

2021 INMAR CATEGORY PROFILES

COMMERCE ACCELERATED.™

Coupon metrics and results vary greatly by category. Knowing how your category performs will help you benchmark and plan your promotions.



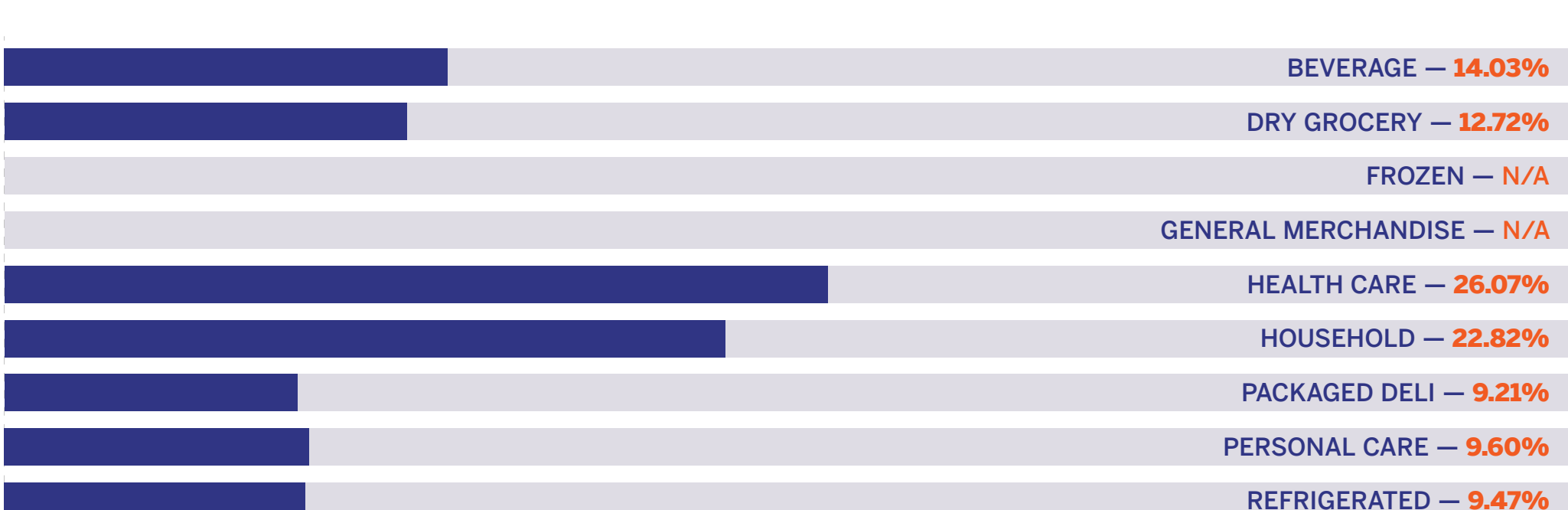
AVERAGE REDEMPTION RATES

FREE-STANDING INSERT



INSTANT REDEEMABLE

BASED ON OFFERS DISTRIBUTED IN FIRST HALF OF 2020 ONLY



LOAD-TO-CARD



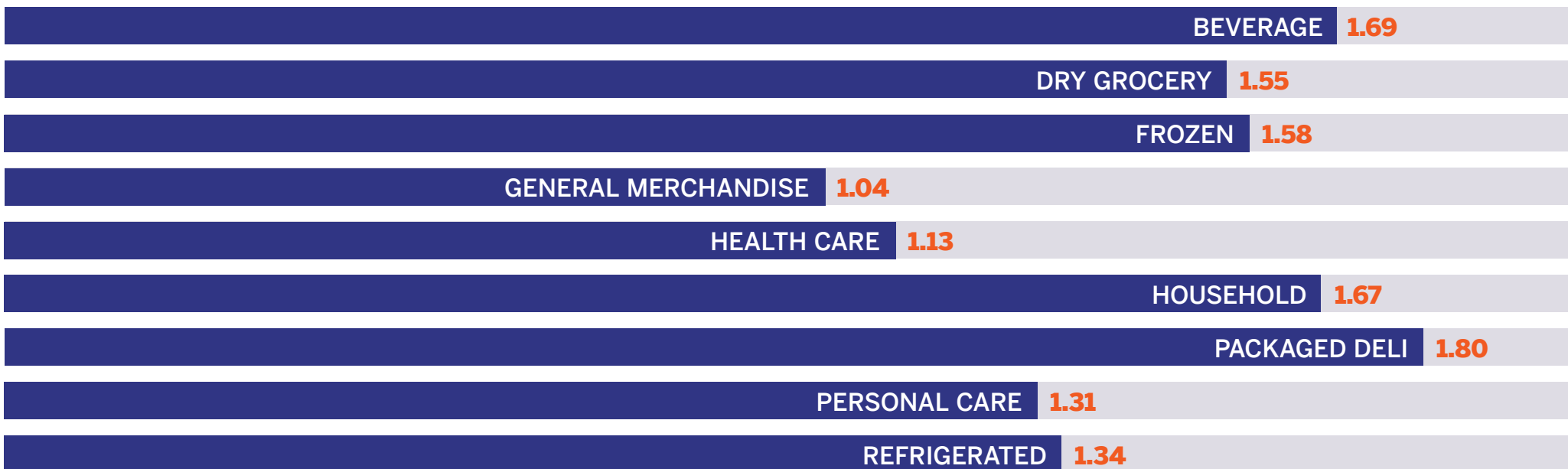
LOAD-TO-CARD AVERAGE REDEMPTION RATE



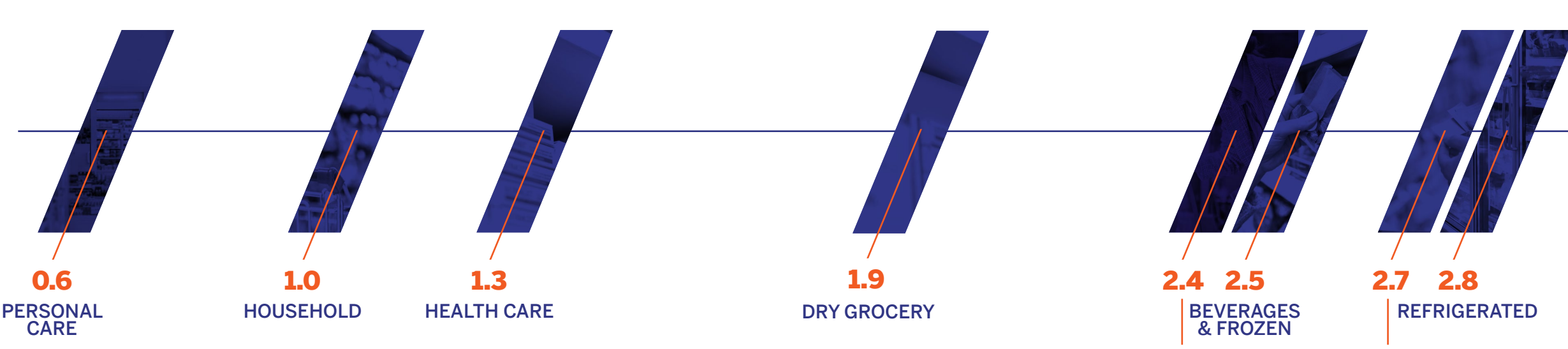
