

INMAR INTELLIGENCE DIGITAL COUPONS USAGE SURVEY OVERVIEW



INMAR
intelligence

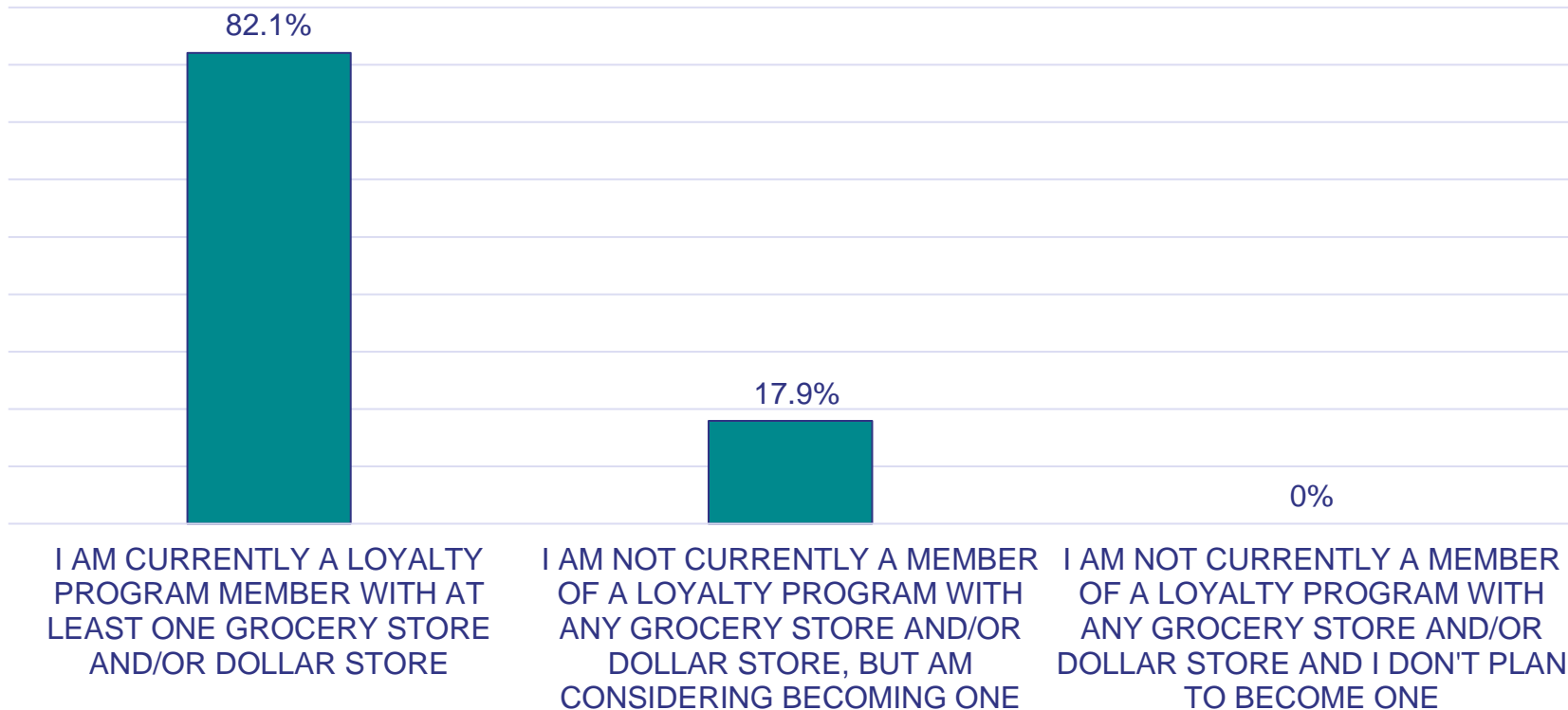
COMMERCE ACCELERATED.



