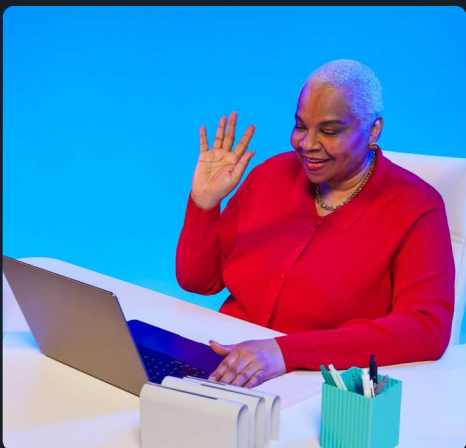




**LIFE**

**EVENTS**



**Reaching consumers during moments that matter**

**amazon ads**

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Reaching life event audiences with the Amazon DSP

## INTRODUCTION

# WHY LIFE EVENTS MATTER

Life can be measured in years, in seasons, in minutes, or even in cups of coffee — but for many, it's measured in milestones: events that signal the beginning of a new chapter and reshape how we experience the world around us. Significant life events like completing a course of study, moving into a new home, or starting a family can lead us to reprioritize what's important to us, and as our needs change, so do our relationships with products, services, and brands.

No matter who we are, it's likely that many of us will experience these live events at some point in our lives. In fact, our research tells us that more than 1 in 3 surveyed adults in the U.S. anticipate experiencing a life event — whether that be moving, or getting married, or retiring — in the next year alone. In the past, many viewed these milestones as part of a strictly linear journey: get your degree, find the love of your life, move into a new house, start a family, and so on. However, life today is becoming less and less linear — we can experience significant life events in any order and at a variety of ages.

As a result, it has become challenging for brands to rely solely on traditional tactics like demographic targeting, which only offers advertisers a portion of a consumer's story. As the trajectory of our lives continues to become less predictable, brands now have an opportunity to leverage advertising solutions that can help them connect effectively with consumers as they prepare for some of life's biggest moments.

To better understand consumers as they experience life events, Amazon Ads conducted a mixed-methods study with market research consultancy, Alter Agents. Together, we explored how consumers think, how they shop, how they consume media, and what they are looking for from brands as they navigate these key moments.

Our research revealed some universal truths about the consumer experience during any significant life event. It also provided insight into the unique needs of consumers during specific life events and how brands across various categories can effectively connect with them. Explore our report to learn how brands across categories can consider taking action and forge meaningful relationships with consumers during the moments that matter.



# OUR RESEARCH

Amazon Ads worked with market research consultancy Alter Agents on a mixed-methods study to better understand U.S. consumers during key life events. The research was conducted among adults 18-74 in the U.S. who have recently experienced or anticipate experiencing a significant life event, and used a combination of mobile ethnographies and a quantitative survey.

## Mobile ethnography

36 participants, each representing at least one life event, completed a mobile ethnography over the course of two days. Participants were prompted to share a series of written and video journal entries reflecting on various aspects of their experience.

## Quantitative survey

10,015 respondents completed a 20-minute survey about their experience with up to two life events — as well as up to two category purchases related to that life event. The survey allowed us to dive deeper into consumer mindsets and behavior around life events, and also validate what we uncovered in the mobile ethnographies.

## How did we define a “life event”?

We spoke to consumers who have experienced or plan to experience one of the following in the past/next 12 months:

- Starting college\*
- Graduating college\*
- Starting a new job
- Moving
- Buying a home
- Getting married
- Expecting a child
- Getting a pet
- Retiring

## Which product categories were included?

We screened for respondents who purchased or plan to purchase one of the following product categories in the past/next 6 months due to the life event they are experiencing:

- Automotive
- Baby products
- Consumer electronics
- Fashion
- Financial services
- Home goods
- Home improvement
- Pet products
- Telecommunications
- Travel

\* All post-secondary education

# HOW LIFE EVENTS RESHAPE CONSUMER BEHAVIOR

No matter the life event, the experience can influence how consumers think, how they shop, and how they spend their time.

## Life events can lead consumers to reprioritize what is most important to them as they balance diverse emotions.

Take those who are starting college, for example. This is perhaps the first time they have left the safety and comfort of home. They may be excited for new experiences, nervous to be on their own, or overwhelmed by preparations for their first semester in a new school. As they learn more about themselves, they may also begin to reflect on who they are and who they want to become.

## Life events can affect the way consumers shop and spend.

New college students, for example, may be shopping across some categories for the first time, or seeking new brands or products that will help prepare them for the next stage of their lives. They may be looking into their first set of cooking supplies, or shopping for new bedding, or getting ready to invest in a new laptop. This requires them to focus on researching and gathering the information they need to make the right purchase decisions.

## Life events can impact how consumers spend their time.

This is especially true when it comes to media consumption. For example, those starting college might spend more time watching online videos related to their upcoming experience, or listening to music as a way to relax while they pack up for their new adventure.

