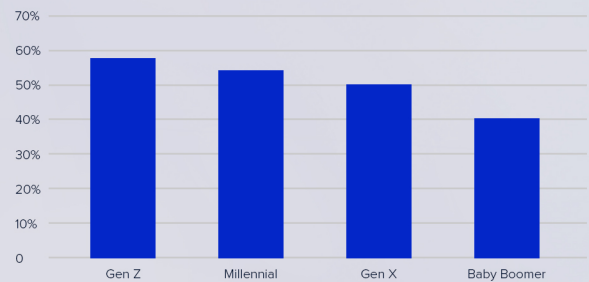
▼ **Millennials** closely align with Gen Z, suggesting digital nativity correlates with personalization comfort.

▼ **Gen X's** satisfaction drops noticeably, tracking closer to the overall average than to younger generations.

▼ **Baby Boomers** are the least satisfied: a full 18 points below Gen Z.

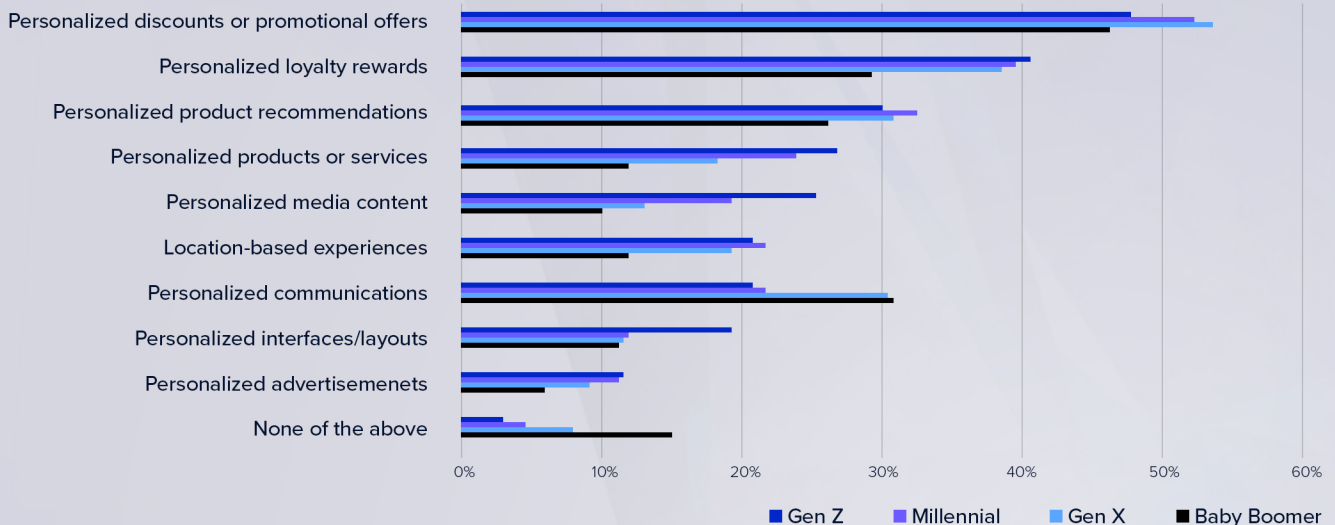
How do you generally feel about the helpfulness or usefulness of personalized content you receive?

% RESPONDING "EXTREMELY" OR "VERY" HELPFUL



## The tactics driving most personalization roadmaps skew younger

What types of personalization do you value the most?



Not all personalization is created equal, and what feels relevant to a younger consumer can feel irrelevant or presumptuous to an older one. **Three patterns emerge from the data:**



**Where generations converge:** Personalized discounts top the list across all generations. This is a safe personalization starting point, but not a differentiator.



**Where younger consumers pull ahead:** Personalized products, media content, interfaces, and location-based experiences all skew significantly younger. These are the tactics that dominate most brands' personalization roadmaps, but they're not as valued by older consumers.



**Where older generations pull ahead:** Personalized communications, like emails, texts, and direct outreach, are where older consumers outpace younger ones, with Baby Boomers (31%) and Gen X (30%) outranking Millennials (22%) and Gen Z (21%). The question worth asking: has communications personalization kept pace, or has investment shifted toward newer tactics that resonate with younger audiences, leaving this channel underdeveloped for the consumers who value it?

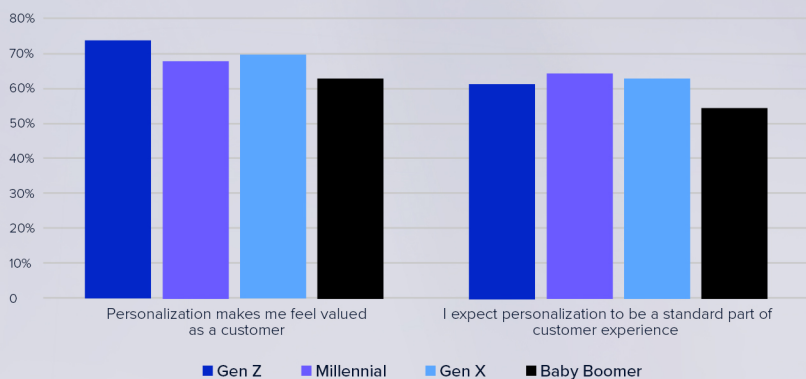


**Merkle + Braze, The Personalized Communications Opportunity:** Braze's platform is built to fill this gap. It enables sophisticated email, SMS, and lifecycle strategies that incorporate generational differences. With preference centers, behavioral triggers, and multi-channel orchestration, brands can meet customers where they are, regardless of what communications they value most.

## Older consumers feel less valued by personalization, and are less likely to expect it

To what extent do you agree or disagree with the following statements about personalization overall?

% RESPONDING "SOMEWHAT" OR "STRONGLY" AGREE



**The satisfaction gap is more than a tactic mismatch.** It reflects a difference in how each generation experiences personalization emotionally.

▼ 74% of Gen Z feel personalization makes them feel valued vs. 61% of Baby Boomers

▼ 64% of Millennials expect personalization as a standard part of experiences vs. 53% of Baby Boomers

For Baby Boomers, who are already more skeptical of data use, the most effective personalization may also be the least visible. **Experiences that feel informed without announcing themselves can land better than ones that signal “we know things about you.”** Personalization delivered through trusted channels, such as email, SMS, and direct outreach, builds loyalty rather than resistance. Braze enables this approach, making value obvious while keeping mechanics invisible.

## Three questions to pressure-test your generational personalization strategy

- ▼ Are the personalization tactics driving your roadmap disproportionately designed for younger consumers, and are you applying them uniformly across age groups?
- ▼ Is your communications personalization as sophisticated as your digital and content personalization?
- ▼ Are you measuring personalization success against a single benchmark, or do your KPIs account for generational differences in expectation and sentiment?

Platforms like Braze can help you answer “yes” to all three. With generation-aware segmentation, you can design communications strategies that reflect how different age groups actually engage. Generational KPIs and cohort analysis ensure your personalization investment maps to how each audience values it.

## Your next steps

To explore the full data behind these findings, including how personalization preferences vary across regions, industries, and other demographics, read [The Invisible Advantage: Five CX Imperatives for AI That Earns Its Place.](#)

Learn more about how Merkle and Braze's collaborative approach can support your generation-aware communications strategy on [our partnership page](#).