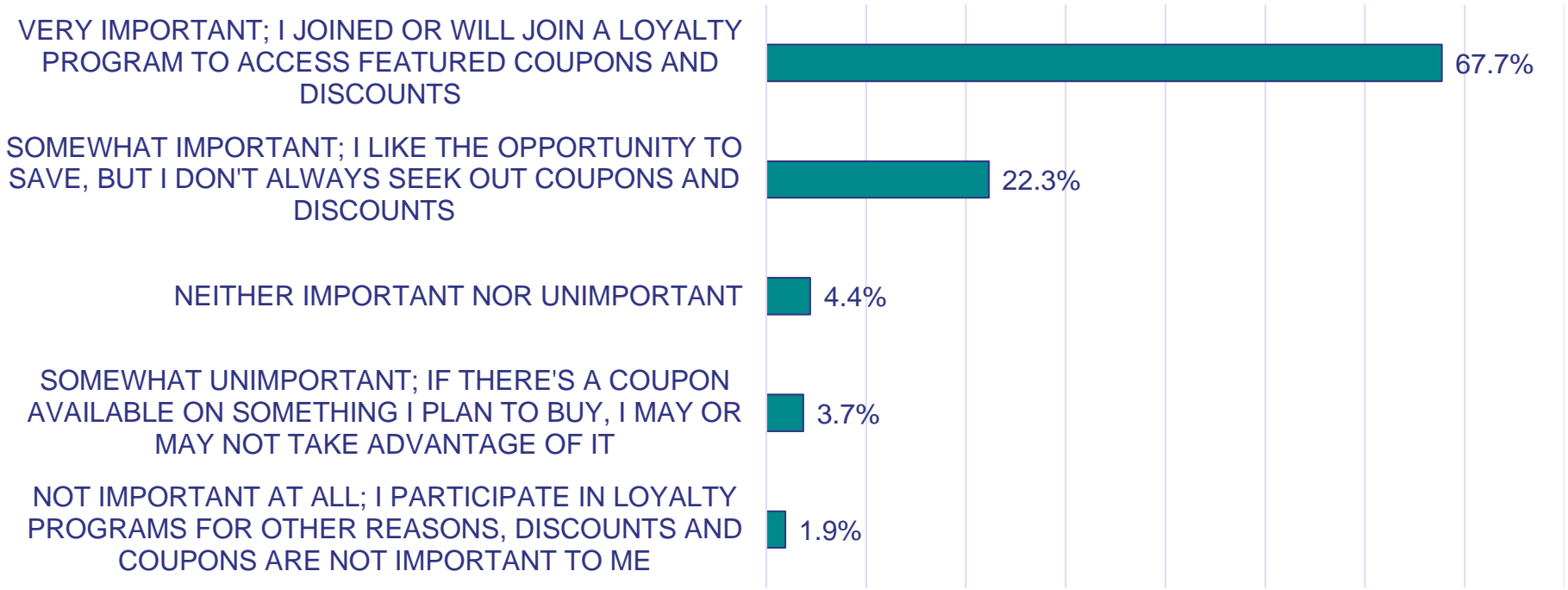
Inmar Intelligence Digital Coupons Usage Survey

- 1,000 US Adults
- August 13, 2021

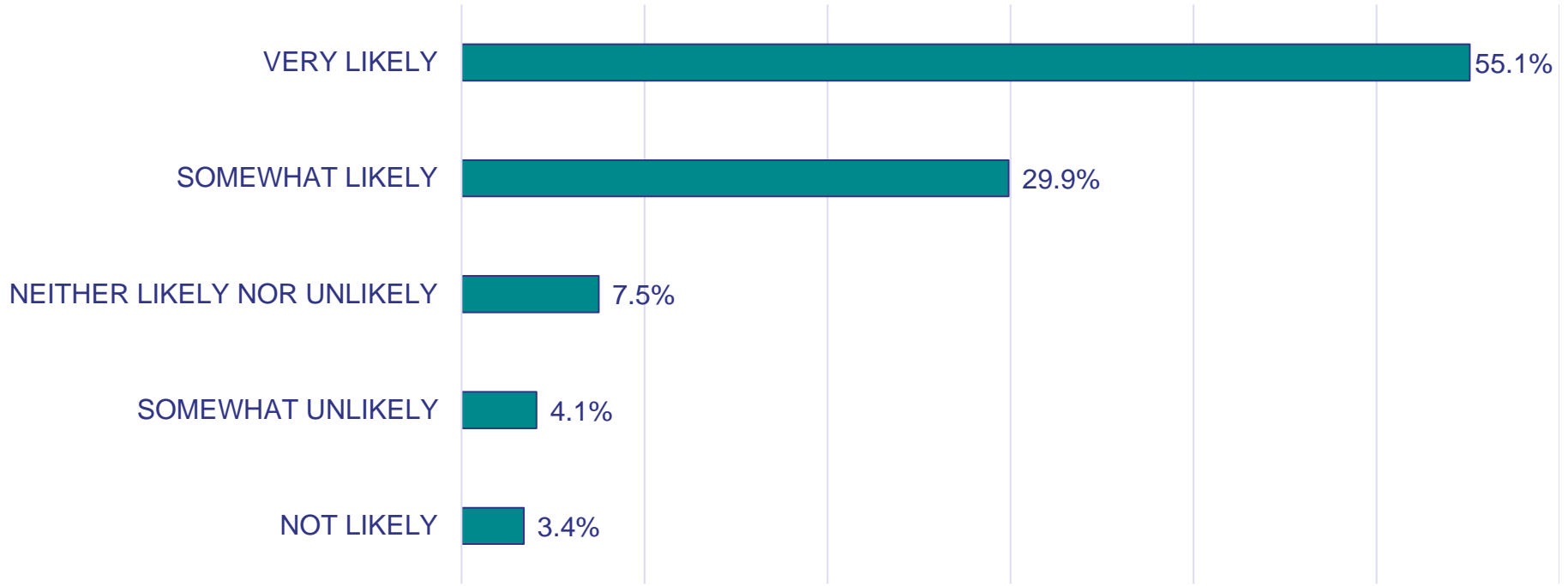
SCREENER: WHICH STATEMENT BEST DESCRIBES YOUR PARTICIPATION IN ANY LOYALTY OR REWARD PROGRAM WITH A GROCERY STORE OR DOLLAR STORE?