## MORE THAN HALF

of respondents say their current life event has influenced their **personal values**

68% 

of respondents say their current life event has influenced **the way they spend their money**

67% 

of respondents say their current life event has influenced **the way they spend their time**

# CONSUMER MINDSETS DURING LIFE EVENTS

As they prepare for and experience significant life events, many consumers manage mixed emotions while actively evaluating what is most important to them.

## Excitement for the future outweighs feelings of stress

Reaching new milestones in life comes with a mix of emotions—from feeling happy, confident, or eager to step into the future to feeling overwhelmed or anxious about anticipated changes. While 1 in 3 surveyed consumers report being stressed about these changes, the vast majority report a more positive outlook. Excitement, happiness, and optimism are the 3 most reported emotions experienced by consumers in the midst of significant life events (out of a list of 20).

68% 

of respondents say they are **optimistic** about the future

## A renewed focus on savings and long-term planning

While each life event comes with a unique set of priorities, most consumers agree that facing new life events renews their focus on the long-term. According to these consumers, this means saving as much money as possible to support future spending, as well as taking the time to carefully and thoughtfully plan and prepare for what comes next. In fact, when consumers were asked to select their most important life event-related priorities, saving money and being prepared were consistently among the 5 most cited priorities.

## INFORMATION SOURCES USED MORE DUE TO LIFE EVENT

63%

OF RESPONDENTS SAY THEIR LIFE EVENT HAS MADE THEM FOCUS MORE ON THEIR LONG TERM NEEDS AND GOALS

67%

OF RESPONDENTS SAY THEY PREFER TO THINK THROUGH AND CAREFULLY PLAN DECISIONS RELATED TO THEIR LIFE EVENT

72%

OF RESPONDENTS SAY IT IS IMPORTANT FOR THEM TO SAVE AS MUCH MONEY AS POSSIBLE DURING THEIR LIFE EVENT

"This life event has definitely changed the way I spend my time and values because now, legally, I'm married. It kind of changes the mindset where this is a person I'm spending my future with, and I have to think from two people's perspectives, and think for a household instead of just myself. So in terms of my values — my marriage and my partner is, I guess, more important now. And I spend more time with them as well, since getting married...So this has definitely changed how I spend time and my priorities in life."



Sara S, 24, getting married

# SPEAK TO CONSUMERS ABOUT WHAT MATTERS TO THEM DURING SIGNIFICANT LIFE EVENTS

While saving money and thoughtful planning were consistently among the top priorities for consumers across life events, we learned that each life event also comes with a unique set of needs and values. Brands should ensure they focus their messaging on celebrating the things that matter to consumers at each stage. Ultimately, trust can be built when brands demonstrate an understanding of what consumers are experiencing.

# 1 IN 2

respondents say it is important that brands show they understand their experience with life events

## PRIORITIES WHEN PREPARING FOR EACH LIFE EVENT

(RESPONDENTS EXPERIENCING EACH LIFE EVENT INDEXED TO ALL RESPONDENTS)



### Starting college

- +85% Learning new things
- +50% Becoming more independent
- +50% Pushing out of my comfort zone



### Graduating college

- +45% Establishing myself
- +39% Becoming more independent
- +20% Learning new things



### Starting a new job

- +54% Increased stability
- +40% Learning new things
- +25% Establishing myself

#### How to speak to these consumers

Consumers in these life events have a **growth mentality**, looking forward to **learning new things** as they welcome newfound **independence** and continue to **establish themselves**.



### Getting married

- +52% Time with family
- +35% Having new experiences



### Expecting a child

- +53% Physical health
- +48% Time with family
- +23% Taking on more responsibility



### Getting a pet

- +86% Taking on more responsibility
- +55% Mental health
- +46% Having new experiences

#### How to speak to these consumers

Consumers in these life events are putting **family first** as they look forward to **new positive experiences** along with managing the stressors of **increased responsibility**.



### Moving

- +24% More freedom
- +21% Increased stability
- +20% Establishing myself



### Buying a home

- +53% More freedom
- +29% Increased stability
- +28% Becoming more independent



### Retiring

- +133% Physical health
- +124% More freedom
- +96% Time with family

#### How to speak to these consumers

Consumers in these life events are excited by their newfound **freedom** and feelings of **stability**, giving them a secure base to experience the rest of what life has to offer.

# CONSUMER SHOPPING BEHAVIORS DURING LIFE EVENTS

Life events make consumers more conscious about how they plan purchases, make decisions, and ultimately spend their money.

## Brand and product research take center stage

3 in 5 consumers report that their life event has made them pay more attention to the brands they buy. As they become more intentional about their brand decisions, consumers experiencing or anticipating milestones spend more time in the research stage of the purchase journey. More than half of surveyed consumers report being more likely to spend time researching brands and products related to their life event compared to other purchases. Nearly half say they are more likely to compare brands as part of their process.

