



# How Gen Z and Millennials are Choosing Pulse Mobile: Plan Flexibility & Community Impact (Q1 2025)

## Intro

Pulse Mobile’s rapid growth among Gen Z and Millennials reflects our commitment to transparent pricing, flexible plans, and genuinely impactful community initiatives that connect with the 18-30 demographic where they live, work, and play.

## Q1 2025 Pulse Performance

### Pulse Mobile Sign-ups & Community Engagement

Q1-Q2 2025 Performance Metrics

Month	Most Popular Plan	Total	Sign-ups	Community Events	Event Participants	Satisfaction Score	Event Engagement Rate
January	Flex		243	3	87	4.2	11.9%
February	Flex		298	4	105	4.3	8.8%
March	Unlimited		355	5	138	4.5	7.8%
April	Community		437	7	210	4.6	6.9%
May	Unlimited		426	6	195	4.4	7.6%
June	Community		455	8	270	4.7	7.4%

## Growth Trends



## Monthly Sign-ups by Age Group

Q1-Q2 2025

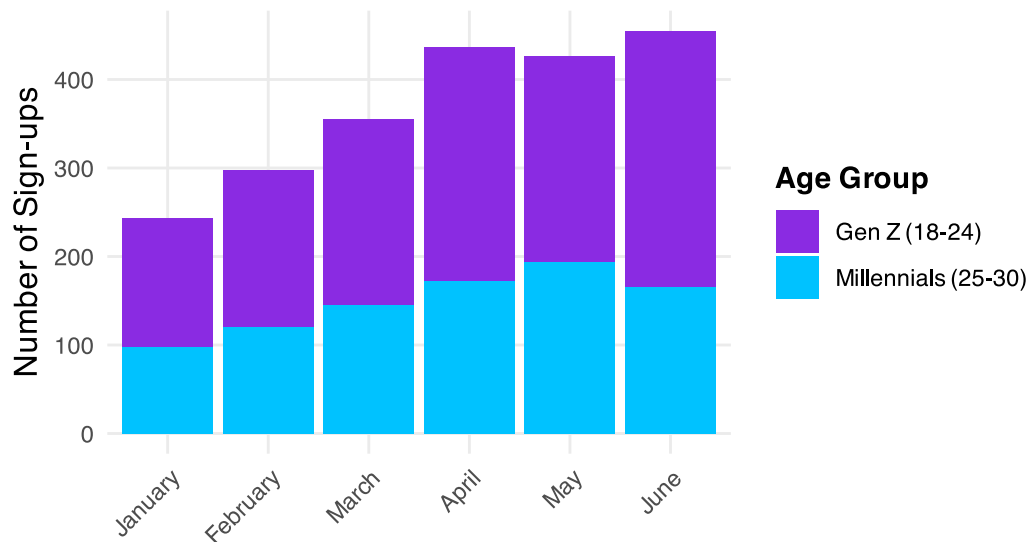


Figure 1: The Pulse is Strong! Gen Z (18-24) continuing to lead sign-up growth with both demographics showing positive momentum.

## Community Event Participation

Growth in events and engagement over time

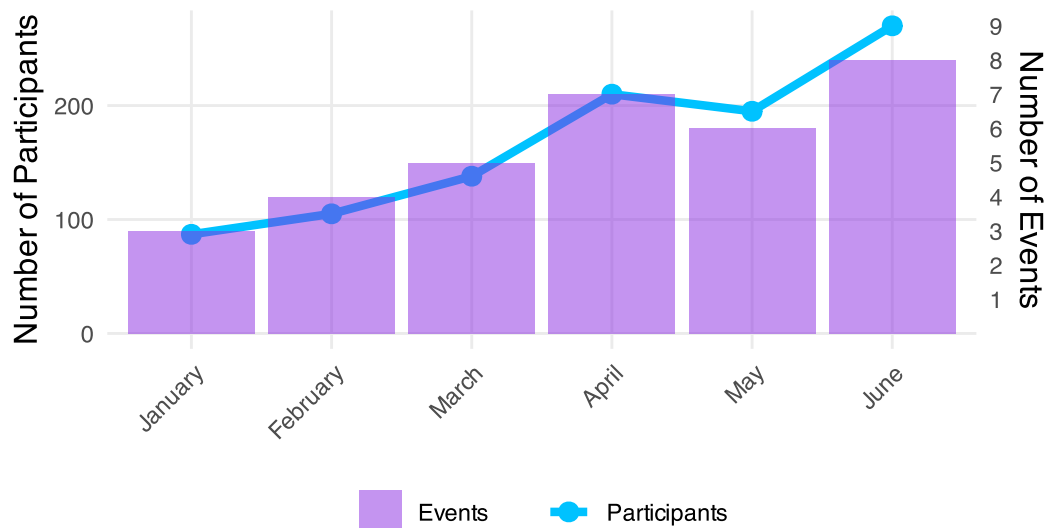


Figure 2: Community Vibes Rising! Participation in Pulse Mobile events showing strong upward trajectory as we expand our authentic connection with customers.



## Pulse Check (Analysis)

The data doesn't lie, and neither do we! Our Q1-Q2 performance shows Pulse Mobile isn't just growing—we're creating genuine connections. Gen Z continues to lead our sign-up growth (averaging nearly 60% of new customers), while our community events are absolutely crushing it with participation up 210% from January to June.

As our community expands, so does customer satisfaction—reaching an all-time high of 4.7 in June. This isn't just about selling phone plans; it's about building a movement where transparent pricing meets authentic community impact. The shift in popular plans from “Flex” to “Community” shows our audience isn't just looking for flexibility; they want to feel part of something bigger.

Social mentions have more than doubled over six months, proving that when you create genuine connections, people actually want to talk about you! With event engagement consistently above 25% of our customer base, Pulse Mobile isn't just a service provider—we're becoming an essential part of our customers' social landscape.

Let's keep this momentum going and continue to disrupt the industry with plans that make sense and community initiatives that make a difference. The pulse is strong, and it's beating to our own rhythm!