



Experian®

Marketing Services

Coupons in email report

Engage customers with redeemable offers and discounts

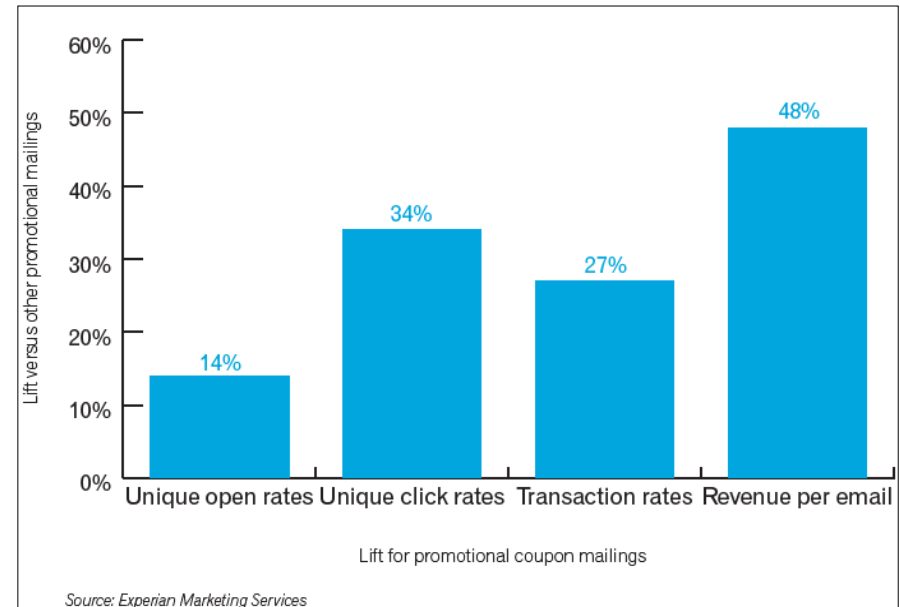
Coupons & codes in email

Engage customers with redeemable offers and discounts

For decades, brands have fought to stand out in a crowd of advertisers by offering coupons for discounts on products and services. For consumers, “couponing” has even become a tradition, with many reading the Sunday paper with scissors nearby to cut coupons with the best deals and offers. Now, in the digital age, we see barcodes easily scanned in store directly from mobile devices or offer codes easily entered on a website checkout page.

Coupons and codes for special offers are so commonly delivered via email, we took a special look at these types of offers over the 2013 holiday season. In our holiday email trends and analysis study, we found a **50 percent year-over-year increase** in the number of campaigns with “coupons” or “offer codes” mentioned in the email.

To better understand the increase in coupon popularity, we identified over fifty brands using coupons or offer codes in email campaigns (sent during October and November, 2013) and tracked their performance.



Email campaigns with coupons and offer codes outperformed other promotional mailings on open, click and transaction rates, and had a 48 percent higher revenue per email (\$0.10 for coupon mailings compared to \$0.07 for other promotional mailings).



Mobile matters

Make coupon redemption easy for your on-the-go customers

As the percent of emails opened on mobile devices continues to rise, the added flexibility of redeeming coupons from these devices is a great way to encourage in-store visits in real-time, as opposed to first having to print out the coupon and then go to a store.

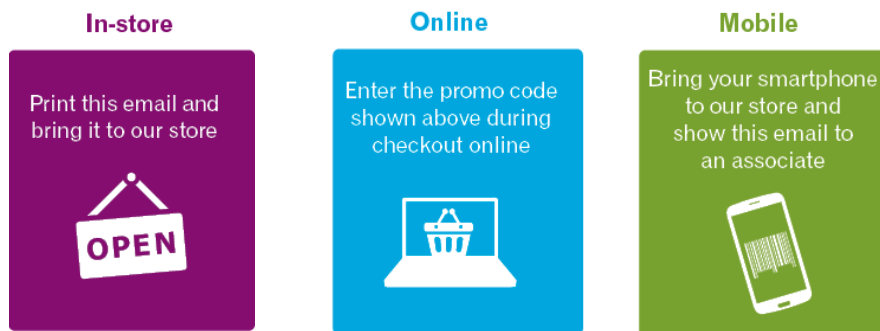


In fact, this year, **21 percent of the in-store coupons** emailed encouraged customers to show the coupon in-store on their mobile device.

Types of coupons studied

Coupons in emails are redeemed in three ways:

Of the different types of coupons and offer codes, those that are redeemable in-store were the most frequent redemption type offered, as 80 percent of the coupons reviewed were able to be redeemed in-store, while 70 percent were able to be redeemed online.



But whether for online or in-store redemption, all coupon types had higher click rates than other promotional mailings.



