

Consumers Love Rebates {and So Should Brands}

Consumers **actively look for rebates** as part of the shopping process

62%

look for rebates

70%

submitted at least one rebate in the past year

And that effort **pays off for consumers:**

24%

have saved more than \$1000 in their lifetime

43%

have saved more than \$499 their lifetime

Rebates also **incent consumer shopping behaviors**

86%

will go to a different store than they normally do

35%

will even go to a different store that is out of the way

36%

will make their purchase earlier than planned

28%

will buy one brand over another

24%

will buy additional items from the same store

9%

will buy a more expensive model