

# The Age

of

# Opportunity

**All Generations,  
All the Insights:**  
Top Buyer Traits By  
Age Group, **Page 8**

**Gen X Factor**  
Old School  
Meets New  
Rules, **Page 20**

**Cross-Gen Sparks**  
Bc Buyers Can Have  
Chemistry Too

**The Future is Zoomer**  
Bye, Bye, Bye Millennials

Uncovering  
the Generational  
Dynamics of  
B2B Buyers

digitalzone



# // A LETTER FROM THE EDITOR

If you're a savvy B2B marketer, you already know that today's buyers are increasingly flipping the purchase journey on its head. We sure know it is a hot topic because it's exactly what we dissected in our previous report, the B2B Buyer Beat.

**Let's be real—treating decision-makers as one big group just isn't cutting it anymore.**

It's time to ditch the one-size-fits-all tactics and embrace the unique generational quirks that guide their decisions.

Building on the data shared in the B2B Buyer Beat, this report takes our previous insights a step further by breaking down the unique characteristics of the generations that make up today's buyers. We start with Millennials and Gen X, followed by Boomers and Gen Z. Consider this report your next-level guide to understanding these buyers, offering actionable insights tailored to each generation.

Here's what you'll uncover:

- What habits distinguish Millennial, Gen X, Gen Z, and Boomer buyers?

- How do generational differences influence brand interaction and vendor selection?
- How can leveraging buyer generational insights strengthen connection and engagement?

Take a moment to scroll through this report and elevate your understanding of these generational cohorts. It's packed with quick takeaways to inspire fresh, meaningful approaches to B2B marketing. After all, recognizing the unique differences of each buyer age group isn't just a challenge—it's what truly defines this age of opportunity!

With love,



VP of Marketing at Digitalzone

Millennials p.10

Gen X p.20

Boomers p.30

Gen Z p.40

Final Thoughts p.50

**JUMP  
TO  
AN  
INSIGHT**

# Zero-waste lead gen philosophy

A more modern approach to B2B marketing.

At Digitalzone, we're committed to optimizing every component of your demand gen campaign, so **nothing goes to waste.**

[Click to learn more.](#)



# ABOUT THE SURVEY

Digitalzone surveyed 1,500 B2B decision makers across the world directly involved with vendor purchases averaging \$1,000+.

## MARKETS SURVEYED



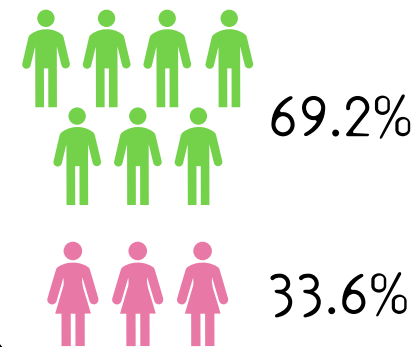
## SURVEY LENGTH

6 minutes  
57 seconds  
39 questions total

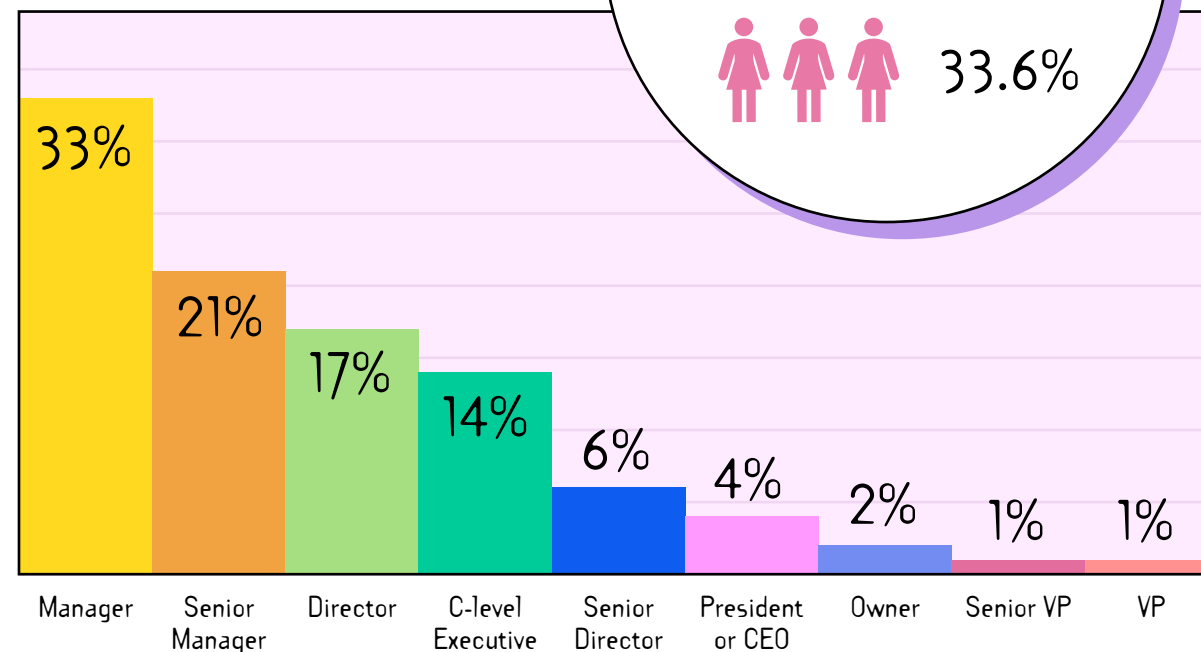
## FIELD DATES



## GENDER

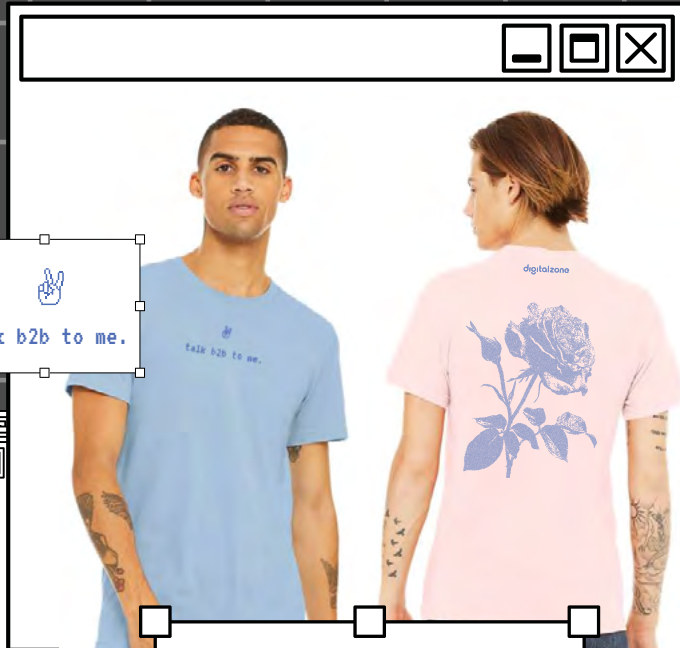


## JOB LEVEL





get the  
b2b look.



talk b2b to me.



Rock the hottest fashions in B2B 4 free.

[Click here](#) to get exclusive styles from Digitalzone.

the  
**FUTURE**  
of marketing  
is here...

...it's called the  
"brand-to-demand connection."



Are you ready?

[Click to learn more.](#)



# WHAT MAKES A GENERATION?

A generation remains defined by its **shared formative experiences**, which shape their identity and influence their approach to the world's challenges—regardless of age.

