



PENNY PINCHERS & PROFITS\$

How coupons and promotions can impact your business

Between June 2009 and June 2010 the savings generated from digital coupons doubled. During November 2010 alone, digital coupon traffic rose 27% year-over-year*. Coupons are becoming huge. In this infographic, we're going to briefly investigate the world of coupons: how consumers interact with them and how they might impact your business. Data is for 2010, unless otherwise noted.

A COUPON USAGE SNAPSHOT (U.S.)



RECENT CHANGES IN SHOPPING BEHAVIOR (as a percentage)



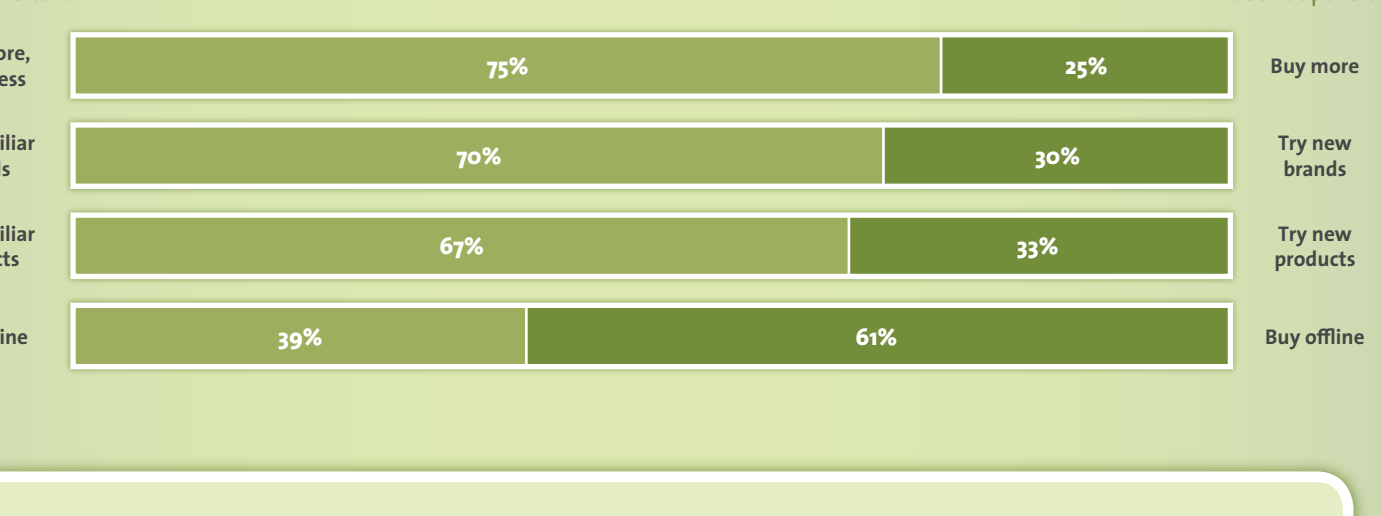
WHERE SHOPPERS LOOK FOR COUPONS



BREAKDOWN OF WHERE SHOPPERS LOOK



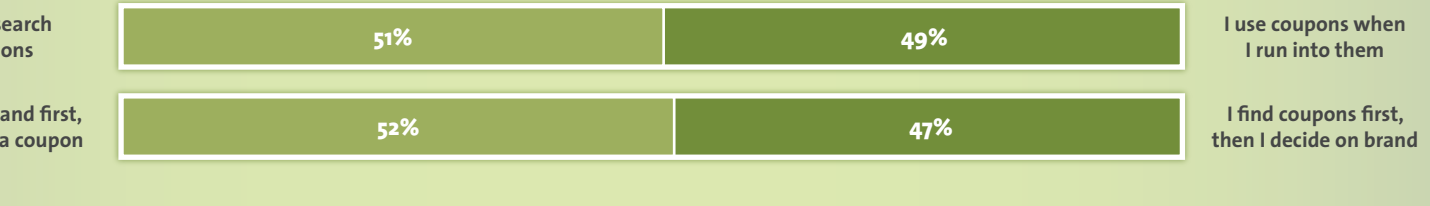
REASONS WHY SHOPPERS USE COUPONS (as a percentage)



MOST COMPELLING ASPECTS OF A COUPON (to try a new product and switch from a preferred product or brand)

