Follow the Money

Find out how Gen Z and Millennials in the United States are spending their money with the YPulse Spending Tracker

Gen Z and Millennials have a combined **$1 trillion** in spending power—how much is going to your brand? YPulse's new **Spending Tracker** is here to show you exactly how young consumers are spending their money. Using ethically-sourced, point-of-purchase debit and credit card data from 13-39-year-olds in the United States, these interactive data dashboards reveal everything you need to know about how these generations are directing their enormous spending power.

Money truly talks with the Spending Tracker. Interactive dashboards crunch millions of rows of transaction data to tell you:

- **Share of spend:** Defines the percentage of revenue a brand commandeers from total industry/category/sub-category
- **Loyalty:** Measures percentage of revenue that was purchased by "loyal customers"—those who spend at least 50% of their money in that category at one brand.
- **Frequency per buyer:** Average number of times a customer buys in the filtered date range
- **Average transaction value (ATV):** Average dollar amount of each transaction

Ready to learn more? Email sales@ypulse.com!

What can you do with the YPulse Spending Tracker?

Get an in-depth look at Gen Z and Millennial spending across six industries and over 1,000 brands, from Apple to Amazon. Dive into the average spend by buyer, a share of spend by brand or category, spending changes over time, and more.

### Get the executive summary of youth spending

The Spending Tracker gives you current and historical understanding of consumer spending activity at the industry, category, sub-category, and brand levels. See the categories they're spending on most, the top brands they're spending on in over **40** different categories, then drill down to understand key drivers and trends within categories.

Compare your brand's performance to competitors

See how Gen Z and Millennials' spending on your brand compares to others in your industry, category, or any other brands you want to measure yourself against. The Brand Comparison dashboard gives you a clear side-by-side breakdown of two brands' most vital spending stats, like number of transactions to average age of buyers, so you can see at a glance how you're performing against key measures.

### Zoom in on the spending of the exact demo you need

Beyond the overall spending behaviors of 13-39-year-olds, you can cut the data to examine every spending stat for just the young consumers that matter most to your brand. Filter for ethnicity/race, gender, generation, and age to tailor the insights to the audience that you're trying to capture.
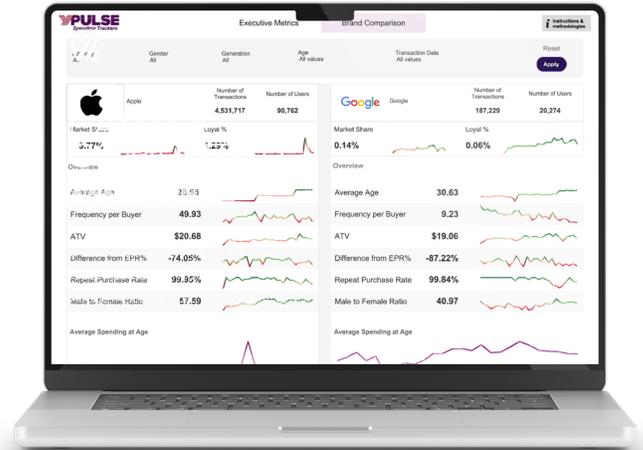
The Brand Comparison dashboard gives you a clear side-by-side breakdown of two brands. See how they stack up in terms of:

- Number of transactions
- Sample size
- Total dollars spent/ share of spend
- Transactions per buyer
- Average age of buyer
- Average transaction value
- Difference from expected purchase rate

- Repeat purchase rate (within the month)
- Gender breakdown
- Average spending by age
- Average spending by lifecycle
- Geographic spend breakdown

Ready to learn more about how the Spending Tracker can help your brand? Email sales@ypulse.com!
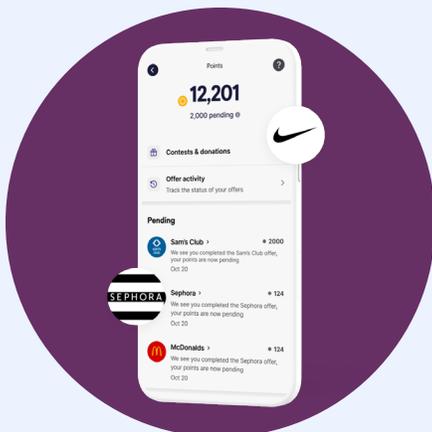
Where does the data come from?

The Spending Tracker is powered by Drop, an online panel of over **5 million** U.S. consumers, championed by institutional investors and Wall Street analysts alike. Panelists link their debit and credit cards to the Drop app, which then records every purchase. As a result:

- The spending tracker has access to **2.5** years of historical data
- All transactional data is linked to demographic data (age, gender, ethnicity)*
- Data is aggregated across **6** industries, **44** categories, and **1,126** brands
- All brands available in the spending tracker are those actually purchased by panelists