

**R** E S P O N S E   **M** E D I A

## **Digital Coupon Fact Book**

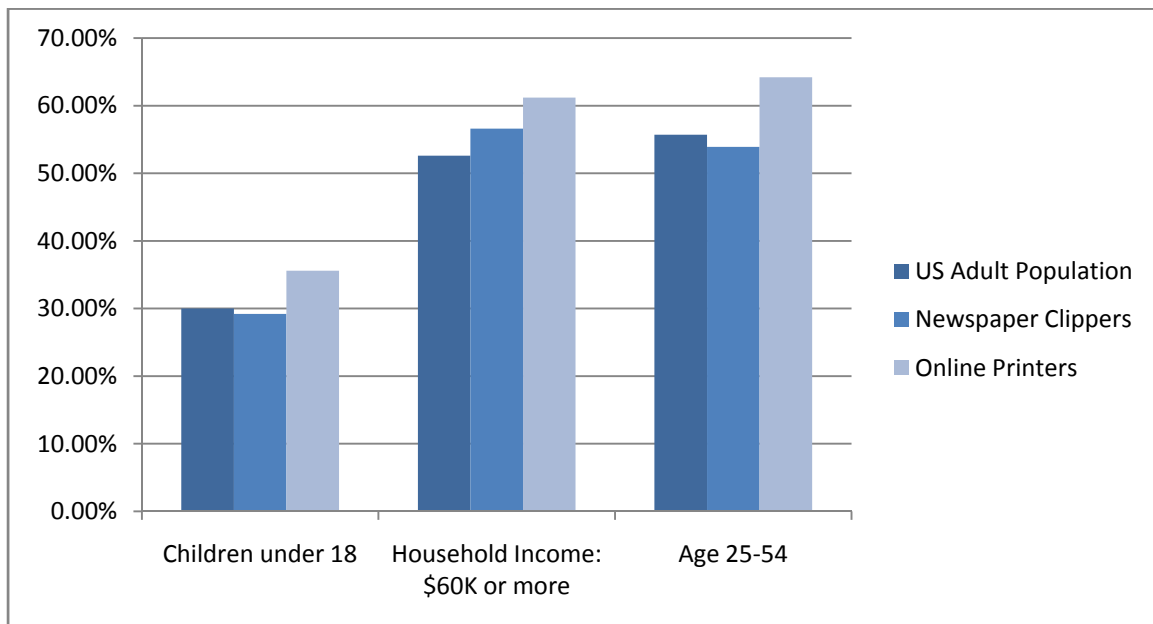
**“Digital Coupon Trends:  
A Path to Economic Redemption?”**

**May 5, 2009**

**City Club of Buckhead**

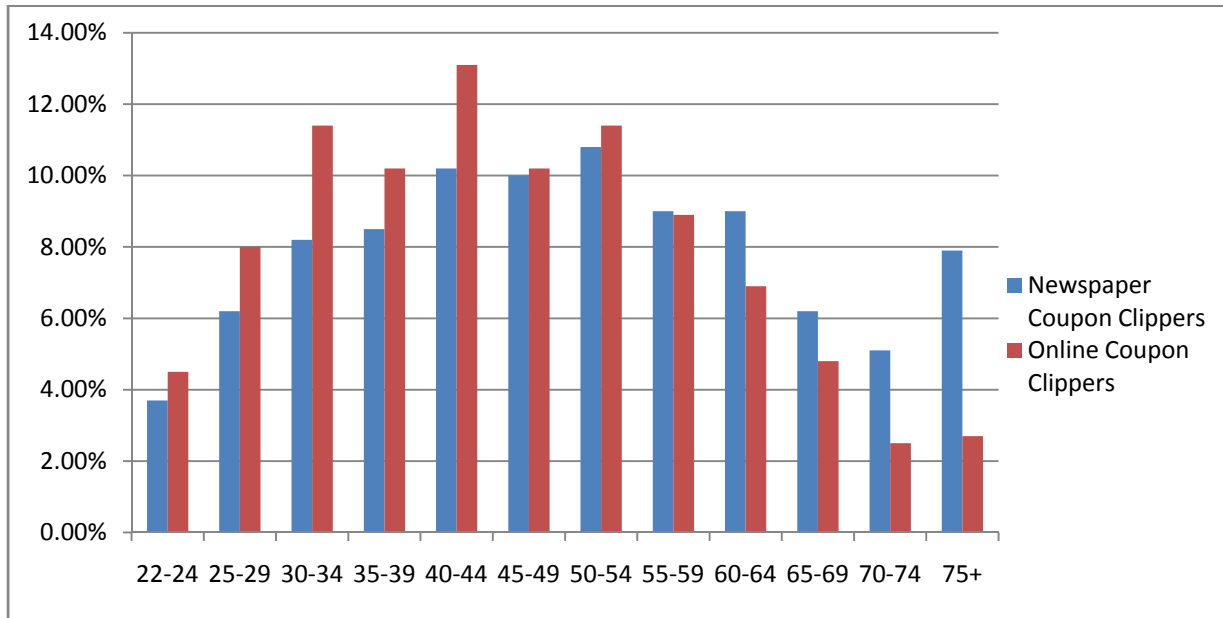
Data from Multiple Sources (listed on pg. 7)

