

There are a variety of preconceived notions regarding print and digital coupon use and the savings behavior of millennials, brand loyalists and affluent shoppers. The key for astute marketers is to develop integrated print and digital coupon strategies to optimize consumer activation.



Print coupons are essential (especially for millennials)

Print Coupon Use Remains High

I use paper coupons	All Consumers	Millennials
I get in the mail	87%	85%
I get from a newspaper coupon book	82%	82%

Base: total respondents

report an increase in mail coupon usage, significantly higher than gen X and boomer users



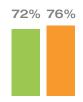
Affluent shoppers use coupons

Base: total respondents

How Affluent Consumers **Use Coupons**



coupon





Base: coupon users

Only buy a product if there is a coupon



Smart, brand loyal shoppers use coupons

Base: total respondents

say they use coupons

say they feel better about companies that offer coupons

Shoppers

Are just as likely to **switch** stores to take advantage of weekly specials

US.

84% of all consumers

78% of Brand Loyal Shoppers

Are influenced to buy a brand they wouldn't typically buy due to a coupon

US.

82% of all consumers



Coupons offer more than just a discount



based on where they can use paper coupons

Savvy shoppers rely on print and digital coupons

The facts show marketers the importance of an integrated coupon distribution strategy.



29%

increasingly went to the Internet to find coupons

25% of consumers

increasingly printed coupons from their computer

increasingly used paperless discounts*

*Discounts received on their mobile phone and/or downloaded onto a store ID/loyalty card

Digital and Print Coupon Users 140,000,000 120,000,000 80 000 000 60,000,000 40,000,000 2014 2015



Print coupon users (newspaper, magazine & mail)

Scarborough Multi-Market 2012 – 2015, Release 2 (includes coupons for all product categories, not just CPG)

Source: 2K16 Valassis Coupon Intelligence Report "Savvy Shoppers Provide Reality Check"

