



## Give Shoppers What They Want: Personalization, Communication, Convenience

### ► Personalization

No longer just an option. It's an expectation.

- 51%** of shoppers want new offers provided regularly
- 51%** of shoppers want exclusive offers based on loyalty to a particular brand
- 53%** of shoppers want relevant offers based on purchase habits - **↑23% Since 2017**

### ► Communication & Convenience

High on the priority list for today's shoppers

- 86%** of shoppers want retailers to highlight where there is a digital coupon and an item for sale
- 50%** of shoppers say they clip digital coupons while shopping in-store
- 63%** of shoppers say they would use more coupons if they were available online

### ► Planning & Its' Role in the Shopper Journey



**79% of shoppers** reported they use the physical and/or online circular regularly

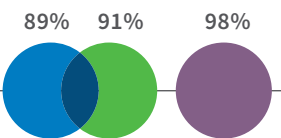


**62% of shoppers** surveyed said they purposefully look at the store circular and pair it with coupons to plan their shopping trip



**89%** of shoppers plan by creating a shopping list

#### How Shoppers Use Store Circulars



- To Plan your Shopping List
- To Find Coupons
- To Identify Items on Sale

#### Before The Store:



**40% of shoppers** reported looking for digital coupons before going to the store



**51% of shoppers** reported looking for paper coupons before going to the store

#### Plan Shopping Trip by Pairing Coupons & Store Circular



**58%**

Millenials



**69%**

Generation X



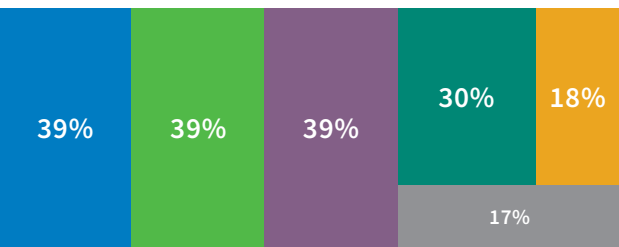
**64%**

Boomers

### ► Coupons Effectively Disrupt Pre-planned Shopping Decisions

Among shoppers who used coupons in their regular shopping trip during the last three months, **83%** of shoppers surveyed said the coupon changed their behavior

#### How using a coupon changes or does not change a shopper's purchase decision



- I bought sooner than I would have because of this coupon
- I bought a particular brand I otherwise would not have normally purchased because of this coupon
- I bought more than I would have otherwise because of this coupon
- I bought an alternative product (different size, flavor, etc.) within the brand I planned to purchase because of this coupon
- I switched back to another brand that I have purchased previously because of this coupon
- The coupon did not change my purchase in any way