### AS A RESULT OF EXPERIENCING A LIFE EVENT...

**6 IN 10**

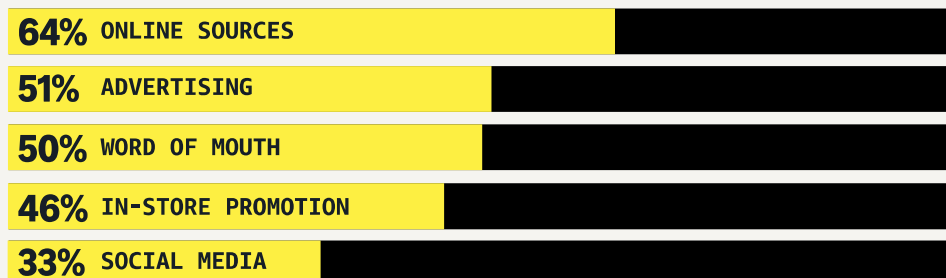
respondents say they are more likely to spend time researching products

**NEARLY HALF**

of respondents are more likely to compare multiple brands

This holds true for all of the information sources available to consumers. 64% of respondents say that during their life event, they rely more than they usually do on online search, customer and expert reviews, and information available to them on retail websites. Half of respondents say they rely more on ads across media channels, and just as many say they rely more on word of mouth as well—which includes opinions shared by influencers.

### INFORMATION SOURCES USED MORE DUE TO LIFE EVENT



In order to prepare for shopping, I essentially compiled a list [using an AI chatbot]...I would look up each individual one, going to the specific brand's website, getting more specs, reviews, whatnot. I would also go to third party websites like Amazon, or Lowe's, or Home Depot, and look at the reviews there...And then I would also go to Reddit where I can see more reviews [from] people that have firsthand experience using these specific products...all information is helpful when I'm shopping to do my additional research.



Bryan W, 24, buying a home

We did some research. We looked at blogs. We asked friends what type or which items from specific categories they used and how they liked it. For example, which brand of baby bottles that they used and their baby liked, as well as features on some of those things. We really looked for longevity when we could. We tried to buy as many things that would carry over for as long as possible — we have a high chair that kind of grows with the baby, so we thought that was more convenient and a smarter buy."



Danny A, 32, expecting a child



# MEET CONSUMERS WHERE THEY ARE IN THEIR UNIQUE PURCHASE JOURNEYS

As brands look to appeal to consumers through relevant messaging, it is equally important to provide life event consumers with the tools and resources they trust most — no matter which category they are shopping in.

## UNIQUE SHOPPING BEHAVIORS BY LIFE EVENT

(RESPONDENTS EXPERIENCING EACH LIFE EVENT COMPARED TO ALL RESPONDENTS)



### Starting college

**+24%** more likely to ask for help/guidance from others when shopping



### Graduating college

**+32%** more likely to turn to influencer endorsements as a research tool



### Getting married

**+20%** more likely to care about social status when considering a product

#### How to support these consumers on the purchase journey

Partner with **influencers** who can provide consumers in these life events with brand and product endorsements through tactics such as unboxing or talking about their personal experiences with different services. Influencer communities can also provide consumers with the social validation they seek. Also consider highlighting **customer reviews** so these consumers know what others think about your brand.



### Buying a home

**+20%** more likely to find expert opinions important



### Expecting a child

**+28%** more likely to be willing to spend more on products



### Getting a pet

**#1** Category experts are the #1 most influential source for product information

#### How to support these consumers on the purchase journey

Work with **industry experts** to provide consumers in these life events with the professional endorsements they are looking for. This includes life event experts like real estate agents, interior designers, or veterinarian, but also includes product experts as well. Give consumers access to professional reviews and even create Q&A forums to help instill confidence in consumers' purchase decisions.



### Starting a new job

**+43%** more likely to consider how brands treat employees



### Moving

**+18%** more likely to rely on their prior experience with a brand



### Retiring

**+28%** more likely to wait for a deal

#### How to support these consumers on the purchase journey

Highlight **employee stories** wherever your brand shows up to ensure these consumers can make an informed decision.

#### How to support these consumers on the purchase journey

Show movers what else your brand has to offer by leveraging their **purchase history** to curate recommendations just for them.

#### How to support these consumers on the purchase journey

Make it easy for consumers in the retirement phase to **compare prices** across various brands.

# MEDIA CONSUMPTION DURING LIFE EVENTS

Time is a valuable resource, and preparing for life events impacts how consumers spend it. While it is easy to assume that experiencing a life event would lead to less time spent with entertainment — as one tends to when faced with competing priorities — our research revealed that, for many consumers, media consumption is actually an important part of the experience.

## Increased engagement with audio and video media

During significant life events, media becomes increasingly important to consumers. Media aids in relaxation, but it also offers consumers the opportunity to get inspired by what they're seeing and hearing. With streaming TV, for example, consumers can spend hours watching shows about buying new homes. Livestreaming, on the other hand, can be a place for communities to gather around streamers as they share personal experiences related to their own life events in real time. Podcasts can help consumers dive deeper into topics surrounding their life event, while listening to music or playing video games can be great ways to unwind from the stress of researching and planning.