More retailers are allowing their customers to simply show an offer email in store to redeem special discounts

The email from Finish Line Sports®, showcased below, clearly displays the brand's offers along with scannable in-store barcodes. Note that the text does not need to call out that it is necessary to print the coupon in order to show it in store. We anticipate this trend will grow in the coming year and soon become commonplace as brands continue to work to meet their customers heightened expectations for convenience.

Example:
Email offers from Finish Line Sports® are redeemable online or when shown on devices in stores.





Tip

Couple welcome mailings with coupons or offer codes

Coupons are not only effective in promotional mailings. Welcome email campaigns with coupons or offer codes had **2.5 X higher transaction rates** than welcome mailings without offers. Additionally, welcome emails also achieve much higher open rates than regular promotional emails due to the simple fact that new customers are a much more captive and interested audience.

In the example to the right, Mixbook gets off to a good start with its new customers by greeting them with a 20 percent discount redeemable by entering a promo code at checkout.

Example: Discount code in welcome email from Mixbook

Welcome to the family Liz! Here's your exclusive gift:



A welcoming gift for you

SAVE 20% OFF EVERYTHING



Enter **MXBX20** at checkout.
Offer ends in 2 weeks.

GET STARTED



Enter **MXBX20** at checkout.
Offer ends in 2 weeks.

GET STARTED



Test your options

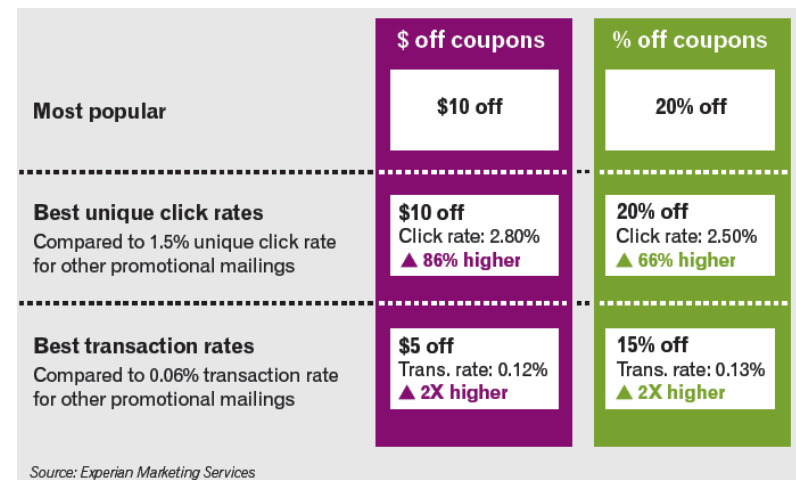
It is important to test the offer value of your coupons and offer codes in order to preserve as much margin as you can. While deep discount coupons offering 50 percent-off or more play a large role in late holiday mailings, the results shown in the chart prove that coupons offering lesser amounts can also be very effective throughout the holiday season and the rest of the year.

Click and transaction rates

To see the role coupons play in driving higher click rates, we analyzed the total clicks received on coupon links within each mailing in the study (coupon clicks/total clicks per mailing). Fifty-eight percent of the clicks for mailings with in-store-only coupons came from the coupon link. Coupons contribute to transactions as well. In emails with online only offer codes, 46 percent of transactions were generated via coupon links.



Source: Experian Marketing Services



Source: Experian Marketing Services



Coupons are valuable options for email campaigns

Given the high user engagement associated with coupons in email, it is easy to understand why coupons were offered more frequently this past holiday season:

- Coupons outperformed other promotional mailings on open, click, and transaction rates, as well as revenue per email.
- Coupons provide a means of offering cross-channel promotions, and allow customers to choose the venue for their transactions.
- Recognizing email coupons on mobile devices, as well as in print, further customizes the purchase experience for the consumer.
- While the best coupon offers will vary by brand and product, coupons do not have to provide deep discounts in order to perform well. Offers as low as \$5.00 off have had high transaction rates and it is worthwhile to test coupon price points to optimize campaign revenue.



For more information on coupons in emails and other integrated email tactics, contact your Experian Marketing Services account team, call 1 866 626 6479 or visit us online at www.experian.com/marketing-services.

About Experian Marketing Services

Experian Marketing Services is a global provider of integrated consumer insights and targeting, data quality and cross-channel marketing. We help organizations from around the world intelligently interact with today's dynamic, empowered and hyper-connected customers. By coordinating seamless interactions across all marketing channels, marketers are able to plan and execute superior brand experiences that deepen customer loyalty, strengthen brand advocacy and maximize profits.

For more information, please visit <http://www.experian.com/marketingservices>.

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interactions.
Every time.**

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