AVERAGE FACE VALUE DISTRIBUTED



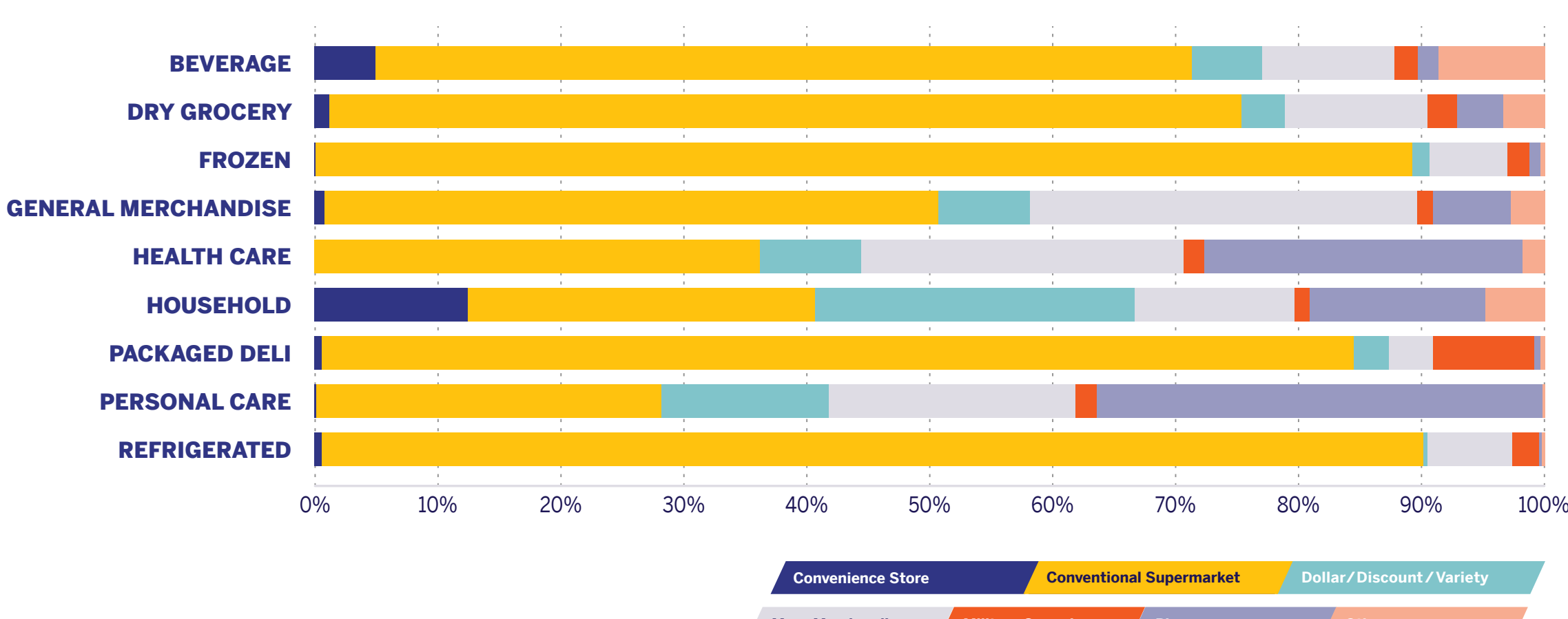
AVERAGE PURCHASE REQUIREMENT DISTRIBUTED (UNITS)



AVERAGE REDEMPTION PERIOD DISTRIBUTED (MONTHS)



SHARE OF CATEGORY REDEMPTION VOLUME BY CLASS OF TRADE



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COMMERCE ACCELERATED.™

Inmar is a leading technology-enabled services company that embeds advanced analytics in its solutions for brands, retailers and healthcare providers.

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