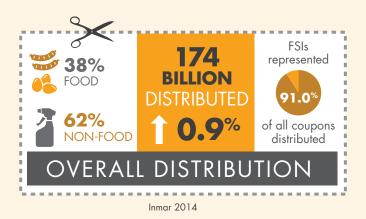
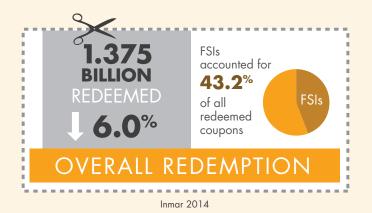
## COUPON TRENDS H1 2014 vs. H1 2013







**POPULAR REDEMPTION METHODS** 

43.2%

FREE STANDING INSERT

15.6% INSTANT REDEEMABLE

8.4% ELECTRONIC CHECKOUT

5.5% SHELF PAD

3.9% PRINT AT HOME

1.6%

Inmar 2014

SHOPPERS

ARE USING,
ON AVERAGE

5.8

**METHODS** 

TO ACQUIRE COUPONS

Inmar 2014 Shopper Behavior Study

**TOP 6 METHODS USED** 

SUNDAY NEWSPAPER 49%

STORE CIRCULAR 45%

PRODUCT PACKAGE 40%

STORE LOYALTY CARD 38%

COUPON WEBSITE 35%

PRINT WITH RECEIPT 34%

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## 96%

## REPORT USING COUPONS IN PRIOR 3 MONTHS



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## AVERAGE REDEMPTION RATES VARY