## BABY BOOMERS

Named after the post-World War II boom, Boomers navigated a period of economic expansion and cultural evolution, shaping a generation famed for its prosperity and societal impact.

- **Years Born** 1946-1964
- **World Events** Civil Rights Movement, moon landing.
- **Characteristics** Prosperous, ambitious, relationship-focused, resourceful.



1946

1964



1965

1980

## GEN X

Referred to as the 'latchkey kid' generation, Gen X navigated an era marked by the rise of personal computing and family dynamic shifts, fostering an adaptable and self-reliant generation.

- **Years Born** 1965-1980
- **World Events** Fall of the Berlin wall, energy crises of the 1970s and '80s.
- **Characteristics** Pragmatic, resilient, and tech-savvy problem-solvers.

## MILLENNIALS

Millennials, shaped by the digital revolution, witnessed the dawn of the internet, social media, and smartphones, which profoundly influenced their worldview and communication styles.

- **Years Born** 1981-1996
- **World Events** 9/11 attack, the iPhone, global financial crisis of 2008.
- **Characteristics** Optimistic, entrepreneurial, and collaborative.

1981

1996



1997

2012

## GEN Z

Gen Z matured amid the tech explosion, experiencing the rise of globalization through video sharing and mobile connectivity, which significantly influenced their perspective and interaction techniques.

- **Years Born** 1997-2012
- **World Events** Rise of social media, climate change activism, COVID-19 pandemic.
- **Characteristics** Diverse, socially active, realistic, and private.





# Millennials Are the Main Character

Tech-savvy and innovation-driven, Millennials are seamlessly blending old and new technologies to create transformative solutions. As they advance into their late 20s and mid 40s, they're stepping up as key influencers in their organizations and shaping the future of business with their dynamic leadership.

## The Generation at a Glance

- Actively uses social media to learn and discover new things
- Drives the market as the largest group of B2B buyers
- Outnumbers all other generations within IT departments

Born between 1981 and 1996, **Millennials grew up amid a whirlwind of digital transformation**, embracing the challenge of reinventing old systems with fresh solutions. They thrive on new beginnings and are confident they can tackle any problem with the right tools and mindset.

Visionary and ambitious, Millennials know how to navigate the unknown with ease. Driven by a strong sense of responsibility, **they also aim to course-correct the past's mistakes through their commitment to environmental sustainability and charitable causes.** This DIY, entrepreneurial, and transparent generation is poised to get things done—and do it more efficiently than ever before.



# The Millennial Mind at Work

See what fuels the passions and drives the habits of Millennial professionals.

## 1 Eager Leaders

Millennials are undeniably stepping into leadership roles, with **5% of them holding titles like President or CEO** (tied with senior Boomers for the highest amount across generations). They've even surpassed Gen X in these roles, highlighting that their leadership isn't just about age—it's ingrained in their solution-oriented spirit. Millennials are embracing more responsibility and steering their companies toward success.

## 2 Big Team Players

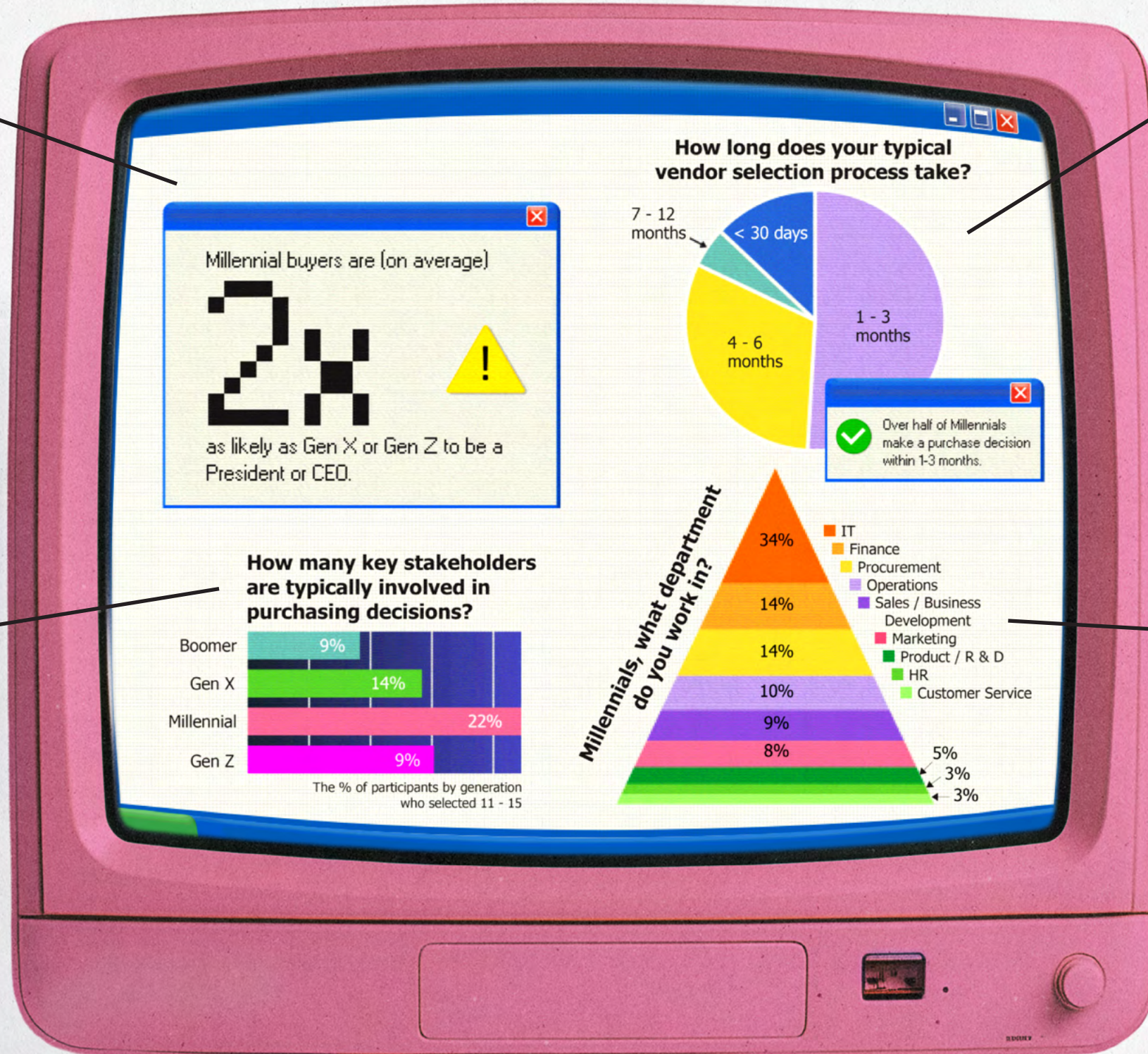
A noteworthy **22% of Millennials report involving 11-15 stakeholders in decision-making**, leading all other generations specifically within this stakeholder range. This trend reflects their growing presence in mid-sized and enterprise organizations, where collaboration and teamwork are crucial.

## 3 Fast Movers

More than half of Millennials report that **purchase decisions move from start to finish in just 1-3 months**, making them the swiftest generation in this regard—even outpacing the younger Gen Z. This fast-moving outlook isn't about their age; it's a testament to their proactive behavior and their ideals. Positioned at pivotal career stages, Millennials are increasingly taking the reins and want to set a brisk pace.

## 4 IT Buffs

Millennial buyers are **working in IT departments more than any other generation**. Their success shines through their talent for digital innovation and their understanding of legacy systems, enabling them to develop solutions that modernize and streamline processes with ease and efficiency.







