

Young Digerati

4.3%

1102 profiles



Wealthy Middle Age Mostly w/ Kids

Demographic Bio

Young Digerati are tech-savvy and live-in fashionable neighborhoods on the urban fringe. Affluent and well-educated, Young Digerati communities are typically filled with trendy homes and condos that are owned rather than rented. They believe in living ecofriendly lifestyles and enjoy dining at coffee houses. These wealthy urbanites can be found travelling to Los Angeles and Hawaii when they aren't watching The Housewives on Bravo.

Predictive Behaviours

Young, affluent, educated professionals, tech-savvy, urban, travel enthusiasts.

- Uses Internet for wedding planning, career development and travel arrangements
- Likely to move or change address in next year
- Streams music via Spotify, Stitcher and Apple Music
- Listens to alternative music, as well as rhythmic adult contemporary and urban rhythmic
- Attends PAC 12 sporting events as well as NHL games

Midlife Success (Age 35-54)

Income & Lifestage

\$187,354

Avg. Household Income

\$177,083

Median Household Income

Wealthy
Income Class

\$811,000

Median Income Producing Assets

\$1,573,750

Median Net Worth

Millionaires
Net Worth Class



Mostly w/ Kids



Homeowners



Management and
Professional



Graduate Plus

Top 5 Important to Me

1. I use food to bring family together.
2. I can tell my home is clean by the way it smells.
3. I am willing to take charge to get things done.
4. I rely on mobile coupons for deals while food shopping.
5. Newspapers are a good source of learning.

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Snapshot & Deep Dive

Lifestyle Indicators



Drives a Volvo



Above Average



Shops at Saks Fifth Avenue



Visits coffee houses



Plays tennis



Visits Los Angeles



Watches Real Housewives of Beverly Hills



Streams via Spotify

Media Consumption

ONLINE/SOCIAL

- Nexxt
- Tumblr
- Reddit
- SeatGeek
- Lyft

TELEVISION

- HBO Max
- Apple TV+
- Bravo
- NBA All Star Game
- Top Chef

Lifestyle

- Eats at California Pizza Kitchen, coffee shops and organic/health food restaurants
- Shops online and in-store at retailers like REI and H&M, as well as Saks Fifth Avenue
- Owns vehicles like an Audi, BMW or Volkswagen
- Participates in skiing and snowboarding, while also enjoying tennis and Pilates
- Enjoys traveling extensively to locations such as Los Angeles, New York City and Washington, DC
- Spends many hours a week on social networking sites like Instagram and X (formerly Twitter)

High Indexing Behaviors

TRAVEL MOVING YOGA
NBA WORK FROM HOME

Notes

Segment Report Card: Young Digerati



Segment Growth & TAM Capture Scenarios

Key Metrics	
AOV:	\$257.59
Avg CLV:	\$1,347.76
Total Segment CLV:	\$1,485,235
TAM	1,827,243
Profiles Enriched	1,102

% TAM Captured	Households Captured	Potential Revenue
0.10%	1,827	\$470,680
0.25%	4,568	\$1,176,699
0.50%	9,136	\$2,353,398
0.75%	13,704	\$3,530,096
1.00%	18,272	\$4,706,795

Who are they

- Trendy, tech-savvy young professionals in urban apartments
- Prefer experiences over possessions, love nightlife and social trends
- Active on Instagram, TikTok, and niche streaming platforms
- Shop for curated subscription boxes, travel deals, and designer drops
- Acquire through influencer collabs, TikTok ads, and viral retargeting

What will motivate them to buy

- Leverage social proof and hype
- Offer limited drops and instant rewards

Use this messaging consistently to align with what your customers value. Test more motivators and copy ideas using NinjaGTP.

Your Next Moves

- **Review Revenue Reports:** Analyze performance for this segment. Sort by AOV, CLV and see how much revenue is on the table if you capture just a fraction more of this premium segment.
- **Push to Klaviyo:** Use enriched data in every profile to trigger smart flows, personalized product recs, and high-AOV offers.
- **Sync/push lookalike audiences** to Google, Meta and grow with confidence that you're targeting only high-CLV, high-value buyers. This will also lower CAC.
- **Test in Klaviyo:** Use "Properties about someone" to experiment with smart flows and personalized campaigns. Blend PRIZM® traits with other behavioral signals for richer targeting.
- **Test Creative with NinjaGPT:** Use our built-in AI assistant to craft on-brand subject lines, headlines, and ads that speak directly to your buyers in Young Digerati.
- **Map & Expand:** Tap our geospatial tool to plan future local promotions, DM campaigns, or geo-targeted social and paid ads.
- **Capture more** of this segment's TAM using privacy-compliant cold email and paid acquisition. Reach your best segments across Meta, Google, TikTok, YouTube, Netflix, Hulu, Disney+, Amazon Prime Video, Amazon DSP, The Trade Desk and 150+ media partners. One of our brands got 17x ROI and reduced CAC. [Contact us](#) to learn how.

Your most profitable customers are already here.

It's time to turn insight into action.

Note: This report is based on the list or segment you selected for this specific job. Data are sourced from Klaviyo, PRIZM® insights. Purchase motivations are derived from our AI models. Use your judgment when applying these insights. Use your product and market knowledge in final execution.