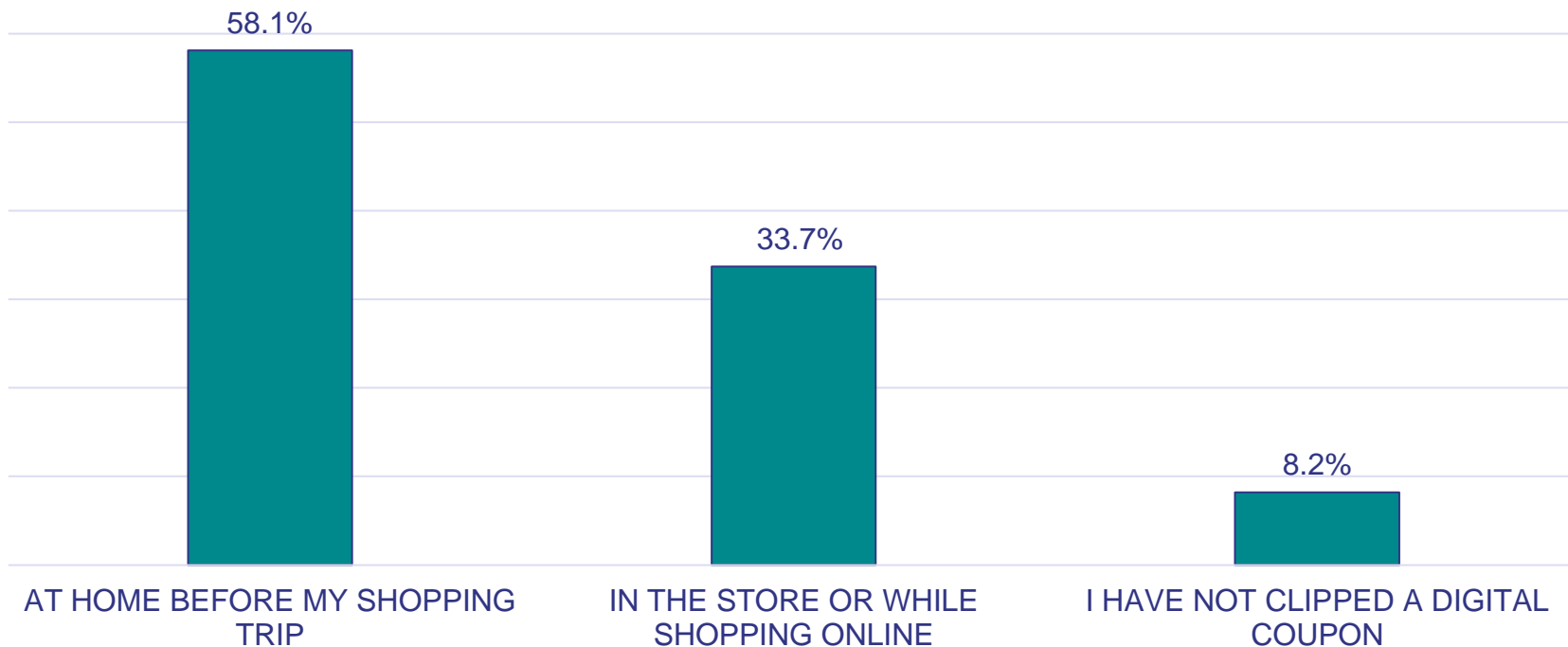
AS A LOYALTY PROGRAM MEMBER OR POTENTIAL MEMBER, HOW IMPORTANT IS IT TO YOU TO RECEIVE DISCOUNTS ON PRODUCTS THAT YOU PURCHASE?