## The Content That Speaks to Millennials

Let's uncover the trends and preferences that shape Millennial's distinct content cravings and consumption.



### Social Media for The Win.

Millennials, with their knack for all things digital and fast-paced lifestyles, have a clear preference for social media. Brands should especially prioritize presence on YouTube, Facebook, and Instagram—these are the go-to platforms for this digitally fluent crowd. While LinkedIn might not top their list, its relevance can't be ignored—**Millennials and Gen X are the generations using LinkedIn the most.**

**Millennials rank YouTube, Facebook, and Instagram as their top social media platforms of choice.**

### Heavy on Digital Touchpoints.

Want to keep Millennials hooked? You've got to hit them with content regularly. Our insights show **email is their top choice for staying updated with brands.** Right behind are social media and digital ads, proving that a one-off interaction

just doesn't cut it—they're all about that repeat engagement. Email and social media serve this up perfectly with their endless streams of updates, making them must-haves for any brand looking to stay on a Millennial's radar in today's fast-paced digital scene.

45% of Millennials need to encounter **a brand 3 to 5 times before taking it seriously, while 41% require 6 to 10 interactions.** Notably, 7% feel that 11 to

20 touch points are necessary—which is more than most generations surveyed (with Gen X peaking at just 8%). This desire for consistent brand visibility means marketers must maintain a strong, ongoing presence with short-form content in the digital spaces where Millennials spend their time to make their brand relevant.





## Act Fast to Engage Millennial Buyers

As Millennials ascend into more influential roles, the complexity of the buying committees they engage with is increasing, necessitating content that simplifies decision-making. Their preference for swift purchasing decisions highlights their affinity for efficiency—an attribute that brands must align with.

Here's the twist: **23% of Millennials report that their buying decisions are taking longer than before**, outpacing Gen Z at 19%, Gen X at 16%, and Boomers at a mere 7%. Marketers should focus on developing lower funnel content such as detailed case studies that showcase real-world outcomes, interactive webinars for direct engagement, and comprehensive product comparison guides for quick evaluations. These resources resonate with Millennials' preference for efficiency, enabling them and their teams to make informed decisions faster.

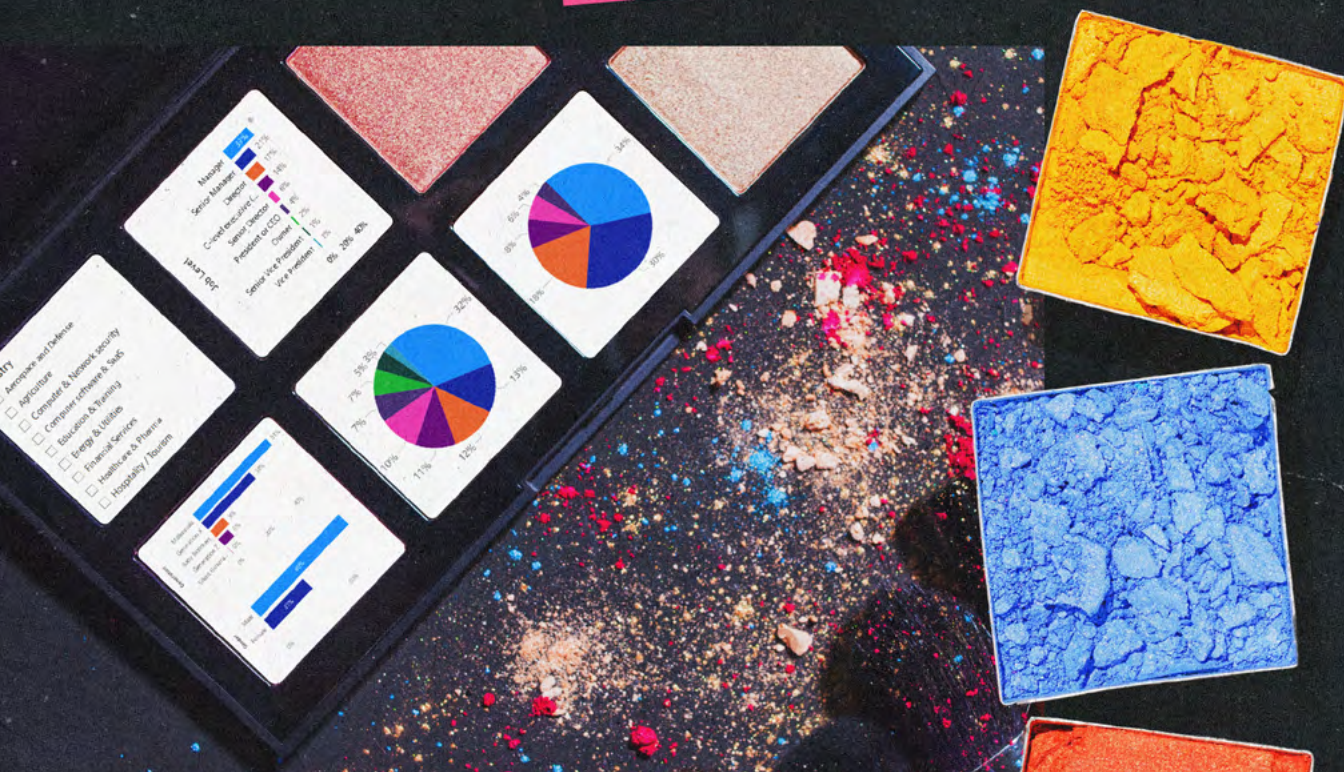
By recognizing that Millennials often find decision-making sluggish, convenience becomes imperative. Brands can address this by optimizing mobile experiences for seamless navigation on smartphones and tablets. Personalized recommendations based on browsing behavior can swiftly guide Millennials to relevant content to save time. Additionally, integrating social content on the platforms they enjoy like engaging video tutorials, interactive polls, user-generated campaigns, and live Q&A sessions creates informative yet convenient brand interactions.

*Millennials and Gen X mirrored each other the most in our survey, showing similarly proportioned percentages in their responses.*

Let's not forget the connection Millennials share with Gen X. Raised amidst the same digital upheaval, both generations value speed and simplicity. This shared experience opens a chance for brands to craft demand gen strategies that hit the sweet spot for both groups. By understanding these common threads, marketers can develop campaigns that resonate deeply with two of the most significant consumer age groups in today's market.



the  
makeup  
of  
your  
audience



[Click here to learn more.](#)

Explore the **B2B Buyer Beat** data with our dashboard, which allows you to analyze **responses** and **results** by industry. *intuitive*

# Waterfall

The next evolution of lead nurture content syndication **has arrived.**

Waterfall content syndication delivers visibility into **where your leads are in their journey**, empowering you to create more relevant demand gen experiences at every touchpoint.

[Click here to learn more.](#)



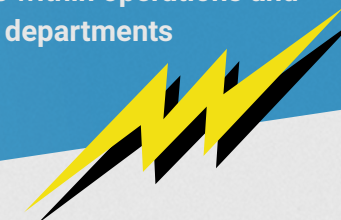
*Gen X Gets the Best of*

# BOTH (BUSINESS) WORLDS

Resourceful and pragmatic, Gen X has extensive experience to leverage since they have mastered navigating in both traditional and digital environments. As the second largest age group among B2B buyers, this generational cohort is instrumental in adapting business strategies to meet evolving market demands.

