

THE DEMAND for **PERSONALIZATION & DIGITAL** FUELS INDUSTRY SHIFT

Shoppers have spoken

and their appetite for offers that are relevant and readily available is growing. The right content in the right place can influence shopper behavior, making it crucial to have a digital marketing plan for 2019 that leverages accurate segmentation and targeting.

Coupons continue to influence consumer purchasing behaviors.

80%

of shoppers changed their purchasing behavior because of available coupons.

37%

Bought sooner

24%

Bought an alternate product within the brand

35%

Bought a different brand
Bought more

18%

Switched back to a brand they bought previously

Shoppers seek personalization and accessibility.

80%

of shoppers participate in a digital coupon program.

72%

of shoppers wish retailers would feature products on their website that are both on sale and have an available coupon.

66%

of shoppers can't find coupons for the products they want to buy.

64%

of shoppers would use coupons more if they were available online.

62%

of shoppers say coupons often expire before they can use them.

39%

of loyalty program members want new offers provided regularly.

Shopper demand for convenience and digital experiences is reflected in the significant growth of Load-to-Card.

2017-2018

Distribution
+29%

Redemption
+15%

Despite significantly lower distribution, Load-to-Card redemption outperforms Free-Standing Inserts.

L2C

FSI

Redemption

15%

32%

Distribution

2%

90%



2019 Inmar Promotions Industry Analysis

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