57% of consumers report that they are using at least one type of audio or video media channel more as a result of being in their particular life event, with the biggest net increases being in streaming TV, livestreaming, and streaming music. Playing video games is the only medium that saw no net change.

"Now I will say that I have listened to podcasts and music a lot more. I am doing this because while I am packing things and moving things and organizing things, I really, really like to have something on in the background, and specifically podcasts and audiobooks."

— Alexa M, 21, starting college

"When my wife would watch her shows, and I would go and play video games with friends. But now because I don't wanna be loud, I haven't really played games in about six months. With that, I do spend more time watching TV. I've been watching more TV with my wife and, just spending time together as a family."

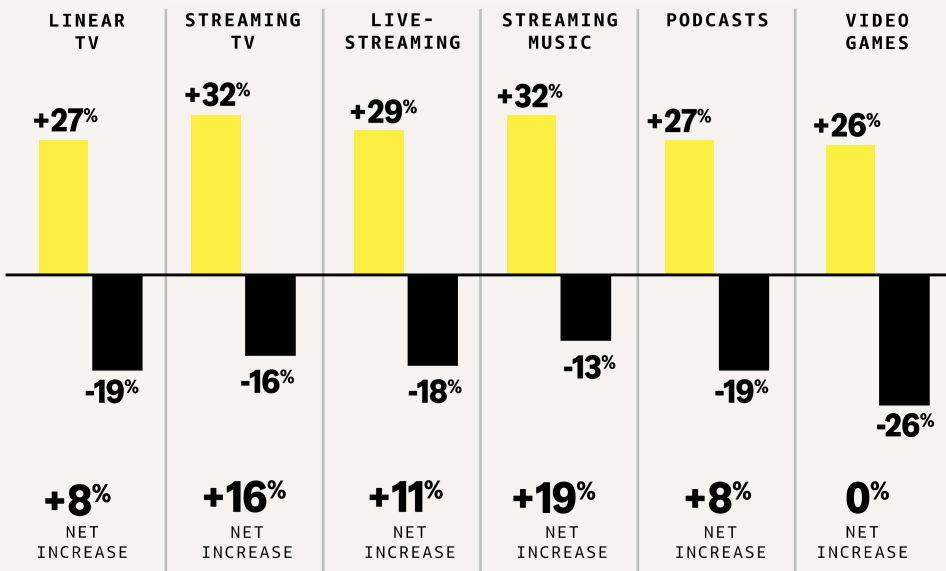
Danny A, 32, expecting a child –

"I think the biggest change, honestly, that I saw from a media standpoint is I actually started consuming more media regarding houses and house purchasing and renovations because we were going to buy a fixer upper. So in some ways, I almost felt like I started watching more TV and consuming more online, because I was going to be doing this big milestone"

— Karynn S, 32, buying a home

### NET CHANGE IN MEDIA USAGE DUE TO LIFE EVENT

(AMONG USERS OF EACH)












# REACH CONSUMERS ON THE CHANNELS THEY LOVE

Brands can lean in and invest more heavily in the audio and video channels consumers rely on most during some of life's biggest moments.

## NET INCREASES IN MEDIA USAGE DUE TO LIFE EVENT

(% OF RESPONDENTS WHO INCREASED USAGE MINUS % OF RESPONDENTS WHO DECREASED USAGE)

<p> <b>Starting college</b></p> <ul style="list-style-type: none"> <li>+29% Music streaming</li> <li>+9% Podcasts</li> <li>+8% Streaming TV</li> </ul>	<p> <b>Graduating college</b></p> <ul style="list-style-type: none"> <li>+25% Music streaming</li> <li>+23% Streaming TV</li> <li>+16% Livestreaming</li> </ul>	<p> <b>Getting married</b></p> <ul style="list-style-type: none"> <li>+18% Streaming TV</li> <li>+14% Music streaming</li> <li>+8% Livestreaming</li> </ul>
<p> <b>Buying a home</b></p> <ul style="list-style-type: none"> <li>+21% Streaming TV</li> <li>+17% Music streaming</li> <li>+17% Livestreaming</li> </ul>	<p> <b>Expecting a child</b></p> <ul style="list-style-type: none"> <li>+19% Streaming TV</li> <li>+15% Music streaming</li> <li>+6% Livestreaming</li> </ul>	<p> <b>Getting a pet</b></p> <ul style="list-style-type: none"> <li>+10% Music streaming</li> <li>+8% Streaming TV</li> <li>+8% Livestreaming</li> </ul>
<p> <b>Starting a new job</b></p> <ul style="list-style-type: none"> <li>+11% Music streaming</li> </ul>	<p> <b>Moving</b></p> <ul style="list-style-type: none"> <li>+18% Music streaming</li> <li>+14% Streaming TV</li> <li>+7% Livestreaming</li> </ul>	<p> <b>Retiring</b></p> <ul style="list-style-type: none"> <li>+32% Streaming TV</li> <li>+32% Linear TV</li> <li>+20% Music streaming</li> </ul>

# HOW BRANDS ACROSS CATEGORIES CAN NAVIGATE LIFE EVENTS

We asked consumers what categories and products they purchased as they prepared for their life event, and found that entering a new life event tends to trigger a specific set of category needs. How a consumer interacts with a given category might look different depending on which life event they are experiencing.