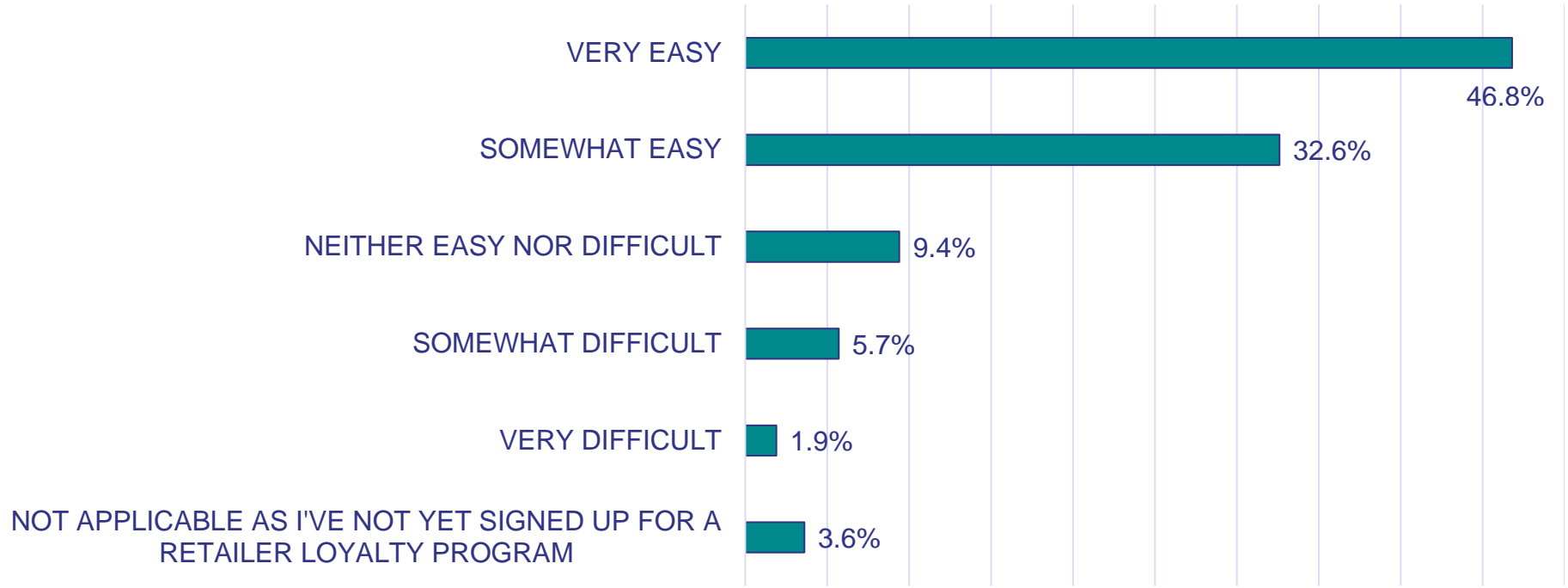
WHEN YOU SEE A DIGITAL COUPON AVAILABLE THROUGH A STORE'S WEBSITE OR IN ITS MOBILE APP, HOW LIKELY ARE YOU TO CLIP THE COUPON?



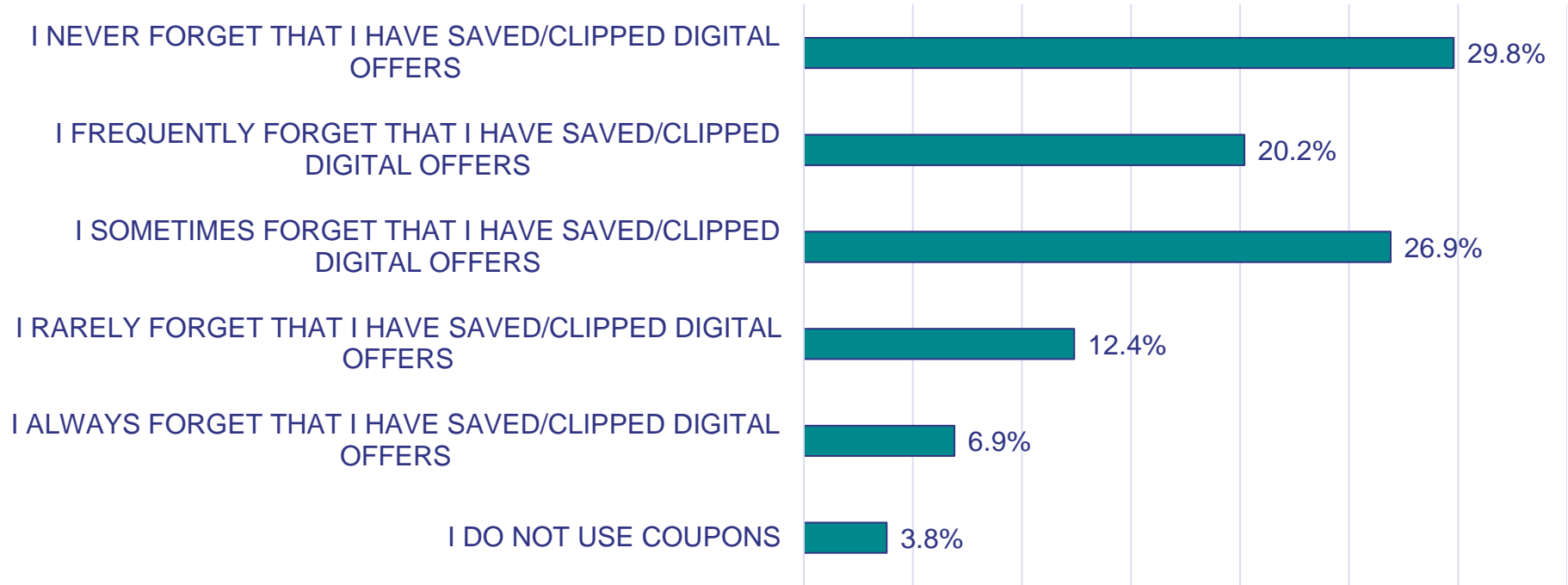
CLIPPING A DIGITAL COUPON IS THE PROCESS OF ACTIVATING IT TO SEE THE REWARDS AND LIMITATIONS. IF YOU HAVE CLIPPED A DIGITAL COUPON, WHEN DOES THIS USUALLY HAPPEN?



