eAccountable Interactive

Key Findings from Coupon Research Conducted in April 2013

The proprietary study was conducted in April 2013 on behalf of eAccountable and ChannelAdvisor.

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Designed as a follow-up to a previous research study conducted by eAccountable in December 2012 that showed 69% of shoppers used an online coupon when making a purchase in the last 12 months, this study's respondents were limited to those who affirmed they had used such a coupon.

Key Results

Retailers should offer deals on their site to guide behavior of consumers, who do leave retail sites to visit cashback/coupon sites in search of discounts.

If respondents are **NOT** offered a discount by a retailer, **68%** will leave to search for a discount online.

#	Answer	Bar	Responses	%
1	Yes	████████	1021	67.93%
2	No	███	482	32.07%
	Total		1503	100.00%

This percentage drops to **45%** if a retailer **DOES** offer a discount. An upfront discount can keep an additional **23%** of a retailer's customers in their conversion funnel.

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When respondents leave to search for a retailer discount, **65%** visit a cashback or coupon site.

#	Answer	Bar	Responses	%
1	Yes		705	64.62%
2	No		386	35.38%
	Total		1091	100.00%

Only **70%** of those searching are likely to return to a retailer's site regardless of finding a discount; meaning **30%** become an abandonment risk.

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Retailers can save money by presenting dollar off, instead of percentage off, deals:

The respondents are evenly split on whether they respond better to dollar or percentage off discounts.

#	Answer	Bar	Responses	%
1	Dollar Off ($)		765	51.24%
2	Percentage Off (%)		728	48.76%
	Total		1493	100.00%

However, given a $100 purchase, **40%** of respondents would purchase with a $5 - $10 discount, while only **25%** would purchase with 5% - 10% off a $125 order, which is actually the larger discount.

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Retailers should promote deals via text messages cautiously as most respondents are reluctant to give out their mobile numbers:

55% of respondents are **NOT** willing to receive a text message discount from a preferred retail source.

57% are **NOT** willing to receive a text message discount from a cashback or coupon website.

60% are **NOT** willing to receive a text message discount any time they are close to a specified retailer's brick-and-mortar store.

Of those willing to receive text messages, **69%** are willing to receive shipping notification/tracking information for an order.

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Most respondents do not "show room" in a brick-and-mortar store on their smartphones:

Only **31%** of those surveyed have ever gone to a brick-and-mortar store and used their smartphone to compare pricing on item(s) from a different store.

Of those that did however, **88%** purchased from the different store.

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Recommendations

Retailers should offer deals on their site to increase conversion rates and help prevent consumers from leaving their site to find discounts.

A presence on cashback and coupon sites is necessary for retailers, as these sites are favored by consumers when they do leave a site to search for a discount.

Retailers can save money by presenting **dollar off**, instead of percentage off, deals.

Consumers are still leery of giving their cellphone number out to receive discount information, so retailers should promote deals via text messages cautiously and only send significant offers or shipping notifications.

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What does this mean for you?

If your competitors are on deal sites, and you aren't, how will you win?

Partner with eAccountable Interactive to provide online conversion tools that keep visitors on your site and strategies for maximizing ROI from coupon and deal sites!

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How you know eAccountable:

Clients

About

- Since January 2000- Over 12 Years of outsourced performance program management experience.
- Serving 100+ client URL's in diverse retail and service categories.