

Get Your Slice of the Offer Management Pie

Customer expectations continue to trend higher and higher, and a generic goal to surprise and delight is no longer good enough. Customers have grown accustomed to brands providing a deeper level of personalization through 1:1 coupons, surprise gifts, and other offers.

Here's why offer management is your path to keeping up and standing out:



82% of consumers use their online coupons within less than a week.

80% of consumers are more likely to shop from a new brand if it has a discount coupon or offer.

65% of consumers routinely plan what to purchase based on available coupons.

77% of consumers spend \$10 to \$50 more than intended when redeeming coupons.

76% of US consumers believe that having a personalized discount opportunity derived from their shopping history and behavior is vital.