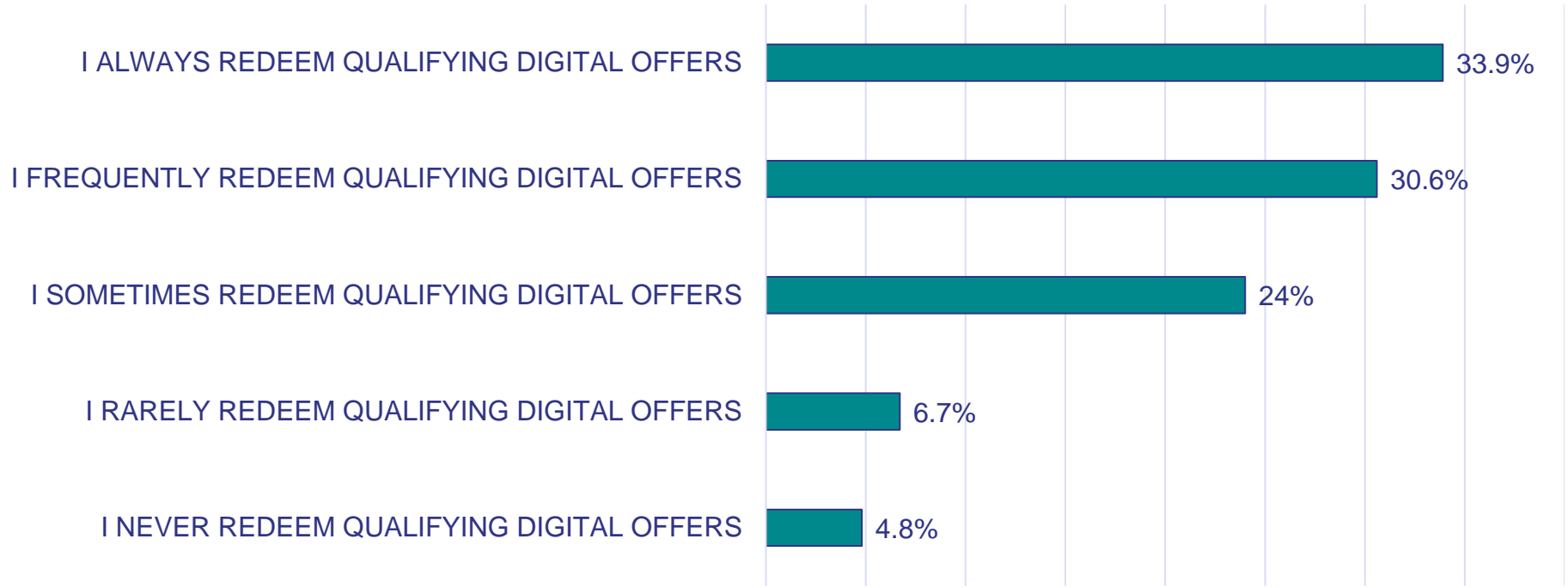
TO WHAT EXTENT DO YOU FIND CLIPPING DIGITAL COUPONS ON RETAILER WEBSITES OR IN-APP SIMPLE?