## *The Generation at a Glance*

- Values 1:1 marketing interactions, whether digital or in-person
- Holds the most senior management positions out of any generation
- A major force within operations and procurement departments



Born between 1965 and 1980, Generation X are **the true pioneers of the digital age, having navigated the rise of personal computing and the internet as adults.** They were the first to juggle dual-income households, setting new standards for gender representation, work-life balance and redefining workplace flexibility. Culturally, Gen X has left a lasting mark, driving the evolution of music genres from grunge to hip-hop, which have had a global media impact. Known for their pragmatic, no-nonsense demeanor, **they excel in problem-solving and lead with a hands-on approach.** Often misunderstood, Gen X serves as a crucial bridge between the well-defined Boomers and Millennials, making significant contributions through their adaptability that continue to shape modern society.



# How Gen X Is Taking Care of BUSINESS

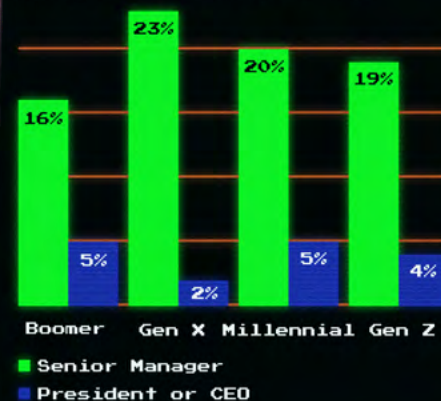
Uncover Gen X as professionals and their behaviors in today's workplaces.

## Behind the Scenes Leaders

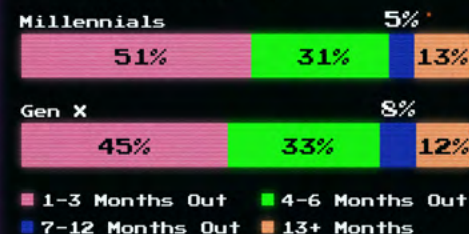
Gen X stands out with **23% in Senior Manager roles**, yet they hold the fewest **President or CEO positions at just 2%** (compared to 5% for both Millennials and Boomers, and 4% for Gen Z). This highlights their savvy approach to leadership—prioritizing meaningful impact over flashy titles and proving that influence can speak louder than a prestigious corner office.

### WHAT IS YOUR JOB LEVEL?

(The % of participants by generation that selected Senior Manager or President / CEO)

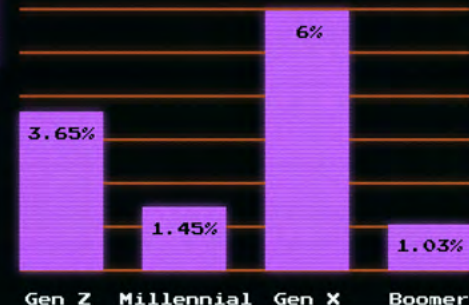


### HOW LONG DOES YOUR VENDOR SELECTION PROCESS TAKE?



### HOW MANY TIMES DO YOU SEE A BRAND BEFORE YOU TAKE THEM SERIOUSLY?

(The percentage of respondents by generation that selected seeing a brand over 20 times)



## They Move at Their Own Pace

Gen X navigates vendor selection with a balance reminiscent of Millennials, yet they uniquely report that **8% take 7-12 months to make a decision—surpassing even Boomers at 7%**. This blend of rapid decisions and extended processes showcases their dual nature: they can move with Millennial agility or embrace the thoughtful pace of experienced Boomer leaders when needed.

## Brand Exposure Chameleons

On one hand, **9% of Gen X buyers can take a brand seriously with just 1-2 brand touches** (second only to Boomers in this respect). On the other hand, **6% require more than 20 interactions to determine a brand is reputable**—which is the highest percentage of this response across generations. The extreme behaviors highlight the dynamic nature of Gen X, as they effortlessly switch between minimalist or deep-dive brand interactions to form an opinion.

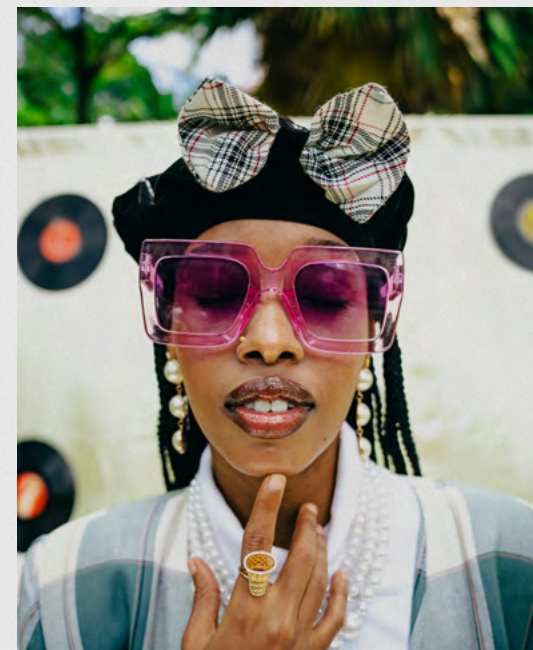




*The Content That*  
**Resonates  
with Gen X**

Here are the trends and tastes that characterize Gen X's content interests.

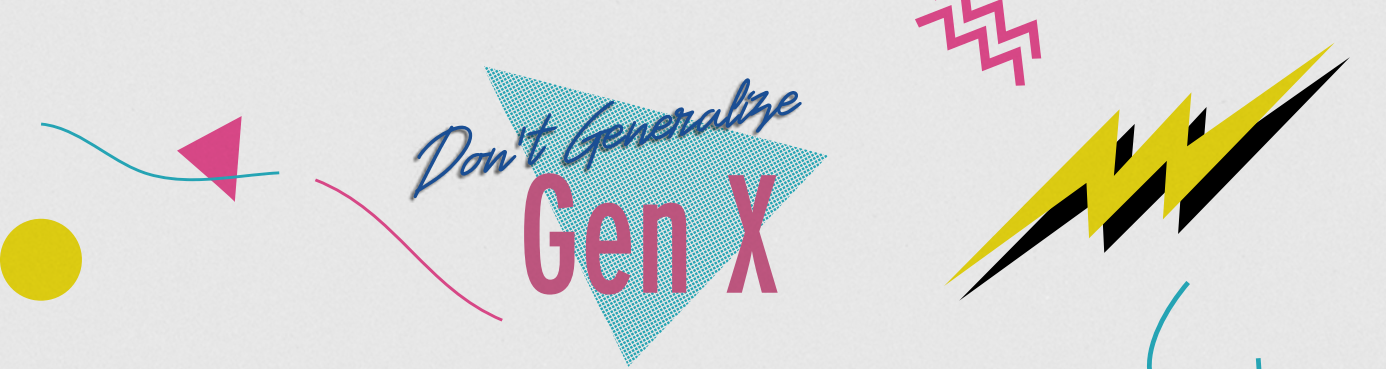
**Events Move the Needle.** Our insights reveal that these **in-person forums are Gen X's top choice for discovering new vendors and solutions.** This preference highlights their appreciation for genuine connections over digital clutter, reinforcing the idea that stepping away from screens can sometimes lead to the most impactful interactions. Gen X also ranks conferences and trade shows highly as a prime strategy for keeping a brand top of mind. This highlights the importance of establishing a strong presence at these events to connect with this generation. Therefore, prioritizing event and field marketing materials in your brand content strategy is crucial for forging meaningful connections and significantly amplifying your brand's impact with Gen X.



