

DATAPOINTS

Coupon Use Shows Volatility

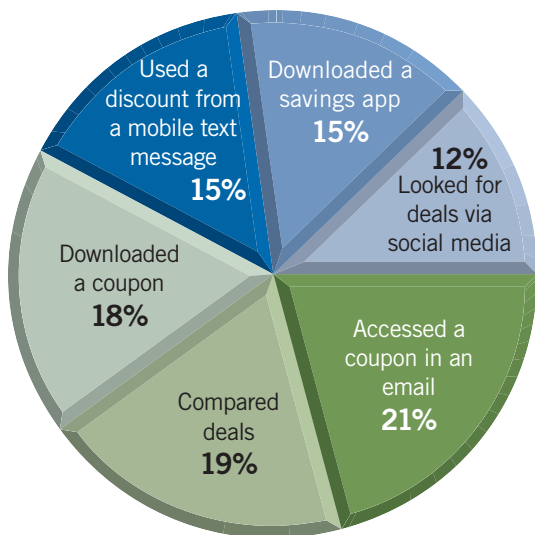
Coupon redemption declined by almost 23% in the third quarter of 2012, compared with the same period last year, according to a report from Inmar, a technology company based in Winston-Salem, N.C. The decline was caused by a combination of fewer and less attractive offers being made available, a generally more optimistic economic outlook among shoppers and continued volatility in the marketplace, the company said. The drop in redemption came despite a 7.6% increase in coupon distribution, Inmar said. In

many cases, distribution shifted away from methods with high redemption rates, such as on-packs, to methods with lower rates. Inmar projected that the increase in third-quarter distribution, however, coming on the heels of a six-month pullback in distribution, is likely to lift coupon redemption rates in the fourth quarter. Separately, coupon distributor Valassis recently issued reports showing strong interest in mobile and online coupons.

SOURCES: Inmar, Valassis

Going Mobile

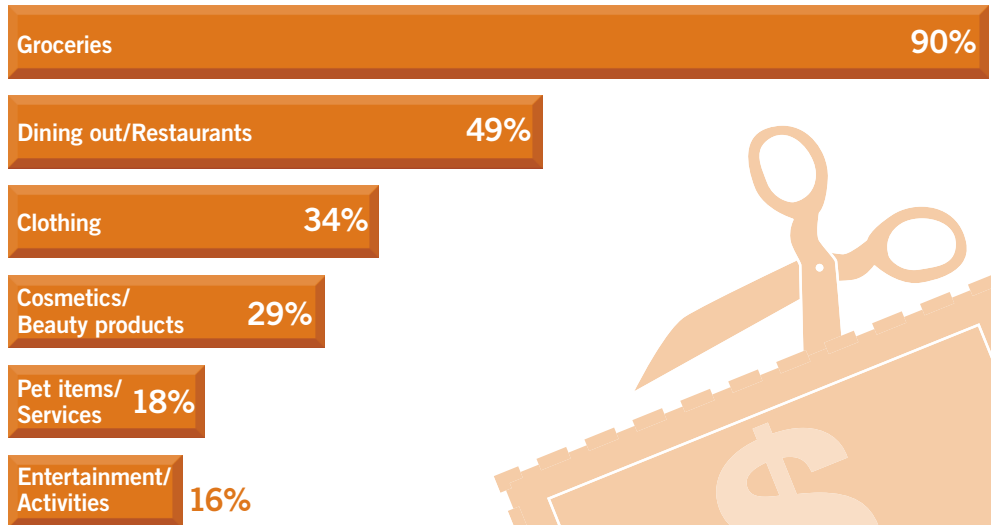
(How shoppers used their smartphone for savings in past 30 days)



SOURCE: Valassis/Red Plum Purse String Study 2012

Groceries Top Coupon Quest

Respondents cited top 3 categories where they are most interested in finding coupons, coupon codes and deals



SOURCE: Valassis

“Coupons will continue to be a ‘go-to resource’ in the long term.”

—DAVID MOUNTS, CEO, Inmar

41%

of shoppers use coupons on most shopping trips

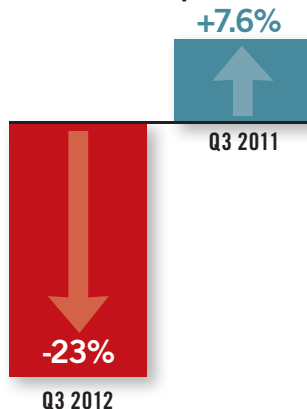
SOURCE: Nielsen Homescan 2012

FACE VALUE FLAT

Inmar said the face value of coupons in Q3 was basically flat (after a 9% drop in Q2), and terms were more restrictive

	Q3 2012	Q2 2012
Coupon Face Value.....	+0.7%	-9%
Additional purchase required.....	+9%	+3%
Redemption period less than 2 months..	-21%	-13%

Coupon Redemption



82% of shoppers are using more online coupons in 2012 than 2011

SOURCE: Valassis/Red Plum Purse String Study 2012