



Coupons and Offers Adapt to Changing Consumer Needs

Consumers continue to use and be influenced by coupons, and their expectations and behavior are evolving in the midst of new technologies.



Usage

94% of consumers use coupons at least occasionally

80% use coupons regularly



Influence

77% of consumers report being influenced by coupons in selecting a retailer

57% report being influenced by daily deals

42% left a store in the last 90 days without making a purchase because they forgot a coupon



Evolution

Digital coupons are predicted to grow **898%** annually through 2015

66% of consumers use their computer to find coupons online

49% use their smartphone or tablet to find coupons online

22% of consumers have linked a discount, coupon or daily deal to their payment card

78% say they want coupons to be automatically applied to their purchase

Discount offers and electronic coupons work to attract consumers. Gain better redemption insight and see results add up with the **First Data OfferWiseSM** solution.