*Gen X ranks conferences and trade shows as the top channel that keeps a brand top of mind.*

**Social Media is Intentional.** While Gen X keeps up with YouTube and Facebook, their true savvy is evident on LinkedIn. They match Millennials in usage and surpass Gen Z and Boomers on the platform, indicating their social media habits are more strategic than mere casual scrolling. Their preference for **LinkedIn highlights their skill in using social media for networking, brand engagement, and vendor discovery.** Creating social media content that resonates with Gen X should play upon one-on-one networking, which is why InMail on LinkedIn, messaging, leaving comments, or conversation-starting posts will work on this group.





Gen X contributes to B2B business dynamics with their seasoned expertise and digital finesse. As key contributors in B2B purchasing, they blend practicality with experience.

They have mastered both online and offline networking—especially on platforms like LinkedIn, where they seamlessly manage personal and professional interactions. Yet, **Gen X buyers aren't chasing titles—only 2% hold CEO roles**, highlighting their quest for impactful leadership over superficial labels. This generation moves to their own rhythm, showcasing a unique decision-making style that mixes swift actions with thoughtful deliberation.

Engaging Gen X means tapping into their love for face-to-face interactions at events and trade shows. These venues are treasure troves for connecting with Gen X, who value authentic relationships over the digital noise. **By blending digital innovation with traditional charm**, marketers can reach the sweet spot for this audience.

*Gen X shares an undeniable cultural and tech-savvy kinship with Millennials.*

Interestingly, **Gen X shares a cultural and tech-savvy kinship with Millennials** since they also journeyed through digital revolutions together. This bond offers a gateway for marketers to craft strategies that resonate with both groups. Overall, Gen X is hard to pigeonhole. They're the ultimate chameleons since they are adept at accommodating everyone else—which is their superpower.



# B2B A SPOTIFY PLAYLIST! BEATS

WHETHER YOU'RE PLUGGED IN WITH HEADPHONES AT THE OFFICE OR BLASTING THROUGH YOUR SPEAKERS DURING WFH, THESE TUNES ARE SET TO KEEP YOU MOTIVATED AND ENERGIZED ALL DAY LONG.

SAY MY NAME • CAN'T GET YOU OUT OF MY HEAD • WE BELONG TOGETHER WHENEVER, WHEREVER • CLOCKS • I WANT IT THAT WAY • WATERFALLS COMPLICATED • EVERYTIME WE TOUCH • PUT YOUR RECORDS ON AND MANY MORE!

SCAN THE QR CODE  
OR [CLICK HERE](#) TO  
FOLLOW DIGITALZONE  
ON SPOTIFY.



# Dimensions of Demand Gen

2024 B2B MARKETING REPORT



WANT TO KNOW  
WHAT DEMAND  
GEN STRATEGIES  
ARE **ACTUALLY**  
WORKING?

We've uncovered the **emerging industry trends** and the **new benchmarks** you need to know.

[Click here to learn more.](#)



# Boomers: The Wise Architects of Business

Boomers, with their wealth of experience and legacy of leadership, remain stalwarts in the B2B landscape by expertly merging time-tested strategies with emerging trends. As pioneers at the helm of many organizations, they are using their seasoned insights to grow business.

## The Generation at a Glance

- Gen Z and Boomers show the most similar responses to the survey questions
- Prefers in-person or 1:1 interactions, like presentations and events
- Leads in representation within managerial and executive roles

Born between 1946 and 1964, Boomers are **defined by their economic influence and conservative values**. They have shaped the business world as we know it and remain a formidable purchasing power. Today, Boomers are embracing technology and increasing their share of social media presence, defying outdated assumptions of total tech-aversion. With their unwavering calm and steady demeanor, **Boomers navigate the complexities of modern life with seasoned insight and poise**. Valuing integrity and reliability, they seek trustworthy brands and champion strong family and community ties.



# Boomers Pave the Way

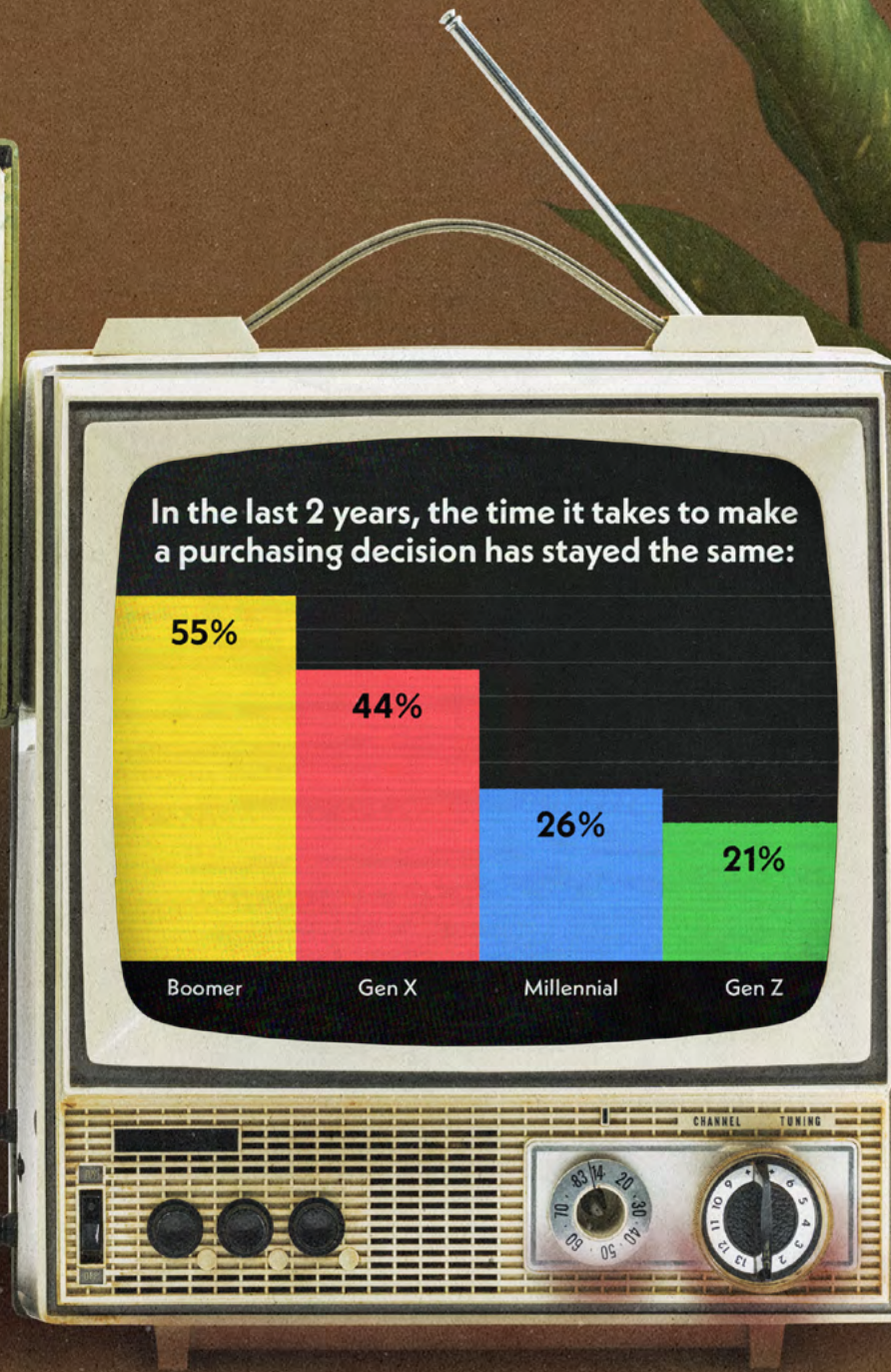
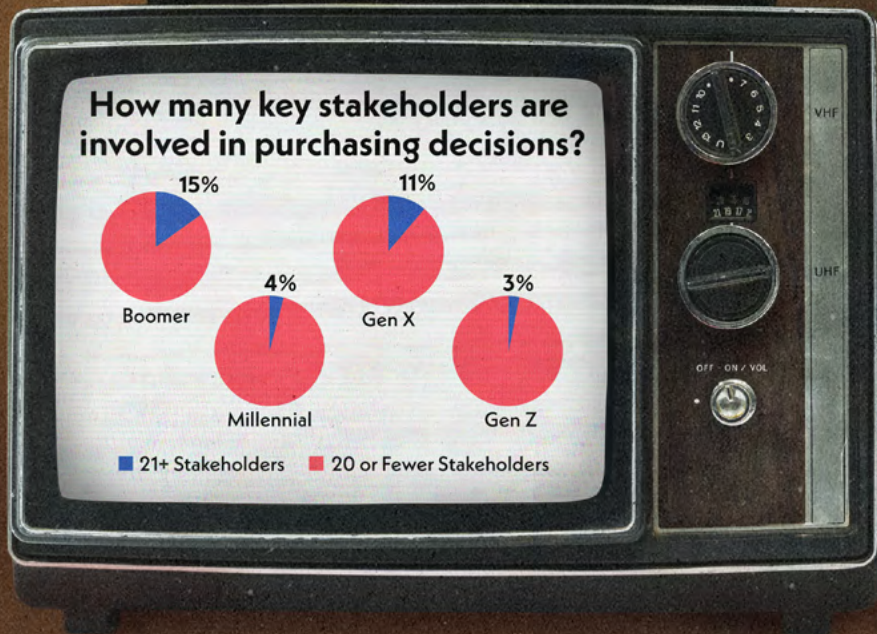
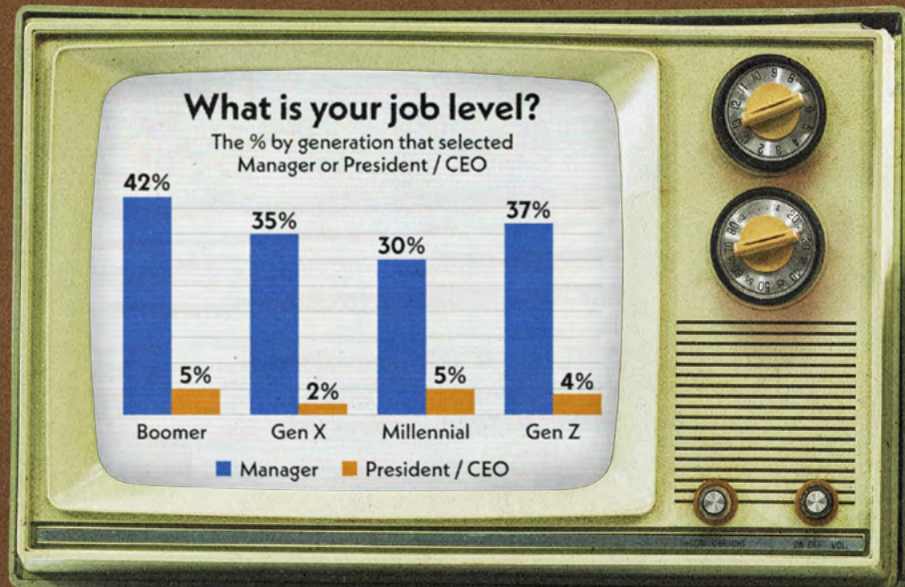
The survey reveals that Boomers are holding influential roles in today's organizations.