## Which life events should your category focus on?

	STARTING COLLEGE	GRADUATING COLLEGE	STARTING A NEW JOB	MOVING	BUYING A HOME	GETTING MARRIED	EXPECTING A CHILD	GETTING A PET	RETIRING
AUTOMOTIVE	✓	✓				✓	✓	✓	
CONSUMER ELECTRONICS	✓	✓		✓	✓	✓	✓		
FASHION	✓		✓			✓			
FINANCIAL SERVICES	✓	✓		✓	✓	✓	✓		✓
HOME GOODS	✓			✓	✓	✓	✓	✓	
HOME IMPROVEMENT	✓	✓			✓		✓		✓
TELE-COMMUNICATIONS		✓		✓	✓				
TRAVEL	✓	✓	✓			✓	✓		✓



**Read on to dive deeper into how each category plays a role for consumers across life events.**

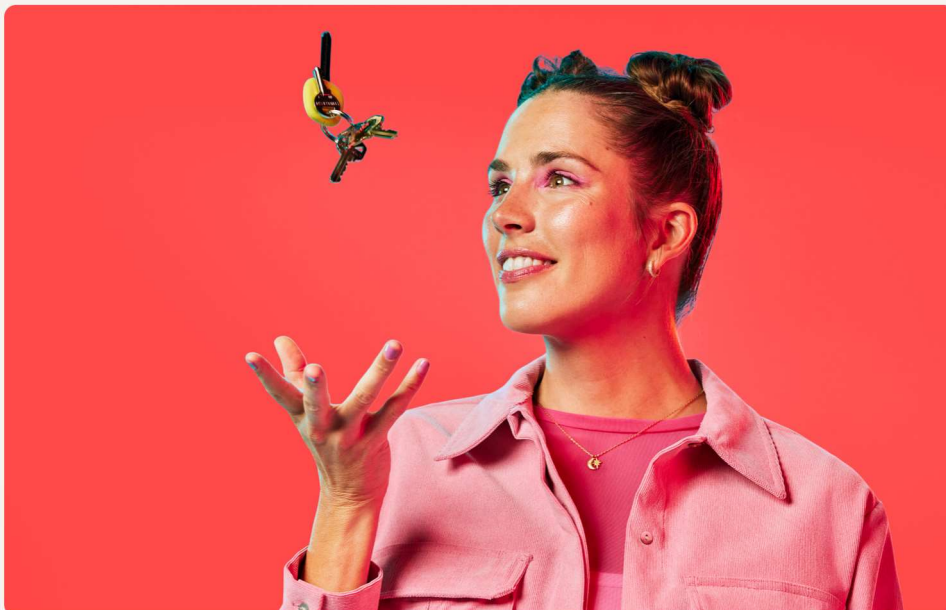
# AUTOMOTIVE ACROSS LIFE EVENTS

We buy and lease new vehicles for many reasons throughout our lives — new drivers getting their very first car, leases expiring, cars simply getting old or damaged in accidents, or car enthusiasts looking for an upgrade — but the life events we studied can also be unique triggers for new vehicle purchase journeys as well.

For those starting or graduating college, for instance, it might be the first time these consumers are buying or leasing their own cars as they move to a new place or even leave home for the first time. These consumers likely need to drive themselves to and from their campuses, part time jobs, or social events.

For many couples, marriage is the turning point at which they start making bigger investments together. Along with moving in together or buying a new home, a new car — or multiple cars — can be another joint upgrade they make to their lives. Marriage sometimes overlaps with having a baby, which also comes with an increased focus on safety, as well as the need for bigger cars to transport a growing family.

Cars are also essential for getting pets to vet appointments, grooming, daycare and overnight facilities, or anywhere else pets are welcome to join their humans. Getting a new pet may not trigger the need for a new car, but car accessories like floor mats, seat covers, and other pet travel items become essential for clean and safe transport.



## AUTOMOTIVE PRODUCTS MORE LIKELY TO BE PURCHASED WITHIN SIX MONTHS OF EACH LIFE EVENT

(RESPONDENTS EXPERIENCING EACH LIFE EVENT COMPARED TO ALL RESPONDENTS)

### Starting college

+14% New vehicle

### Graduating college

+19% New vehicle

### Getting married

+12% New vehicle

### Expecting a child

+10% New vehicle

### Getting a pet

+10% Auto accessories

# CONSUMER ELECTRONICS ACROSS LIFE EVENTS

Consumer electronics are important to shoppers across nearly every life event, but the products they look for vary at each stage. We found that those starting college are particularly focused on acquiring a new personal computer and peripheral accessories, as they anticipate spending more time on reading and writing assignments that require reliable technology. Once they've graduated, they may look to upgrade or alter their setup to better fit their post-student lifestyle, and also invest in new gaming equipment now that they have more time to play.

