

Key Findings from Cashback, Offer, Deal and Coupon Research Conducted in December 2012



The proprietary study was conducted by eAccountable/Interactive in December 2012. The research utilized 1500+ respondents- 50/50 split male and female.

ALL Respondents Answers: Key results:

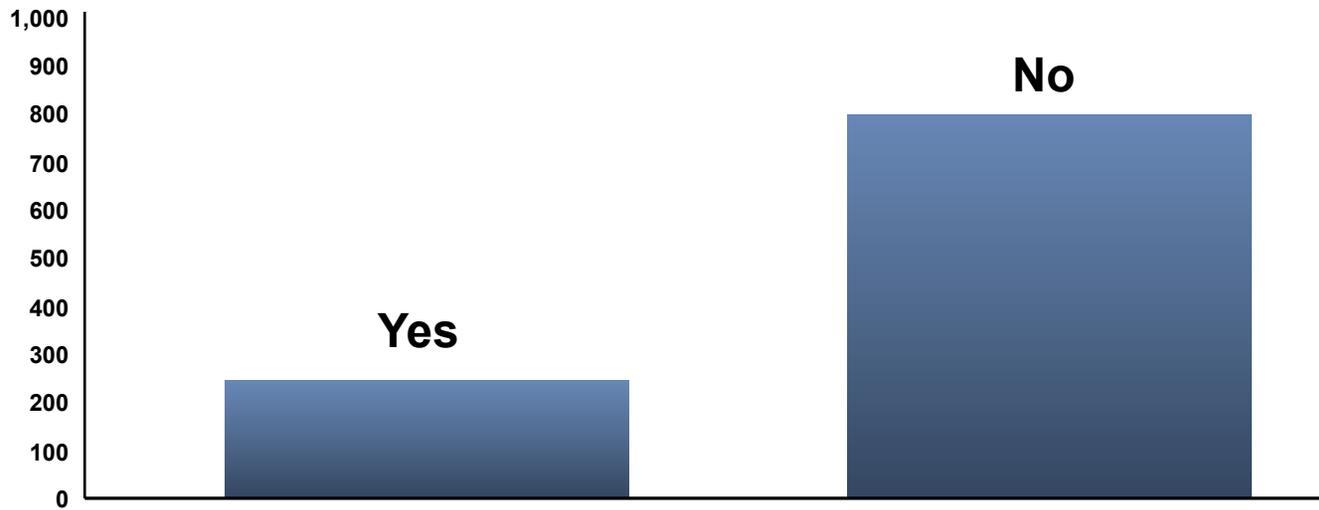
Overall, respondents love deals and use coupons online frequently. Most don't believe coupons cheapen a brand's image.

69% used an online coupon when making a purchase in the last 12 months.

Cashback, offers, deals and coupons users showed high FREQUENCY with 50% of the respondents purchasing using a discount **6+ times** in the past 12 months.

Only 23% thought that offering coupons cheapened the retailer's brand.

ALL Respondents Answers: Key results continued



#	Answer	Bar	Responses	%
1	Yes		248	23.33%
2	No		815	76.67%
			1063	100.00%

Only 23% thought that offering coupons cheapened the retailer's brand.

ALL Respondents Answers: Key results continued

When coupons aren't available on a retailer's site, shoppers aggressively seek them out! Coupons are valuable to deal-savvy shoppers and make them much more likely to open emails.

82% of shoppers who used a coupon left the retailer's site to find a better deal, offer or coupon.

88% were highly likely or somewhat likely to complete a purchase after finding a discount.

Of the respondents who did use an online coupon in the past 12 months to purchase, 81% were more likely to open emails from stores that sent a deal, offer or coupon.

Women's Responses: Key results:

Females, who shop on-line more frequently, have a higher propensity to use coupons and deals. And, they don't believe coupons cheapen a brand's image.

Women were more likely to use a cashback, offers, deals and coupon website.

Only 18% of Women thought that offering a coupons cheapened the retailer's brand.

87% of Women shoppers who used a coupon left the retailer's site to find a better deal, offer or coupon.

Of the Women respondents who did use an online coupon in the past 12 months to purchase, 85% were more likely to open emails from stores that sent a deal, offer or coupon.

Higher income shoppers, \$50,000+ household income, have a higher propensity to use coupons and deals than lower income shoppers. These valuable shoppers purchase more frequently and are more likely than lower income shoppers to belong to cashback, rewards or loyalty websites.