## Boomers Call the Shots

Experienced Boomers have the highest presence in executive roles, boasting 5% as Presidents or CEOs in our survey. Their leadership extends into manager positions, where they lead with 42%. It's safe to say when you're engaging with Boomers, it often means you're interacting with key influencers or final decision makers within a buying committee.

## Their Opinions Matter to Others

With 15% of Boomers reporting 21+ key stakeholders involved in a purchase decision—more than any other generation—this proves that when Boomers buy, they buy with a crowd to ensure every decision is as comprehensive as it is collaborative.



## Boomers' Unwavering Calm

Younger generations feel that the purchasing process is dragging on, whereas Boomers remain unfazed. A remarkable 55% assert no change in pace in the buying timeline. This response highlights the wisdom they've honed over decades or their assuredness in leadership roles. Whether through their seasoned approach or unshakable poise, Boomers serve as the steady anchors in a whirlwind business world.





# Captivating Content for Boomers

Explore the unique preferences of Boomers to learn how to get their notice.

## Less is Often More.

To effectively engage Boomers, brands should focus on quality over quantity in their marketing strategies. Our insights show that **55% of Boomers only need to encounter a brand 3-5 times to take it seriously**, and 12% are convinced after just 1-2 interactions. This demonstrates that Boomers require fewer brand interactions compared to other generations we surveyed. They prefer meaningful engagements rather than repetitive exposure, setting them apart from the typical response patterns

of B2B buyers in other age groups who often engage more with social or display ads.

Backing this is the fact that **Boomers enjoy presentations**, with 11% identifying them as the most helpful content asset—a preference unmatched by any other generation. This reflects their desire for targeted, concise communication that delivers all necessary information upfront. Whether through in-person interactions or digital channels, **Boomers seek direct and meaningful engagement** that cuts through the noise.

## Industry events and trade shows are Boomers' #1 choice for discovering new vendors and solutions.

### They Prefer IRL.

Our survey uncovered that **Boomers favor industry events and trade shows** as the pinnacle for discovering new vendors and solutions, showing their appreciation for the personal touch and immersive experiences. However, don't

be fooled into thinking they're stuck in the past. The data shows that Boomers are also **leveraging internet searches (#2) and email (#3) for discovering new vendors and solutions**, exhibiting their adaptability to digital tools while keeping one foot firmly planted in traditional communication. Brands aiming to captivate Boomers must master this delicate balancing act.





# Boomers Buy With Confidence

Boomers lead the B2B world, where their unwavering preference for quality over quantity sets them apart from a marketing perspective. Their decision-making prowess, developed over years of experience, allows them to swiftly identify what they need without getting entangled in drawn-out buying processes.

Unlike the validation-seeking younger generations, Boomers trust their own instincts because they hold more leadership positions. Boomers have the most vendor selection agility, boasting the largest segment of any generation—**15%—who need just 30 days or less to make a decision.** This showcases their confident decision-making power that stands in stark contrast to the slower, more cautious approach typical of middle management that other generations are largely caught in.

**Boomers report needing the least amount of time to make a purchase decision.**

For brands, the revelation is clear: to win over Boomers, **focus on delivering quality and efficiency.** Marketers can align with Boomers' decisive nature by crafting strategies that honor their time. Giving them autonomy also strikes a chord, as **Boomers cherish straightforward engagements.** Embrace their self-assured spirit and deliver exceptional value, and you'll forge connections that resonate deeply with these powerful decision-makers.





digitalzone  
is taking  
**YOU & YOUR CREW**  
places

Join Digitalzone's Client Referral Program



THIS COULD BE  
*you*

Invite your marketing friends to join the Digitalzone community. When they sign up, *both you and your friend* get perks!



Choose from **3 fabulous** reward options, including a  
*\$1000 flight credit!*

[Click here to learn more about our referral rewards.](#)





# Gen Z

is

# Boldly Stepping Up

Gen Z, born into the digital age, offers a fresh perspective and unmatched tech-savvy in the B2B arena. Effortlessly navigating new technologies, they drive change and foster creativity by reshaping tired business landscapes with bold ideas and a naturally forward-thinking mindset.