New TVs are a standout purchase consideration for those who are moving, and once they own their home, they are also more likely to increase their focus on home security and home entertainment systems. Family-building life events, like getting married and expecting a child, often overlap with moving and home ownership and therefore share some of the same home electronics needs.



## CONSUMER ELECTRONICS PRODUCTS MORE LIKELY TO BE PURCHASED WITHIN SIX MONTHS OF EACH LIFE EVENT

(RESPONDENTS EXPERIENCING EACH LIFE EVENT COMPARED TO ALL RESPONDENTS)

### Starting college

- +54% Computer / laptop
- +31% Electronics accessories

### Graduating college

- +30% Video game console or games
- +28% Computer / laptop

### Moving

- +29% TV

### Buying a home

- +53% Home security system
- +31% Home entertainment system
- +31% TV

### Getting married

- +46% Home security system
- +41% Home entertainment system
- +19% TV

### Expecting a child

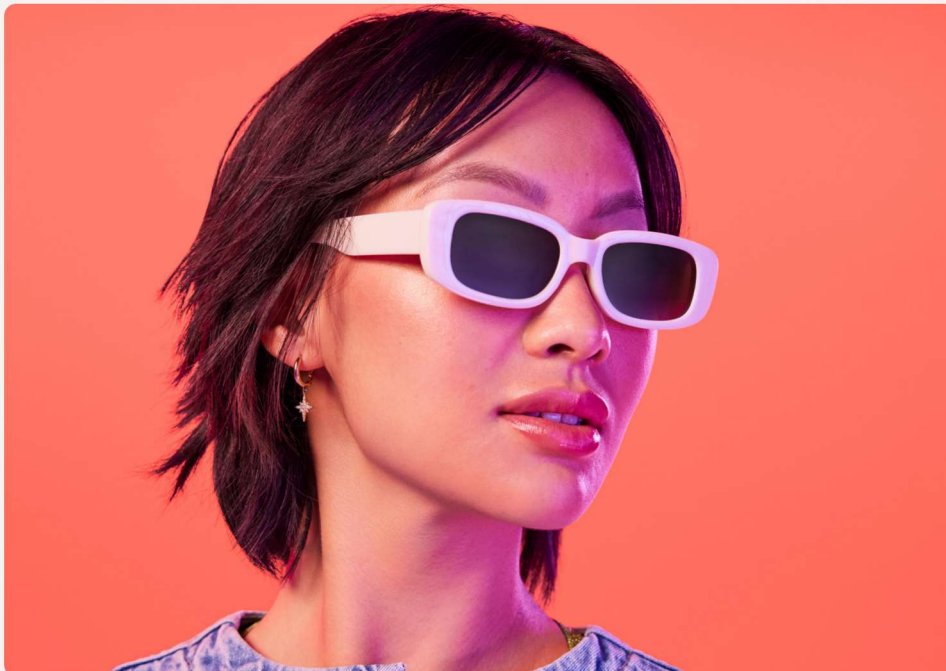
- +44% Home security system
- +18% Tablet
- +18% Home entertainment system

# FASHION ACROSS LIFE EVENTS

Fashion brands have a unique opportunity to reach consumers when they are starting college, starting a new job, or getting married. While nearly all respondents in these life events report being in the market for new clothing, we saw that outerwear, shoes, swimwear, and accessories (e.g. jewelry, watches, etc.) purchases are more likely to be considered during these moments as well. For example, shoes are sometimes said to be important when making a first impression, so it makes sense that those starting a new job are particularly focused on their footwear.

For new students who are gaining their independence, accessories can be a good way for them to express who they are and refine their image as they make new friends and have new experiences. Those starting college may also be moving across the country and into a different climates, which may affect the outerwear they need to consider bringing with them.

While those getting married think about what to wear on their big day, they are also planning for the other fashion-focused events surrounding the wedding. Swimwear, in particular, may come in handy for bachelor and bachelorette parties as well as for honeymoons located near beaches or at resorts. Brides and grooms may also choose to buy gifts for members of their wedding parties, including jewelry or other accessories.



## FASHION PRODUCTS MORE LIKELY TO BE PURCHASED WITHIN SIX MONTHS OF EACH LIFE EVENT

(RESPONDENTS EXPERIENCING EACH LIFE EVENT COMPARED TO ALL RESPONDENTS)

### Starting college

- +33% Outerwear
- +14% Accessories

### Starting a new job

- +10% Shoes

### Getting married

- +29% Accessories
- +28% Swimwear

# FINANCIAL SERVICES ACROSS LIFE EVENTS

Financial services are essential for consumers across nearly every life event, but the specific products and services they need are different at each stage. Those starting and graduating college, for instance, are more likely to take out loans to cover their educational expenses. As they gain more independence, they may also look to establish their own credit.