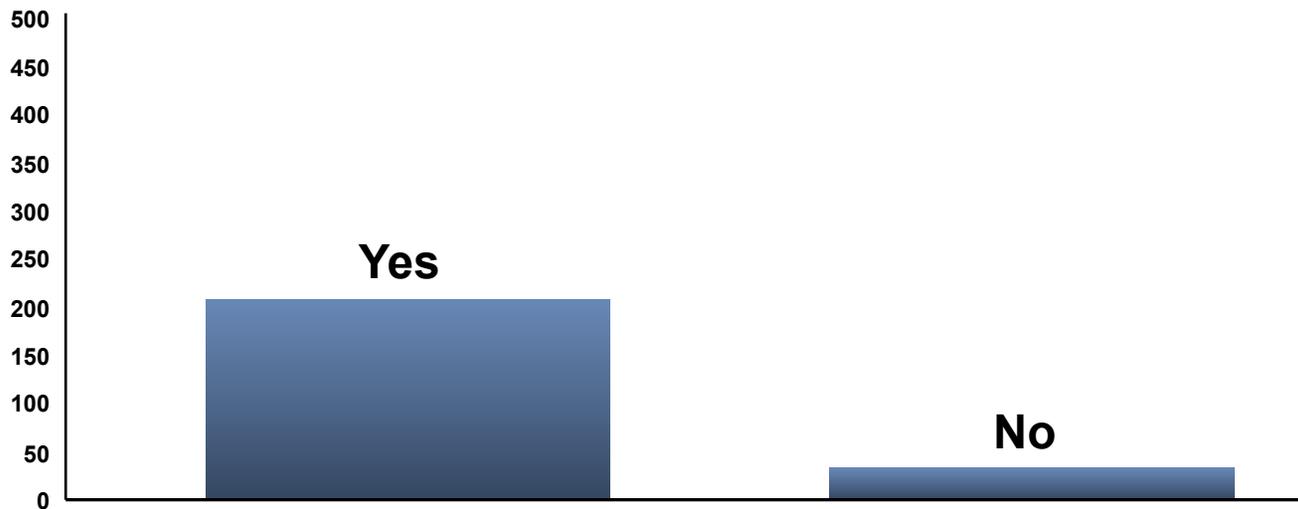
77% used an online coupon when making a purchase in the last 12 months.

Cashback, offers, deals and coupons users showed high FREQUENCY with 64% of the respondents purchasing using a discount **+6 times** or more in the past 12 months.

Respondents who did use an online coupon in the past 12 months to purchase, 70% belonged to a cashback, rewards or loyalty website.

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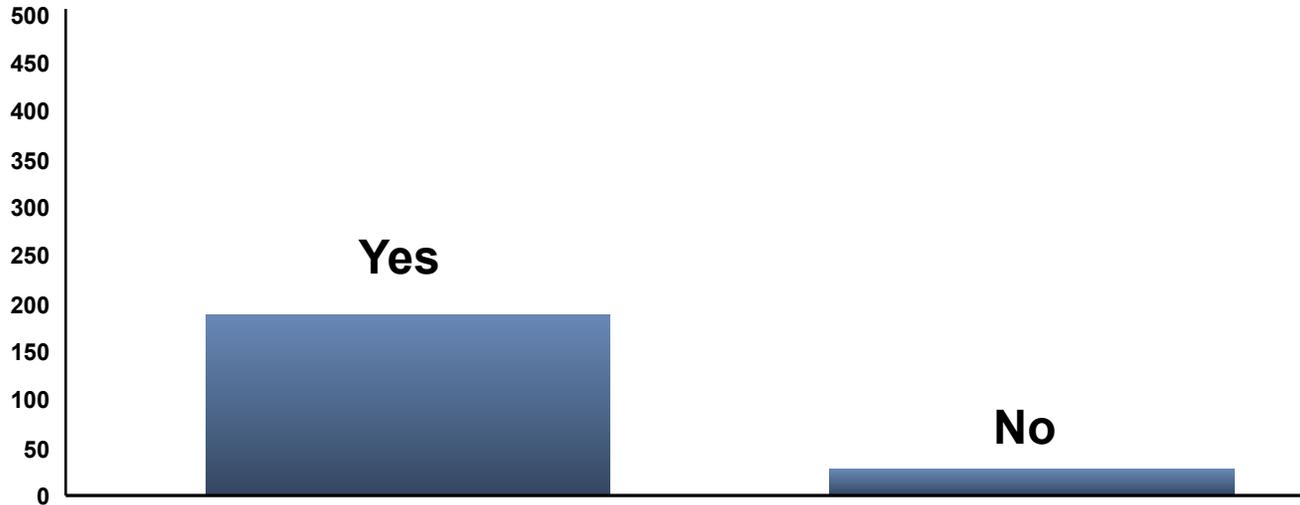
The **most valuable shoppers**, \$100,000+ household income, love coupons and deals most of all! They use coupons most frequently, will leave a retailer's site to find the best deal, and are most likely to belong to cashback, rewards or loyalty sites.