## The Generation at a Glance

- Uses LinkedIn the least, avoiding social media for networking purposes
- Favors email for sourcing information and engaging with brands
- Holds a major share of managerial positions (second only to Boomers)

Generation Z, born between the mid-1990s and early 2010s, are the **first true digital natives** who naturally have technology incorporated into every aspect of their lives. They are financially savvy, often balancing the desire for innovative experiences with a prudent approach to savings and security. On social media platforms like Instagram and TikTok, they express their cultural creativity and often set trends that influence all generations. **Sometimes referred to as 'Zoomers,' they also defy conventional expectations by embracing select traditions from Boomers**—which makes them a unique fusion of past and present ideals.



# Gen Z's Unique Professional Nature

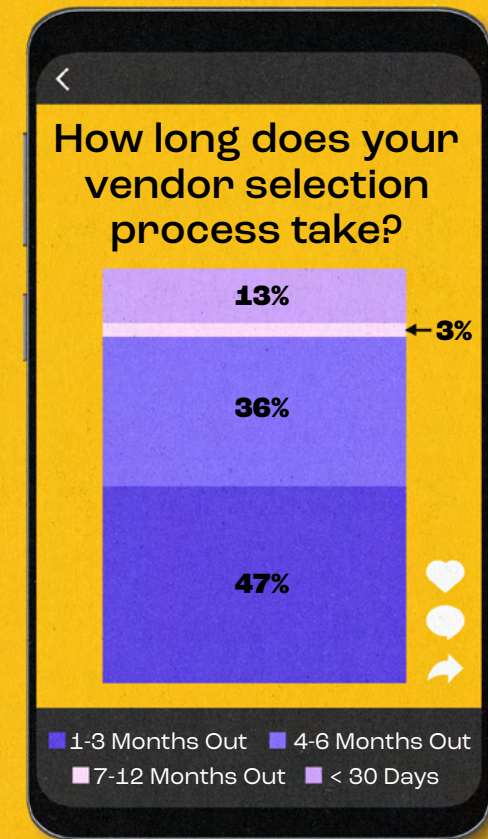
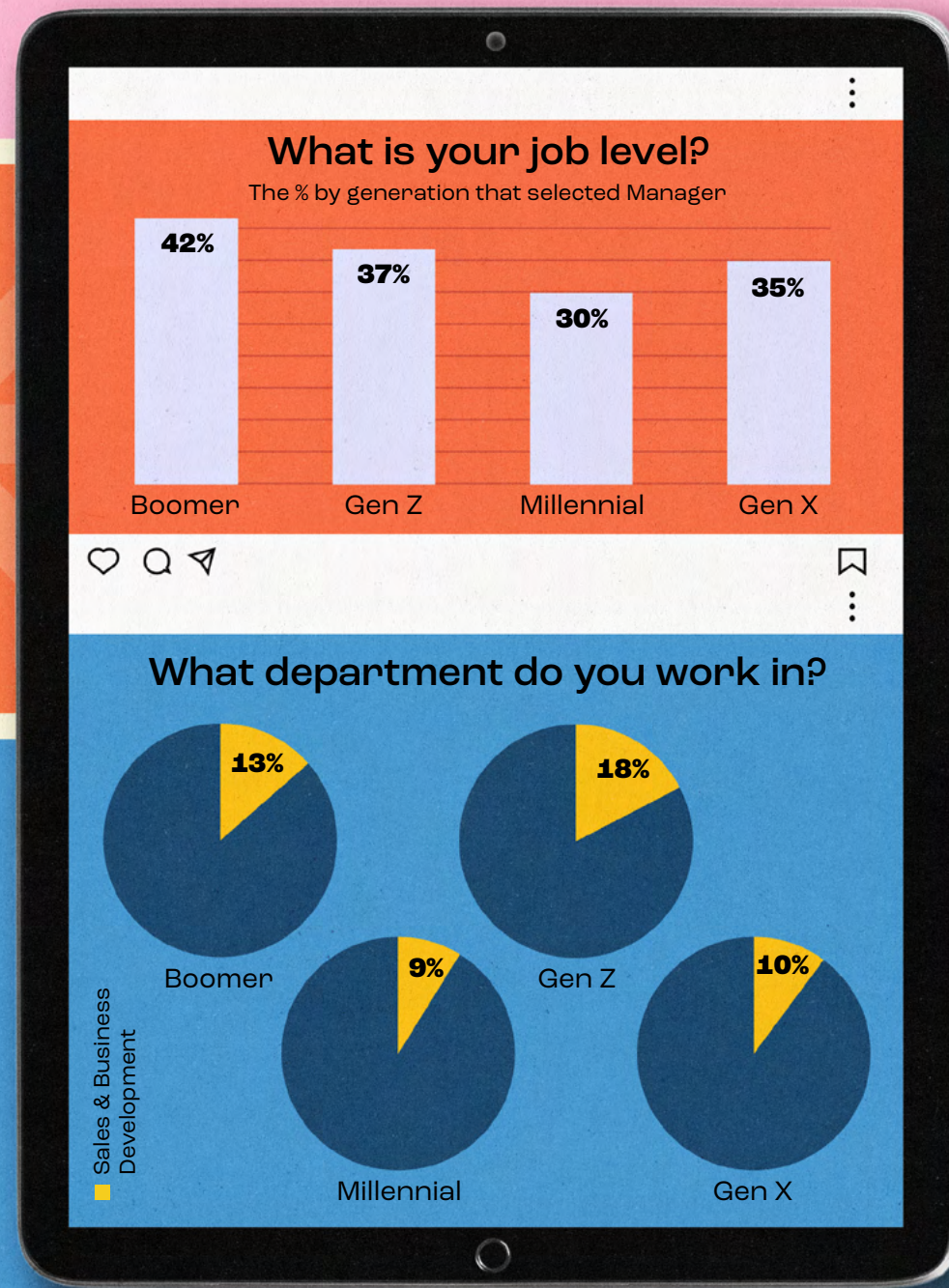
Discover how Gen Z is redefining their roles within today's organizations.

## Managers On the Rise

Gen Z stands out with 37% in management roles, which is intriguingly high. When examining generational job levels, Millennials have the fewest managers at 30%, followed by a slight increase in Gen X with 35%, and Boomers leading with 42%. This positions Gen Z just behind Boomers, highlighting a unique connection in leadership prevalence.

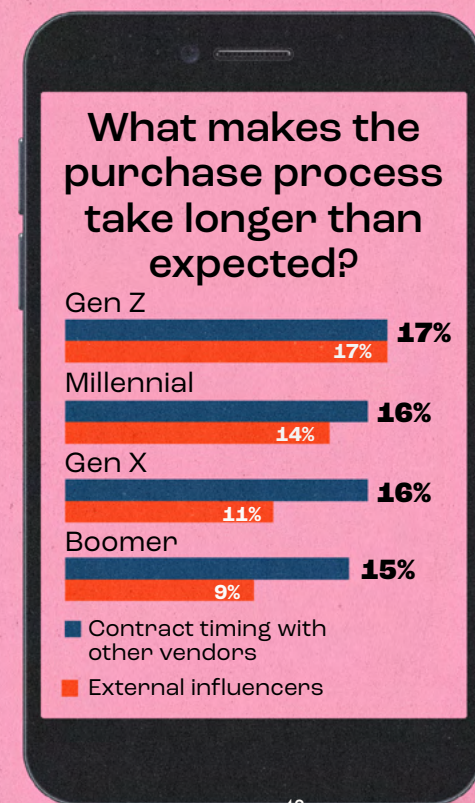
## Revenue Focused Professionals

While the largest number of purchasers in all generations hail from IT departments, it's notable that Sales and Business Development are close contenders for Gen Z—a trend they share with Boomers. This intergenerational alignment highlights their shared strategic focus and preference for driving revenue growth.