- 281 billion coupons were distributed in 2008
- 2.6 billion online coupons were used in 2008
- 38.6 million people used online coupons in 2008
- Online coupon distribution grew faster than any other medium – up more than 80%
- The Internet represents less than 1% of all coupons printed
- 73% of online coupon printers are more likely to open an email if a coupon was offered
- 64% of coupon printers state they are likely to click an ad banner or search listing to get a coupon
- 57% of those who admitted that clipping coupons was awkward now say they don't care as long as they save money
- Heavy coupon users make 85 grocery trips and 28 drug store trips annually vs. 44 grocery and 9 drug store trips for non-users
- 73% of consumers have redeemed an online coupon for an online purchase
- 59% have redeemed an online coupon for an offline purchase



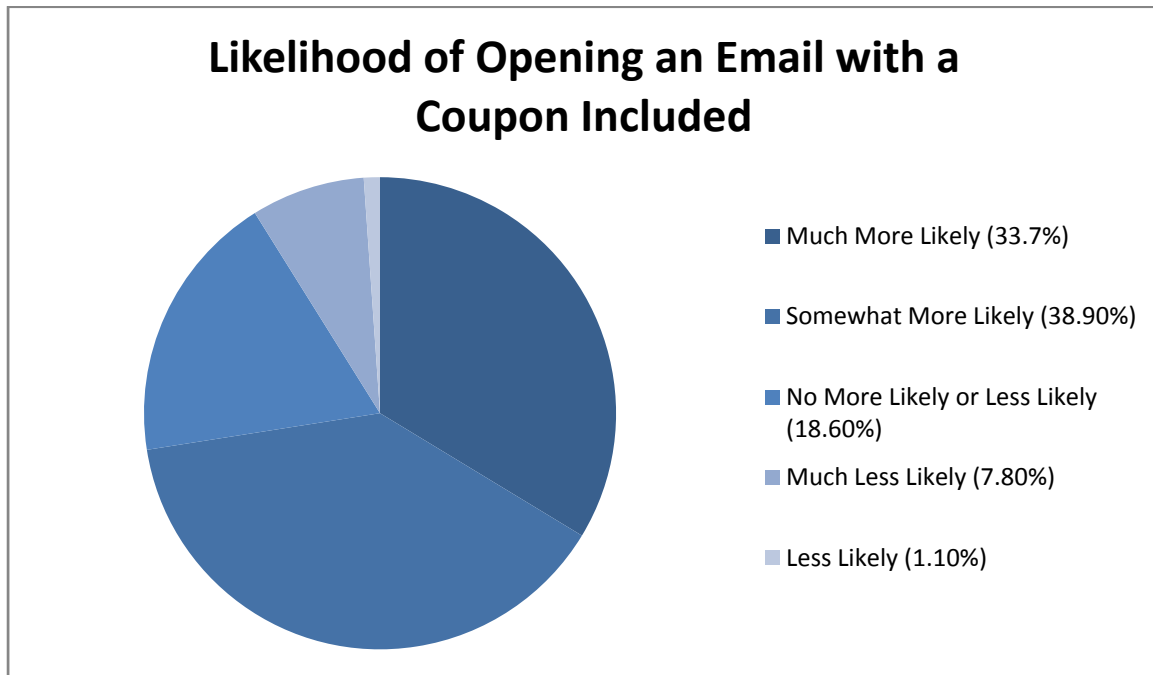
- 51% of 18 to 24 year olds say they would be very likely to use online coupons, compared to 40% of those in most other age groups
- 36% of online coupon printers have children under the age of 18 in their household