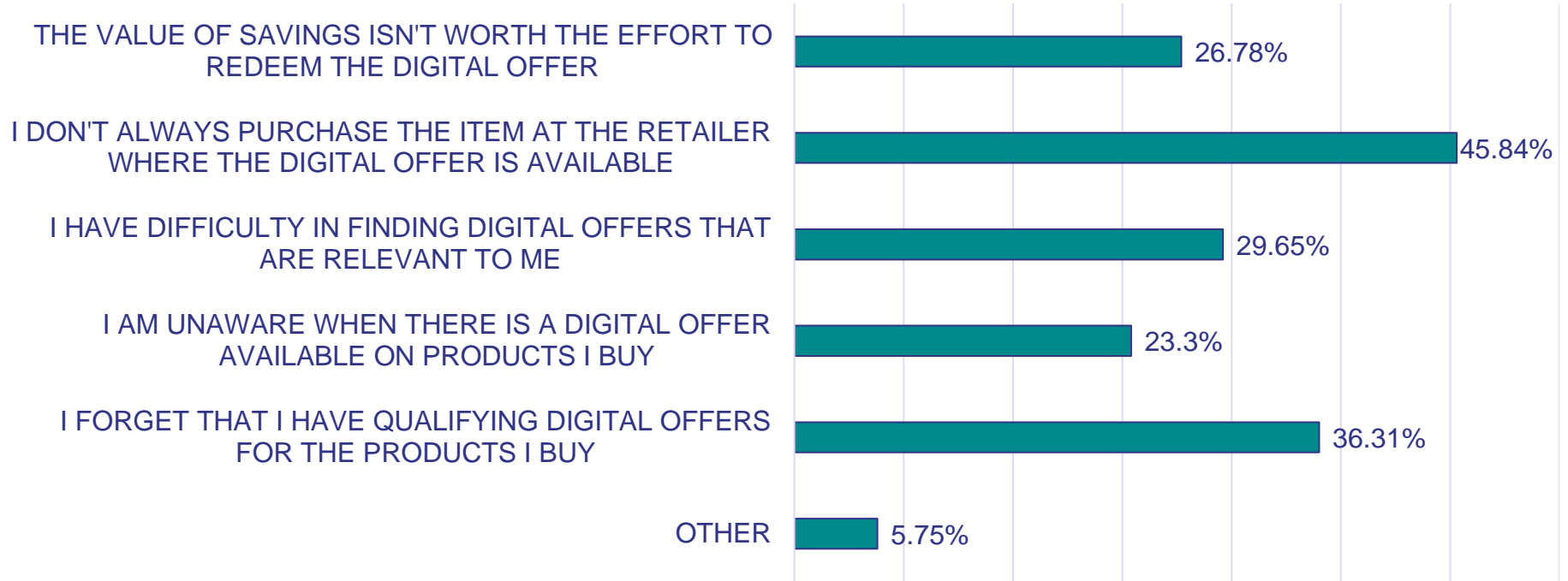
WHEN SHOPPING EITHER ONLINE OR IN-STORE, DO YOU REMEMBER YOU HAVE SAVED/CLIPPED DIGITAL OFFERS TO HELP YOU CUT COSTS DURING YOUR SHOPPING TRIP?



HOW OFTEN DO YOU CLIP A DIGITAL COUPON BUT NOT REDEEM IT WHEN YOU PURCHASE THE QUALIFYING ITEM?