For those who are buying a new home, homeowners insurance is more likely to be a priority. Family-building life events, like getting married and expecting a child, increase the likelihood that consumers will open new joint bank accounts or savings bonds. Life planning and wealth management also become increasingly important as they plan for their families' futures. As time progresses and retirement becomes an option, consumers are likely to revisit those plans and make adjustments where needed.



## FINANCIAL SERVICES MORE LIKELY TO BE ACQUIRED WITHIN SIX MONTHS OF EACH LIFE EVENT

(RESPONDENTS EXPERIENCING EACH LIFE EVENT COMPARED TO ALL RESPONDENTS)

### Starting college

- +34% Loan
- +10% Credit card

### Graduating college

- +18% Credit card
- +12% Loan

### Buying a home

- +50% Loan
- +13% Insurance

### Getting married

- +35% Life planning / wealth management
- +17% Bank account
- +16% Insurance

### Expecting a child

- +38% Life planning / wealth management
- +10% Bank account

### Retiring

- +30% Life planning / wealth management



# HOME GOODS ACROSS LIFE EVENTS

It should come as no surprise that when consumers move to or buy a new home, they are especially likely to be in market for home goods products like kitchen supplies, appliances, furniture, and home decor. However, home goods brands can reach consumers who need their products across several other life events as well.

For instance, those starting college are more likely to be in market for new decor and kitchen products. Many consumers in this stage are leaving home for the first time, and are therefore more likely to be shopping for necessities like utensils, dishware, and cookware, as well as new bedding and decorative items to make their space feel like home.

For many couples, marriage is the turning point at which they start building a life — and a home — together. This often means upgrading and replacing their existing home goods, including new kitchen appliances, cooking and dining supplies, and bedroom furniture, whether they are gifted through a registry or purchase the items themselves.

As any pet owner knows, welcoming a furry friend into the home often means learning how to manage dirty paws and shedding fur. For new pet owners, this means that vacuums, mops, and other floor cleaning supplies become increasingly important to the day-to-day maintenance of their living spaces.



## HOME GOODS PRODUCTS MORE LIKELY TO BE PURCHASED WITHIN SIX MONTHS OF EACH LIFE EVENT

(RESPONDENTS EXPERIENCING EACH LIFE EVENT COMPARED TO ALL RESPONDENTS)

### Starting college

- +14% Home decor
- +12% Kitchen products and appliances

### Moving

- +16% Furniture
- +10% Home decor

### Buying a home

- +18% Home decor
- +16% Furniture

### Getting married

- +24% Mattress
- +16% Kitchen products and appliances

### Expecting a child

- +21% Furniture

### Getting a pet

- +26% Floor care appliances

# HOME IMPROVEMENT ACROSS LIFE EVENTS

The need to fix up a home can often come at the most unexpected — and potentially inconvenient — times, but during many life events, home improvement is an anticipated part of the experience. Buying a new home, for instance, is when consumers are most likely to buy supplies like paint, lighting, and tools. However, home improvement brands can find consumers who are searching for their products across several other life events as well.

Those starting or graduating college, many of whom are leaving home for the first time, are more likely to buy lamps, lighting fixtures, kitchen and bath hardware, and smart home products. They are also more likely to purchase the tools they need to install these items, as well as build furniture and decor for their new spaces.

As consumers prepare for a new baby to enter their lives, they will also invest in the home improvements needed to keep their child safe and comfortable. This includes smart home products like baby monitors, baby trackers, sound machines, and other smart baby devices.

For those who are approaching retirement, gardening may be a desirable way to spend their free time. At this stage, consumers are more likely to be in market for lawn and garden supplies to support their newfound hobby.



## HOME IMPROVEMENT PRODUCTS MORE LIKELY TO BE PURCHASED WITHIN SIX MONTHS OF EACH LIFE EVENT

(RESPONDENTS EXPERIENCING EACH LIFE EVENT COMPARED TO ALL RESPONDENTS)

### Starting college

- +17% Power and hand tools
- +14% Smart home products
- +12% Lighting

### Graduating college

- +23% Power and hand tools
- +18% Smart home products
- +16% Kitchen and bath hardware

### Buying a home

- +20% Lighting
- +20% Paint and painting supplies
- +17% Power and hand tools
- +16% Lawn and garden
- +10% Kitchen and bath hardware

### Expecting a child

- +25% Smart home products

### Retiring

- +31% Lawn and garden

# TELECOMMUNICATIONS ACROSS LIFE EVENTS

Consumers prioritize telecommunications all throughout their lives, continuously relying on broadband, cable, and wireless services. Life events, however, encourage consumers to reevaluate their current telecom service needs and providers.

