

# On The Pulse: Connecting You With Business Decision Makers

We recently ran a [comprehensive survey](#) with our parent company dentsu to understand consumer sentiment in the UK.

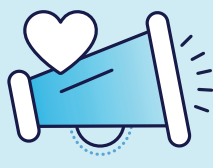
The insights from this survey were also distilled to understand [how business decision makers are feeling](#), what their main concerns are, and their emotional reactions to the UK's current economic conditions.



We have now taken this survey one step further to understand how you can connect with UK business decision makers during these challenging times.



Traditional communication channels still dominate overall particularly amongst IT decision makers.

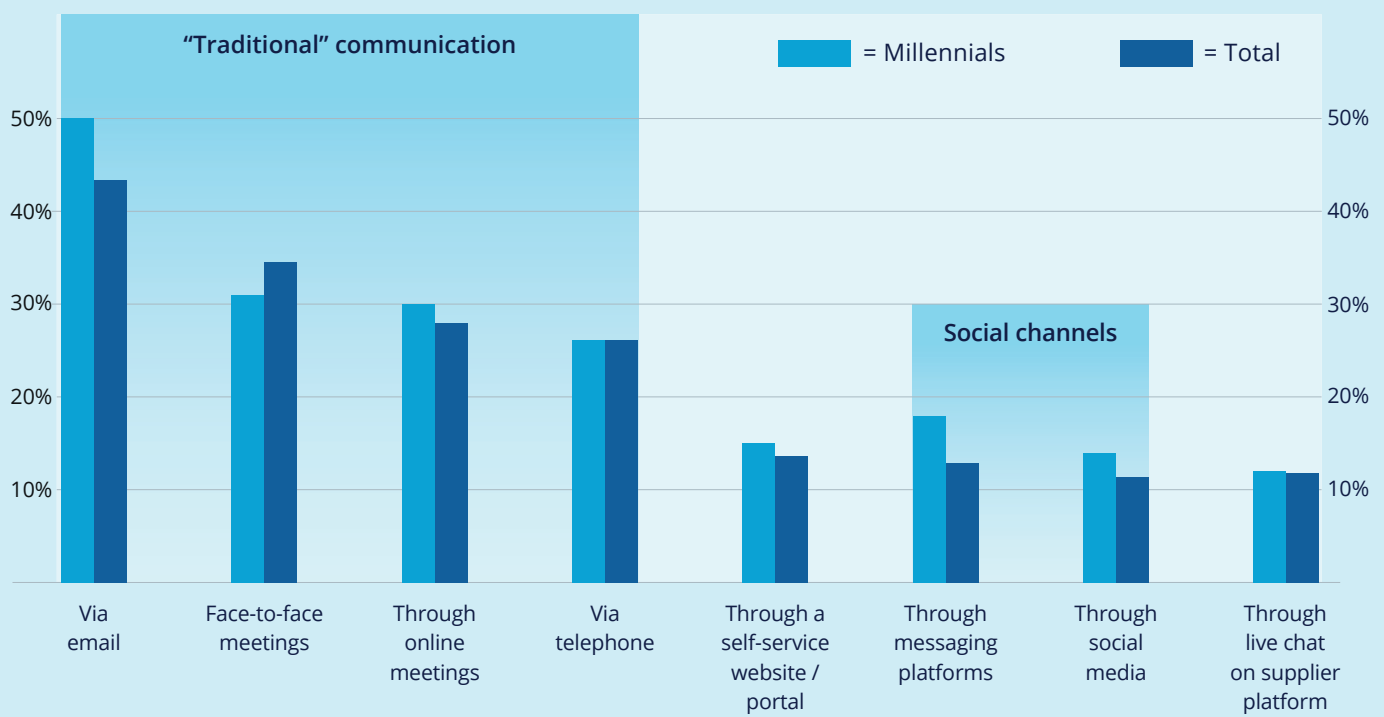


**1 in 3** decision makers in finance or marketing prefer to use social channels.



Millennials are looking for convenient, instant responses via chat & messaging platforms but also still prefer communication via email.

## Communication Channels With Brands During Decision-Making



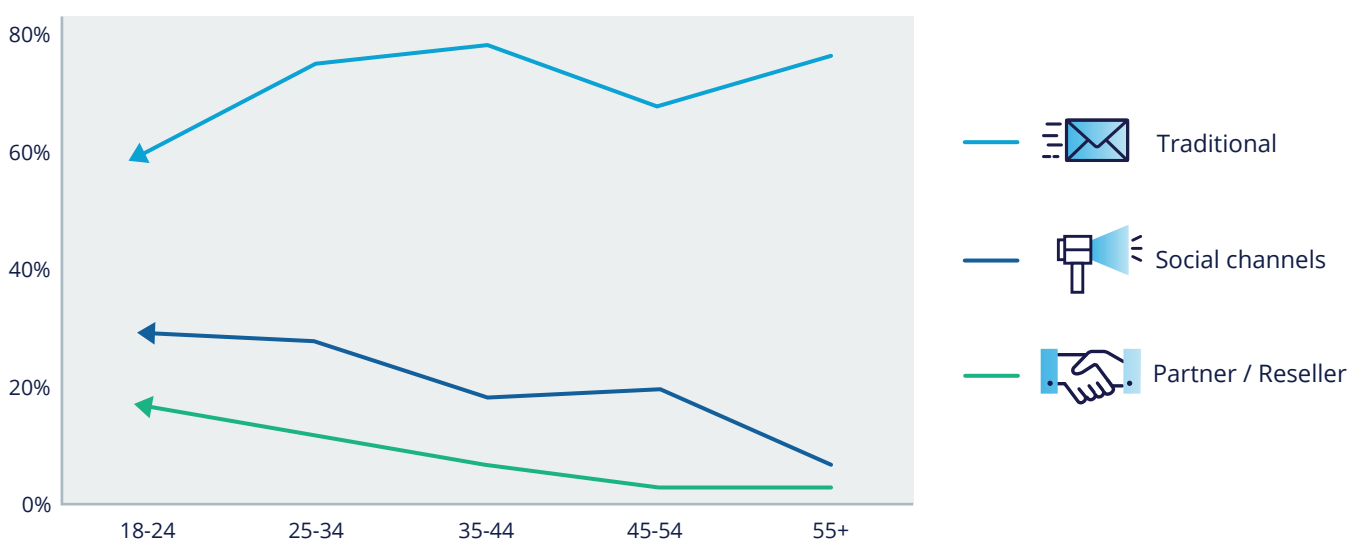
While millennials continue to increase in the business decision maker space, Gen Z's are breathing over their shoulders.

Our survey highlights the extreme changes in communication channels for Gen Z.

Unlike millennials, they are in fact dropping traditional methods such as email in favour of social media messaging or working with partners / resellers.



## Communication Channels Across The Generations



To understand more about business decision maker sentiment in the UK, download our latest one page infographic

[CLICK HERE](#)