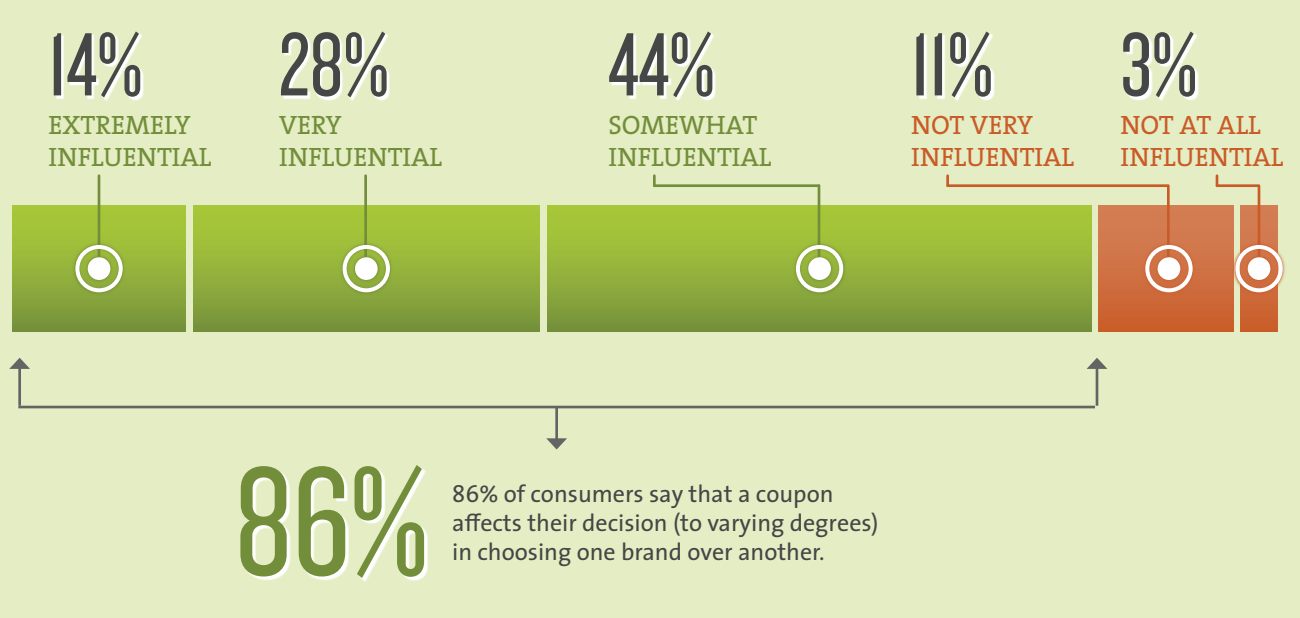


HOW COUPONS FIT INTO SHOPPERS' LIVES



COUPON INFLUENCE ON CHOOSING A BRAND

Consumers were asked how influential a coupon was in choosing a brand

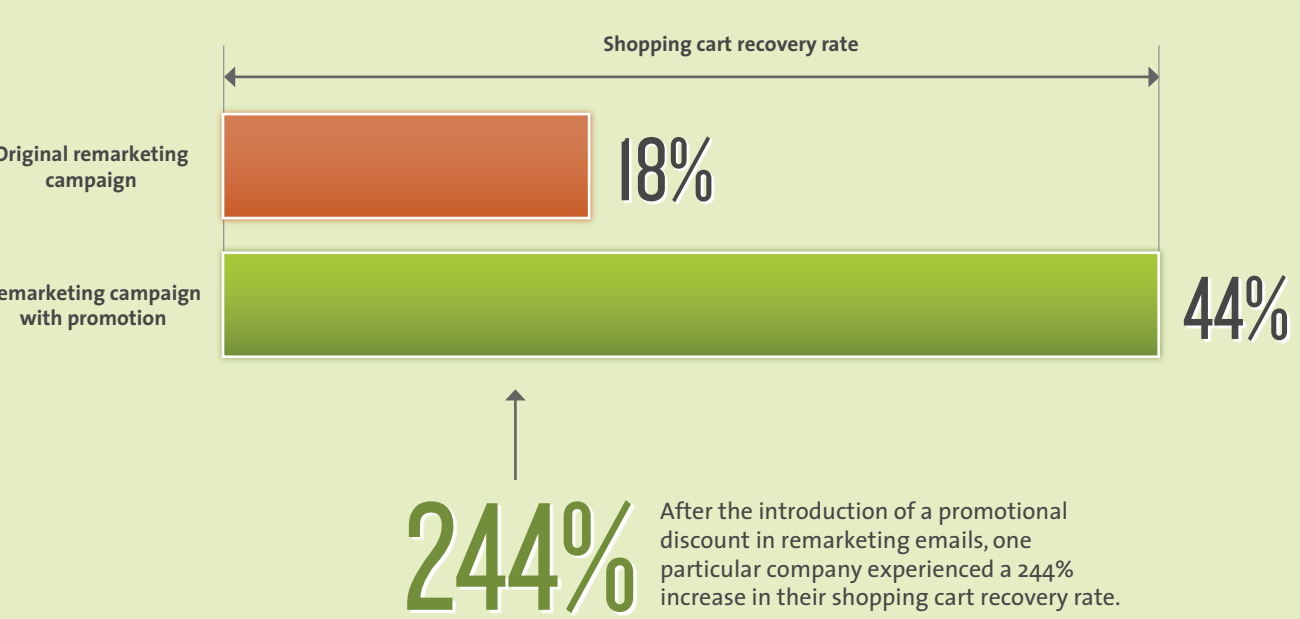


HOW COUPONS CAN IMPACT YOUR BOTTOM LINE



EFFECT OF PROMOTIONS ON SHOPPING CART RECOVERY

Contained in a study by Seewhy.com, an analysis of abandoned shopping cart data from one of Seewhy's customers yielded some interesting results: the introduction of a promotional discount in remarketing emails caused the shopping cart recovery rate to jump from 18% to 46%—a 244% increase.



A WORD OF CAUTION

While coupons may be great to generate a cash and encourage brand switching, they may not be a good long-term promotional strategy for some businesses. Test your market and see what works best for you. Try running promotions other than a price break—like free delivery, an extended warranty, an upgrade, etc. Below are ways in which offering coupons could potentially interfere with a healthy promotion strategy. Tips courtesy of [@robbinblock](http://BlockBeta.com).