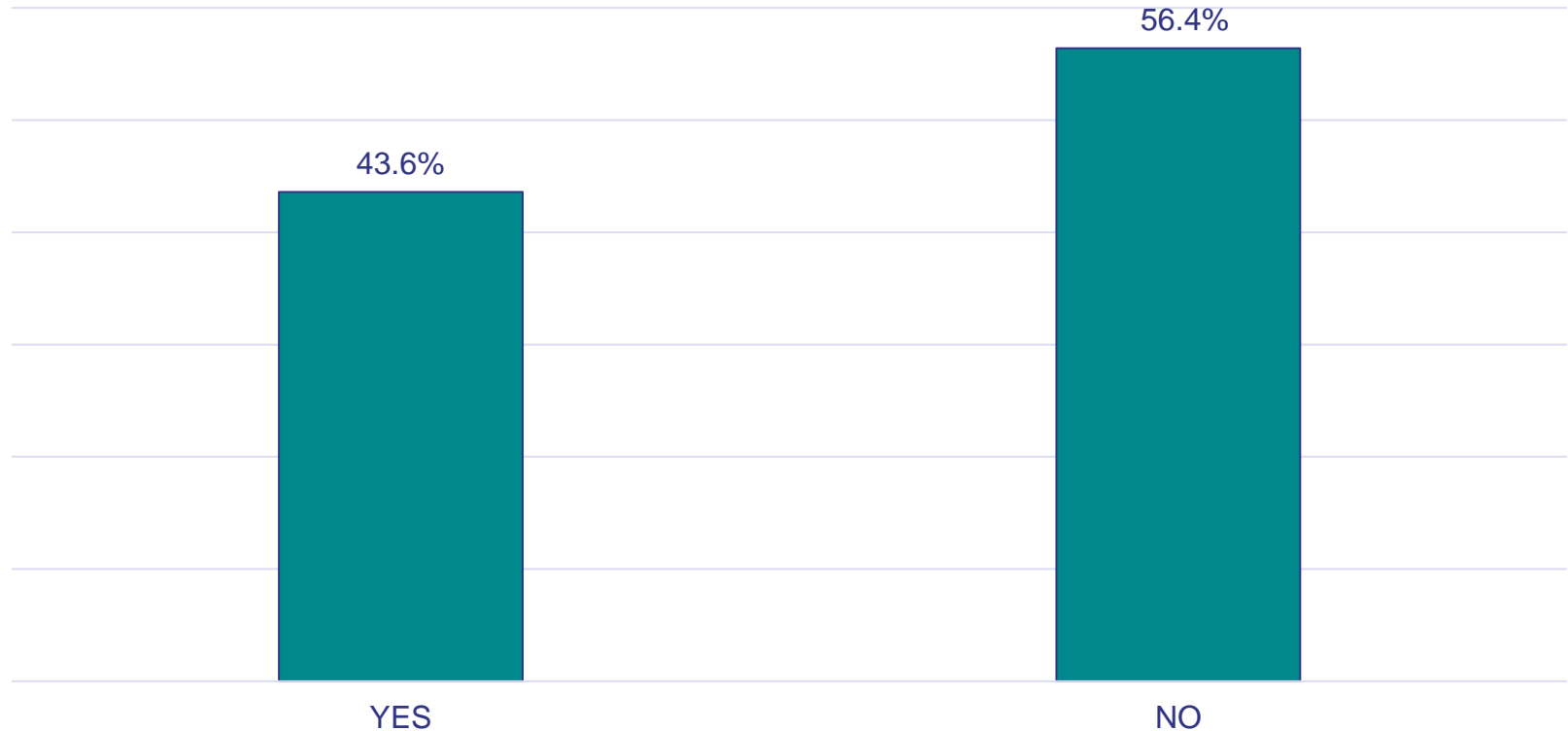


WHAT ARE THE REASONS THAT YOU DON'T ALWAYS REDEEM DIGITAL OFFERS?