For instance, those graduating college may be ready to invest in their own pay TV services for the very first time. They may have grown up with certain providers based on their family's location or preferences, but as they gain independence, these consumers are able to choose the services that appeal specifically to their lifestyles. Recent graduates are more likely than the average to stick with traditional cable TV, but they are also more likely to cut the cord and switch to a more flexible streaming cable TV provider.

Meanwhile, those moving or buying a home may be looking to establish their home command center by signing up for broadband Internet. While some of these consumers may simply be transferring their existing services from one home to another, these transitions also mark an optimal time for consumers to consider switching providers.



## TELECOMMUNICATIONS SERVICES MORE LIKELY TO BE PURCHASED WITHIN SIX MONTHS OF EACH LIFE EVENT

(RESPONDENTS EXPERIENCING EACH LIFE EVENT COMPARED TO ALL RESPONDENTS)



### Graduating college

**+20%** Traditional cable / satellite service

**+12%** Live TV streaming service



### Buying a home

**+14%** Broadband Internet



### Moving

**+14%** Broadband Internet

# TRAVEL ACROSS LIFE EVENTS

Opportunities to travel — to another city, state, or country — pop up at various points throughout our lives. Travel planning is typically dependent on many factors, including finances and personal interests, but we found that the way we travel can also be determined by life events and the circumstances surrounding them.

Starting or graduating college can be an ideal time for students to explore the world, even if it is on a budget. Consumers in these life events are more likely to vacation internationally, leveraging booking sites to look for the best deals.

Honeymoons are an obvious time for couples to travel, and unsurprisingly, they are more likely to choose resorts as the perfect setting to relax and connect post-nuptials. For those expecting a child, babymoons are also a good opportunity for couples to unwind and savor their alone time over a long weekend in a short term rental.

As work travel becomes prevalent once again, those starting a new job may be more likely to also start booking stays at domestic hotels. On the other end of the life events spectrum, retirement provides an opportunity for older consumers to spend more time traveling, and they are most likely to focus on site-seeing and visiting family across the U.S.



## TRAVEL SERVICES MORE LIKELY TO BE PURCHASED WITHIN SIX MONTHS OF EACH LIFE EVENT

(RESPONDENTS EXPERIENCING EACH LIFE EVENT COMPARED TO ALL RESPONDENTS)

### Starting college

- +32% International resorts
- +32% International short-term rentals
- +17% International flights
- +17% International hotels
- +16% International cruises
- +14% Domestic cruises

### Graduating college

- +47% International cruises
- +41% International hotels
- +25% International resorts
- +25% International short-term rentals
- +20% Domestic cruises
- +16% International flights
- +15% Domestic resorts

### Starting a new job

- +14% Domestic hotels
- +10% Domestic transportation

### Getting married

- +37% International resorts
- +29% Domestic resorts

### Expecting a child

- +24% International short-term rentals
- +22% Domestic short-term rentals

### Retiring

- +37% Domestic flights
- +22% Domestic hotels

# KEY TAKEAWAYS

1

## **Life events lead consumers to reprioritize what is most important as they look toward the future.**

Saving money and more thoughtful planning are especially important for consumers across all life events; however, each life event also comes with a unique set of priorities and values. Brands can build trust with consumers by leaning into messaging that demonstrates they understand what matters to consumers at each stage.

2

## **Life events lead consumers to spend more time in the research stage of the purchase journey.**

As they become more intentional about their brand decisions, it is important to provide consumers with the tools and resources they trust most during each life event. With more focus on research, brands have a greater opportunity to reach, inform, and become a part of these consumers' consideration sets.

3

## **Life events lead consumers to be more engaged with certain entertainment channels.**

With more than half of consumers reporting that they use at least one type of audio or video medium more as a result of being in their particular life event, brands can invest more heavily in the channels consumers rely on most as they prepare for an experience these changes.

4

## **Life events trigger different category needs for consumers.**

How a consumer interacts with a given category might look different depending on which life event they are experiencing. While there is no one-size-fits-all approach to navigating life events for brands, it is important for brands to consider how their products play a unique role in consumers' lives during these key moments.

# HOW AMAZON ADS CAN HELP

## Reach audiences during life events with Amazon Ads

Amazon DSP is more than a media buying service. It's an omnichannel marketing solution that provides choice and flexibility to deliver relevant ad experiences that create meaningful connections between brands and customers.

As home to the largest supply of premium ad-supported content, advertisers can reach customers wherever they are spending their time to drive the performance goals that matter to them the most - from awareness, to consideration, to purchase, and more.

Amazon Ads' unique audience signals are powered by expansive browsing, shopping, and streaming insights which enables any advertiser to create meaningful connections with relevant customers at the right moments to build their brand. This includes a robust set of life event-specific audiences. Based on this research and billions of unique signals, these new audiences include:



STARTING COLLEGE



NEAR COLLEGE GRADUATION



FUTURE MOVERS



NEW HOME BUYERS



GETTING MARRIED



NEW PARENTS



PET OWNERS



RETIRING

**Want to learn more about how your brand can connect with life event audiences across Amazon Ads?**

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