#	Answer	Bar	Responses	%
1	Yes		213	85.54%
2	No		36	14.46%
			249	100.00%

85% used an online coupon when making a purchase in the last 12 months.

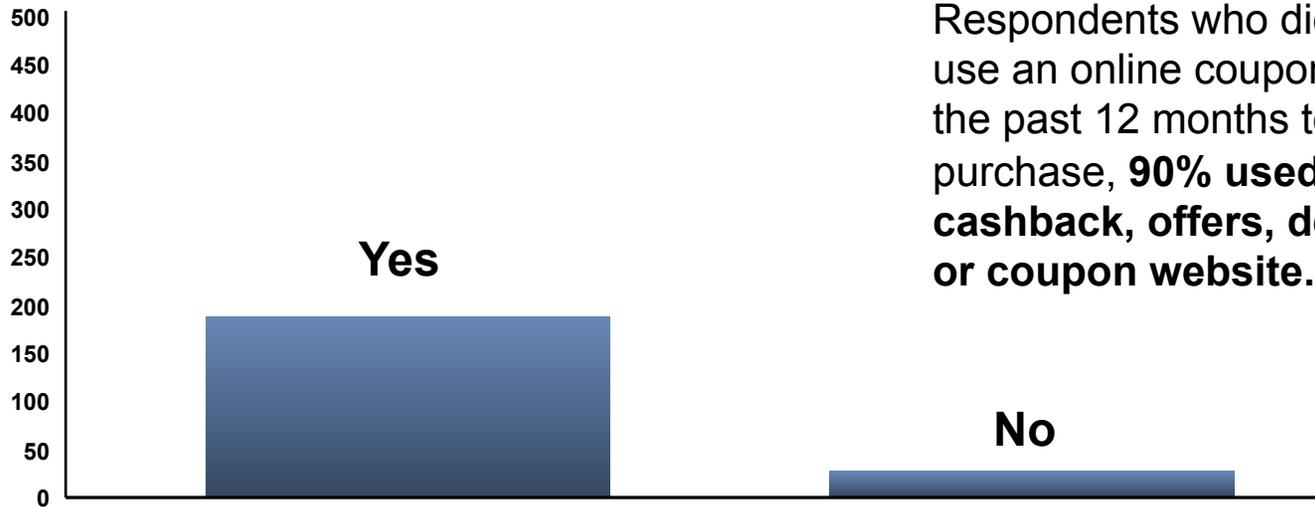
The most valuable shoppers, \$100,000+ household income, continued



#	Answer	Bar	Responses	%
1	Yes		186	87.54%
2	No		27	14.46%
			213	100.00%

90% of shoppers who used a coupon left the retailer's site to find a better deal, offer or coupon.

The most valuable shoppers, \$100,000+ household income, continued



Respondents who did use an online coupon in the past 12 months to purchase, **90% used a cashback, offers, deals or coupon website.**

#	Answer	Bar	Responses	%
1	Yes		186	87.54%
2	No		27	14.46%
			213	100.00%

Respondents who did use an online coupon in the past 12 months to purchase, **77% belonged to a cashback, rewards or loyalty website.**

\$100,000+ household income results- continued

Cashback, offers, deals and coupons users showed high FREQUENCY with 67% of the respondents purchasing using a discount **+6 times** or more in the past 12 months.

Respondents who did use an online coupon in the past 12 months to purchase, 77% belonged to a cashback, rewards or loyalty website.

Of the Women respondents who did use an online coupon in the past 12 months to purchase, 90% were more likely to open emails from stores that sent a deal, offer or coupon.

What does this mean for you?

The most valuable on-line shoppers, higher-income females, are seeking coupons and deals. Offers draw shoppers in, make them open emails and communication from your brand and ultimately close the sale...all without denigrating brand image.

It's not about the COUPON. It's about the sales strategy in the affiliate channel.

Partnering with eAccountable/Interactive provides cashback, offer, deal and coupon strategy!

eAccountable Interactive

How you know eAccountable:

Clients

eFaucets™

Your Online Kitchen & Bath Store™

**cafe
press**



pureformulas



About

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

Company private/confidential