## Nimble Buyers

It's safe to assume that Gen Z typically works in more agile organizations or teams. They have the fewest responses for a vendor selection timeline of 7-12 months. This highlights their ability to make decisions with fewer obstacles in the buying committee and their overall preference for efficiency.



## Easing Into Authority

Unlike other generations, Gen Z uniquely grapples with decision-making challenges, particularly contract timing and external influencers—both at 17%. These issues are less significant in other age groups, suggesting that Gen Z might struggle with authority and navigating complex communication scenarios because they're still relatively limited in their workforce experience.





# Content That Captures Gen Z's Attention

Dive into the distinctive preferences of Gen Z to discover how to truly catch their eye.

## Gen Z likes Email.

Though Gen Z is often hailed as the ultimate digital generation, they show an affinity for email when it comes to engaging with vendors. They value its clarity and its ability to help them compartmentalize their personal and work-related communications—unlike their Millennial counterparts, who often mix these worlds with their side hustle mindset and personal branding focus.

**When exploring new vendors, Gen Z ranked email just behind internet search as their preferred method**, highlighting their strategic approach to engagement. Gen Z survey participants overwhelmingly chose email as the top method for keeping brands in mind, showcasing their appreciation for straightforward and efficient communication that helps them stay organized.

**Email is Gen Z's preferred channel for learning about and engaging with vendors.**

## Active on All Channels.

Gen Z buyers are both restrained and unpredictable in content usage. When asked what keeps a brand top of mind, they ranked email (15%) as their top

choice, followed closely by active social media (10%) and display ads (10%). Instagram also emerged as their favored platform, setting them apart from other generations who lean towards YouTube. But what these insights indicate is that they will respond to omnichannel marketing strategies that integrate social media, content syndication, email nurturing, and display ads since those are all aligned with Gen Z's unique preferences.





Gen Z is characterized by their integrity and strong sense of community, which surprisingly aligns with the values and preferences of the Boomer generation. They also diverge from many trends set by their elder Millennial peers, yet they share an undeniable affinity for social media. However, labeling Gen Z merely as social media influencers overlooks their complexity. They are also **intentional about maintaining a balance between their personal and professional worlds**, which is largely reflected in their purchasing behavior.

To connect with Gen Z, marketers must embrace their transparency and candor. On social media, leveraging TikTok's authentic and interactive content allows for quick yet impactful storytelling and engagement, while Instagram's Stories offer visually compelling way to build community and foster genuine experiences.

### **Instagram:** Gen Z's most frequently used social media platform

Additionally, Gen Z's affinity for integrity is clear in their preference for email, making long-form email newsletters an ideal digital marketing medium for sharing the in-depth narratives they desire. This

combination of fast-paced and thoughtful content satisfies their need for real-time interaction, transparency, and diversity, mirroring their navigation of the evolving digital landscape.

### **Email** is Gen Z's preferred channel for learning about new vendors.

Interestingly, Gen Z buyers are actively participating in the cyclical nature of life. While Millennials and Gen X often view Boomer traits with skepticism, **Gen Z unknowingly shares many values with Boomers**. Gen Z still has plenty of potential to evolve since they are relatively new to the workforce, but their current trajectory suggests they have strong ideals and are firm in what they believe.



# GENERATIONAL OVERLAPS & GEMS

Though their generational differences are clear, B2B buyers still have plenty in common. Here are the standout generational crossroads we uncovered.

## COMMON THREADS ACROSS THE AGES

All generations selected the same top cultural or organizational reasons they selected the winning provider for a purchase:

- Brand Awareness
- Ease of Doing Business
- Understanding Company

Internet search is No1

for learning about new vendors or solutions across generations, followed by **Industry Events or Trade Shows (#2)** and **Email (#3)**.

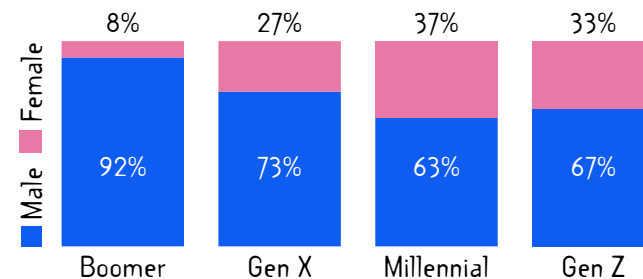
10%

The percentage all generations reported to have used X / Twitter in the past week at the time of being surveyed.

Email ranks as the No1 channel for connecting with a brand across generations, except for Boomers (it was their second top choice).

## IS GEN Z BUCKING THE TREND?

Newcomers to the B2B scene, Gen Z stands out for seemingly reversing many buyer trends that have emerged over the years.



**Gender Parity is Backtracking**  
Since Boomers, each generation of B2B buyers moved towards gender balance. But Gen Z is showing a shift back towards male majority.

## Shifting on Social Media

YouTube is the top social channel for **all age groups except Gen Z**, who prefer Instagram first and YouTube second.



Boomers  
Gen X  
Millennials



Gen Z

Keep an eye on Gen Z because they are the future of B2B purchasing!

Overall, they are less swayed by the influence of seasoned generations. Only time will tell whether they eventually align with other generations or continue to chart their own path.



# FINAL THOUGHTS



Understanding your audience goes beyond just knowing their industry, location, or job title—it's about connecting with the generational stories they carry and appreciating how their life experiences influence their decisions.

As we've delved into this report, it's clear that Millennials, Gen X, Boomers, and Gen Z each bring their own unique flair and perspectives. Our goal is to deliver powerful insights that empower marketers to craft campaigns with laser-focused relevance to their buyers. As Millennials mature and Gen Z increasingly gain influence in the B2B marketplace, this knowledge ensures you're well-prepared for these evolving dynamics.

By foreseeing these changes and tailoring your approach to reflect their core values, you can continuously build meaningful relationships that resonate with buyers. This is the age of opportunity, where every shift is a chance to grow and flourish. Embrace these moments with open arms and an open mind, fostering connections that truly matter on a human level.

"Connecting with buyers on a generational level is the key to unlocking impactful B2B marketing strategies. By understanding the unique stories and experiences that shape Millennials, Gen X, Boomers, and Gen Z, we can equip ourselves to engage with their evolving purchasing needs."

**Eboni Ryan**  
VP of Marketing at Digitalzone

## About digitalzone

We're creating the world's most human demand gen company.

As the only pure in-house demand gen vendor, Digitalzone is committed to delivering the **highest level of quality, compliance, and customer service**. We partner with our clients to create engaging content syndication campaigns that convert.

**All powered by our global community of 105M unique business professionals.**



We're your no-nonsense, zero-waste demand gen partner.

Learn more at [digitalzone.com](https://digitalzone.com)



# The B2B Buyer Beat

We tapped into the minds of 1,500 B2B decision-makers to uncover what compels buyers in 2024. This survey goes beyond surface-level insights to explain what's at the core of B2B buyer behavior today.



[Click here to download or get a copy of the magazine in the mail.](#)

Want to learn how Digitalzone can transform your demand gen performance?

**Let's talk! Contact us to speak with a member of our team.**

[Click here to get in touch.](#)