



NEWS RELEASE

Coupons.com Reveals That Heavy Digital Coupon Users Spend 114 Percent More Annually Than The National Average

Study Provides Insight Into the Spending Power of Coupon Users

MOUNTAIN VIEW, Calif., June 1, 2015 /PRNewswire/ -- **Coupons.com Incorporated** (NYSE: COUP), a leader in digital coupons, and market research firm GfK, reveal that consumers who use digital coupons both shop more and spend more than the average shopper. According to the "Digital Coupon Redeemer: Shopper Trends" report, heavy digital coupon users shop 47 percent more often than the average shopper, spending \$6,081 annually on groceries and household goods alone -- an incredible 114 percent more than the national average.

"Digital coupons continue to help drive revenue for our retailers and CPG partners," said Steven Boal, President and CEO, Coupons.com. "Coupons are key to influencing shopping behavior and keeping products and brands top of mind. For retailers, the data demonstrates that shoppers who are using digital coupons are incredibly high-value customers who will not only buy more, but will revisit the retailer more often."

To further understand couponing behavior, the study divided consumers into three categories: all shoppers, digital coupon shoppers and heavy digital coupon shoppers. Digital coupon shoppers are defined as consumers that use at least one coupon per year, while heavy digital coupon shoppers are defined as those that use 90+ coupons annually. Within each of these categories, the study analyzed the frequency of shopping trips and the average basket price per trip.

In addition to making more frequent shopping trips and spending more on grocery and household items annually, heavy digital coupon users are also spending more each time they shop. The average shopper spends \$41.17 per shopping trip while heavy digital coupon users spend \$63.97, underscoring their value to

retailers.

"Through this report, we see clearly that heavy digital coupon users are not only shopping more and spending more, they are also stocking up more often," said Neal Heffernan, Senior Vice President, Shopper & Retail Strategy, GfK. "The average person makes 11.9 stock-up shopping trips per year -- meaning they are spending a minimum of \$75 per basket -- while heavy digital coupon users make more than triple that number, with 37.5 stock-up shopping trips annually. These couponers are becoming a powerful subset of today's consumers, and through this data we see that retailers who cater to them are reaping substantial benefits."

The "Digital Coupon Redeemer: Shopper Trends" study examined 84 Coupons.com campaigns throughout 2014. The digital coupon campaigns represented five product categories, including food, beverage, health & beauty, household products, and pet care, as well as 47 subcategories. More than 40,000 shoppers were identified as digital coupon redeemers across these 84 campaigns. Data and insights were analyzed from GfK's National Shopper Lab, which collects data from grocery retailer frequent shopper programs, representing more than 17 million frequent shoppers in the U.S.

For more information, please contact press@couponsinc.com or visit www.couponsinc.com.

About Coupons.com Incorporated

Coupons.com Incorporated (NYSE: COUP) is a leading digital promotion and media platform that connects brands, retailers and consumers. We distribute digital coupons and media through a variety of products, including: **digital printable coupons**, **digital paperless coupons**, **coupon codes**, and **card linked offers**. We operate Coupons.com **Retailer iQ™**, a mobile-first, real-time digital coupon platform that connects directly into a retailer's point-of-sale system and provides targeting and analytics for manufacturers and retailers. We also power digital coupon initiatives in online marketing campaigns, including display and video advertising. Our distribution network includes our flagship site, **Coupons.com**, approximately 30,000 third-party publishers, as well as our mobile applications, Coupons.com, the **Coupons.com App for the Apple Watch**, **Grocery iQ®**, and those of our many partners. Clients include hundreds of consumer packaged goods companies, such as Clorox, Procter & Gamble, General Mills and Kellogg's, as well as top retailers like Albertsons-Safeway, CVS, Dollar General, Kroger, and Walgreens. Founded in 1998, Coupons.com is based in Mountain View, Calif., and is bringing the multi-billion dollar offline promotions industry into the digital world. Investors interested in learning more about the Company can visit <http://www.couponsinc.com> and follow us on Twitter at [@couponsinc](https://twitter.com/couponsinc).

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market

intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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