- 61.2% of online coupon printers have a household income of \$60K or more



- 47% of online coupon printers are between 22 and 44 years old
- 60% of online coupon printers think the Internet is a very or extremely important source for looking up product information
- 81% of online coupon printers research products or services online before making an offline purchase
- 38.4% of surveyed members go to the supermarket twice a week
- 89% of coupon printers are most interested in finding coupons and deals for groceries
- 70% for restaurants/dining out
- 51% for clothing
- 85% of coupon printers use coupons at supermarkets and/or drug stores
- 71% use coupons for take-out food or pizza
- 66% use frequent shopper/loyalty cards
- 41% of coupon printers spend 10 minutes to an hour a week seeking savings online; 38% spend 1-3 hours weekly
- 22% spend up to 10% of that time seeking savings online; 21% spend 31 to 50 percent online
- 44% visit their favorite savings or deal Web site on a weekly basis
- 44% use “reward” credit cards
- 26% of consumers under age 35 said the economic downturn has reduced their inhibitions about coupon usage

- 70.7% of members surveyed shop the drugstore deals every week
- Nearly 23% who suffer financially have become less self-conscious about redeeming coupons
- Internet coupon users have been proven to spend an average of 30% more on groceries each week than offline coupon users
- 90.7% of members surveyed use printable grocery coupons
- Online coupon printers are 40% less likely than newspaper FSI clippers to be over 60 years old
- 88% use coupons to save money on brands they usually buy
- Almost half use coupons to try new products



- 31.9% of printable coupons are accessed at manufacturer’s promotional sites
- 31% of printable coupons are accessed at manufacturer’s brand website
- 51% of online coupon printers go to a manufacturer/retailer’s website or subscribe to a newsletter to find money saving coupons
- 86% of online coupon printers are likely to print and use coupons that are relevant to content
- 77% of online coupon printers state the value of the coupon affects their willingness to provide personal information

- For a \$1 coupon, more than half of online coupon printers were willing to give their email address and demographics data
  - For a \$2 coupon, nearly two-thirds were willing to give anything from email address to postal address
- 83% of online coupon printers are more likely to print a coupon if it is relevant to their reading content
  - 67% of consumers are more likely to use coupons in a recession
  - 86% of households used coupons in December 2008
  - 9% increase in the average face value of coupons
  - Redemption volume of online coupons increased nearly 130% to 4.8% of all CPG coupons redeemed in 2008
  - 13% redemption rate to print rate for online coupons
  - 40% have redeemed an offline coupon for an online purchase
  - The same e-newsletter with a downloadable coupon had a 40% higher open rate and a 398% higher click-through rate
  - The same e-newsletter with a coupon and an instant-win game saw a 133% lift in open rates and an 1,143% lift in click-through rates
  - Consumers redeemed over 9% more coupons in January 2009 than they did in January 2008





## About Response Media

Response Media is a leading national provider of digital relationship marketing and media services to clients within the consumer packaged goods, retail, travel, tourism, B2B, and financial industries. Headquartered in Atlanta, GA, the agency provides digital media and marketing solutions to the world's leading companies, including Procter & Gamble, Nestlé, Disney, Cox Enterprises and ConAgra Foods.

### Digital Marketing That Performs.

Helping us achieve consistently solid results is our leadership in “performance-based” media—media which is easily measured and optimized on actual user behavior. From cost-per-click to cost-per acquisition, our performance-based media strategies deliver the most cost-effective solution for achieving your marketing goals. A strategy that balances scale and quality, plus awareness and acquisition – simultaneously.

The world’s most trusted brands trust us with their brand.

For more information, please contact **Josh Perlstein** at 770.220.5086 or [joshp@responsemedia.com](mailto:joshp@responsemedia.com).

**Sources**

- 2008 Printable Coupon Consumer Pulse
- DoubleClick's Consumer Email Study
- ICOM Information & Communications
- Information Resources, Inc. and Platform-A
- InMar Company
- NCH Marketing Services
- Nielsen
- RedPlum Consumer Survey
- Simmons Market Research Bureau
- The Coupon Mom Member Survey