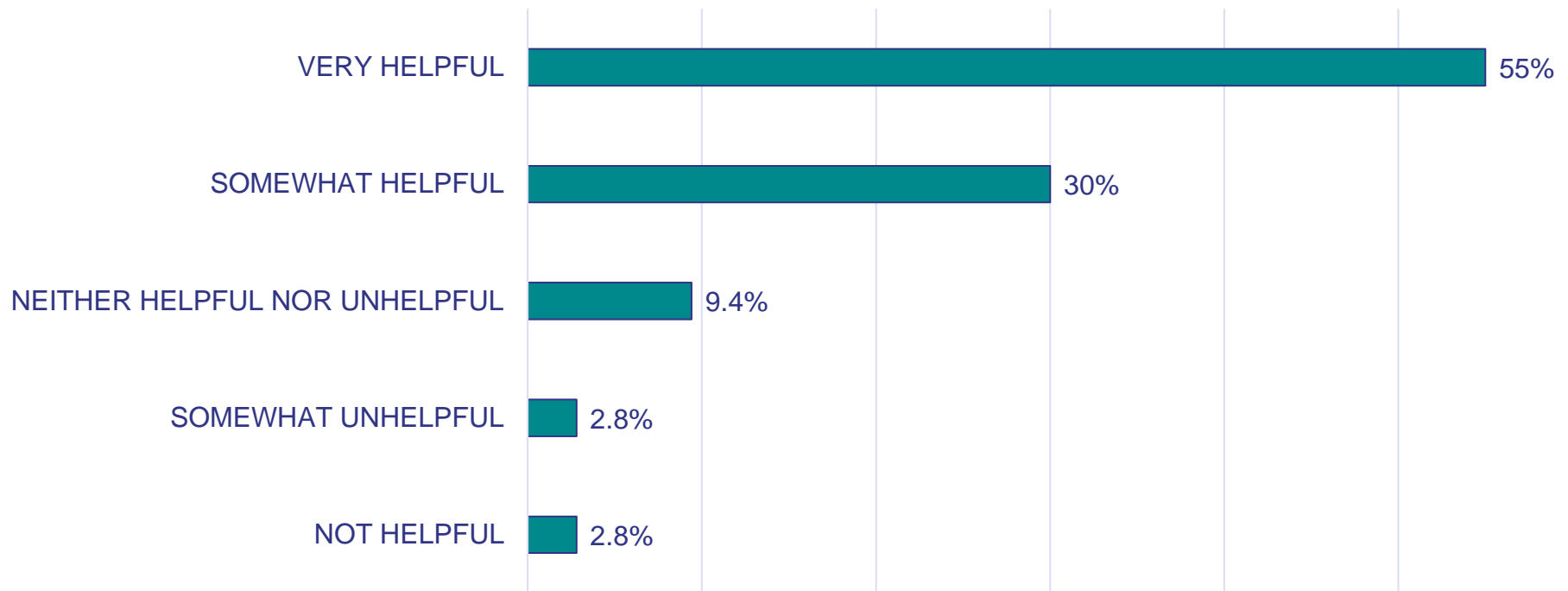


Percentages above represent total respondents

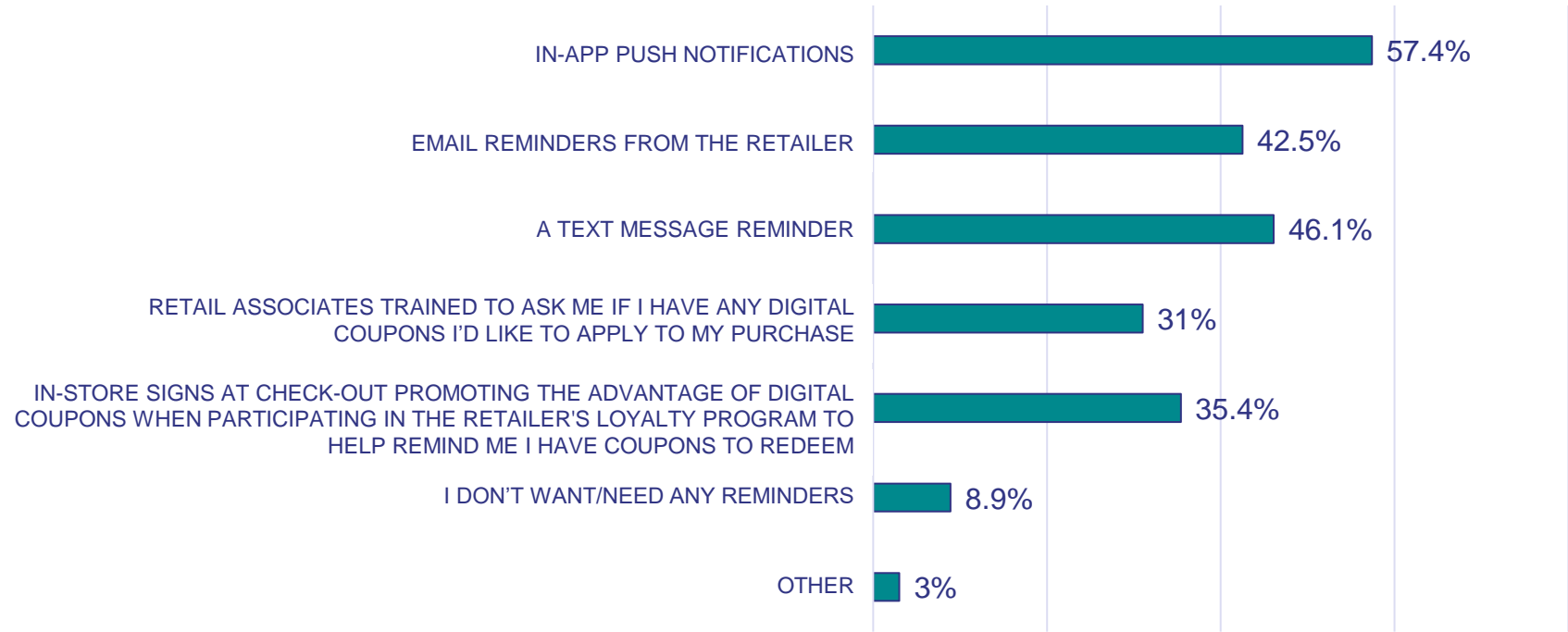
DO YOUR GROCERY STORE PURCHASES HAVE A NEGATIVE FINANCIAL IMPACT ON YOUR FAMILY'S BUDGET IF YOU DON'T HAVE ACCESS TO DIGITAL COUPONS?



HOW HELPFUL WOULD YOU FIND REMINDERS ABOUT DIGITAL COUPONS CLIPPED THROUGH RETAILER LOYALTY PROGRAMS?



WHAT REMINDER OPTIONS DO YOU THINK WOULD BE MOST USEFUL TO ENSURE YOU REMEMBER TO REDEEM YOUR CLIPPED DIGITAL COUPONS AT CHECK-OUT?



Percentages above represent total respondents

WHAT WOULD PERSUADE OR “WOW” YOU TO CONSISTENTLY REDEEM THE DIGITAL COUPONS YOU’VE CLIPPED?

