



PINDEX CX SUMMIT

Få en demo av Triggerbee
Customer Engagement Platform:



Scanna QR-koden eller besök URL:

<https://triggerbee.com/demo>



Flowbox

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Hi!

And thank you so much for the interest in the slides! If you have any questions or want to get in touch about Flowbox you are always more than welcome to contact my directly.

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Flowbox

Winning Gen Z

Eight shifts that decide whether Gen Z buys from you.





The most low key fire 🔥 keynote of 2026.



Speaking Gen Z is a **big W**. You need that **Gen Z rizz** to not be **cringe** in the eyes of Gen Z.



**I promise I'll low key make you the
GOAT of Gen Z by the end of today.**

Gucci?

Ok, enough.

How many of you understood any of that?

PART ONE · THE CONSUMER

**Gen Z is different.
Here is why.**

Gen Z isn't “next”. They're already the **largest consumer group — and soon the **dominant workforce**.**

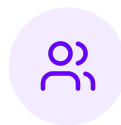
01

FACT



>25%

of consumer spending in Europe by 2030



>30%

of the workforce by 2030

Are you treating Gen Z as a growth segment and building them into the strategy?

Or are they just a campaign focus?



Gen Z buys on **value and values.**

Price is decisive. Values are the tie-breaker.



02

FACT



Gen Z trades down faster than any other segment in a downturn.



And switches brands the moment purpose feels inauthentic.

**Is your brand connecting with Gen Z
in a truly authentic way?**



Discovery has moved. Social is the new storefront.

Gen Z finds brands on TikTok, Instagram and YouTube — not Google or TV.

03

FACT



46%

of Gen Z prefer social
platforms for search



64%

of Gen Z use Google —
against 94% of boomers



44%

of Gen Z discover a new
brand on social daily

Is your brand present on TikTok, Instagram and YouTube?

And does your search strategy account for social SEO?



Trust is built in public. Gen Z believes peers and communities over polished marketing.

04

FACT



Search is the single biggest reason Gen Z buys.



Recommendations from friends, family, micro-influencers and communities come second.

**Are you investing enough in
community, user-generated content
and authentic reviews?**



Sustainability is a **baseline**, not a **bonus**.

Gen Z expects brands to shoulder it — but won't overpay for it.

05

FACT



-15%

fewer Gen Z will pay extra for sustainable products than in 2020



+47%

growth in Gen Z use of resale apps like Vinted and Depop

Gen Z is the generation least likely to feel personally responsible for climate change — and the most likely to demand that brands act.

Is sustainability a core part of the business model?

Or a marketing add-on that Gen Z will see straight through?



Gen Z expects seamless switching: research online, buy in store, post on TikTok.

06

FACT



92%

of Gen Z research online before buying
— even when they buy in store

Do your product pages, reviews and social content inspire confidence?

Or are you sending shoppers to competitors before they ever step inside the store?



Friction equals **lost sales.**

Gen Z won't forgive a slow, clunky or inconsistent buying experience.

07

FACT



2.5×

more likely to abandon a
slow checkout



70%

won't return after one bad
digital experience



-20%

conversion lost to one
second of mobile delay

Are we making every Gen Z purchase effortless?

Or are we quietly training them to buy from someone else?



Gen Z loyalty is conditional, not inherited.

08

FACT



37%

of Gen Z call themselves brand loyal — the lowest of any generation



85%

say peer reviews influence whether they stay

If loyalty is now decided in conversations between customers, are we giving them the proof points to defend choosing us?



BOTTOM LINE

**It's not easy to win Gen Z.
But the pay-off is massive.**

TAKE HOME

Two things to take home



Gen Z decides on social, not Google or TV.

Treat creators and UGC as core to go-to-market and discovery, not as a side campaign.



Gen Z renews loyalty. It is never inherited.

Build trust in public: community, reviews, creator voices and clear brand values.