

# CouponCabin.com's Mobile App

## MMA CASE STUDY

### Campaign Summary

CouponCabin.com's mobile app, which launched in May 2012, was developed to help facilitate the path to purchase for smartphone shoppers. The app allowed users to make purchases using coupons directly from their mobile devices and save coupons for future mobile or in-store use. CouponCabin.com had seen a 24 percent increase in website traffic from mobile visitors in the previous year, so it developed the app to provide those customers with a better experience.

### Strategy and Execution

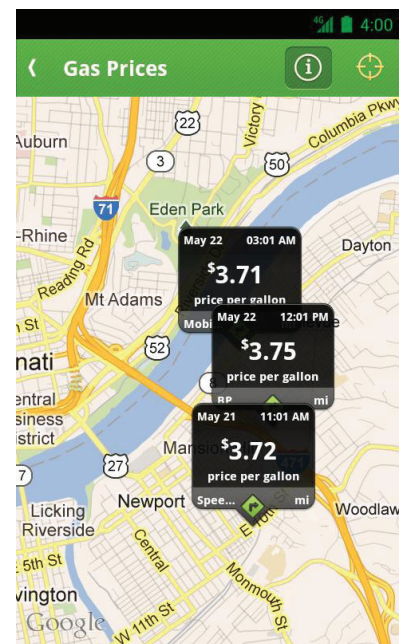
CouponCabin.com aggregates local coupon offers for both online and in-store shopping. The objective of its free app was to reach and engage with consumers while they were away from a traditional computer setting, so the company conducted a survey to learn more about these shoppers. The study found that:

- Forty percent of U.S. smartphone users have redeemed a coupon on their device.
- Twenty-nine percent of U.S. smartphone users searched for coupons on their device at least once a month. This number was significantly higher among young adults, as 40 percent of those ages 18 to 34 said they searched for coupons on their device at least once a month.

The target audience for this app was adults ages 25 to 49, who were seeking money-saving options in a variety of different stores. The app featured:

- Six savings categories: online, grocery, printable, local, deals, and freebies
- The ability to browse over 4,000 stores for deals
- A map to compare prices at nearby gas stations
- The option to save coupons and deals for later
- Social sharing via Facebook, Twitter, or email
- Coupon alerts and daily deals, as well as a calendar tool
- A barcode scanner and virtual coupon wallet for use in-store

The app was promoted to media partners and CouponCabin.com's existing audience via email, social media, on-site advertisements, in-app advertising, and a custom mobile splash page. A tablet version of the app was launched in August 2012.



## Results

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The app was downloaded 40,000 times in less than eight weeks, and the average user spent five minutes engaging with the app content. The majority of user reviews for the app have been positive.

## Source

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“CouponCabin.com’s Mobile App.” 2012 MMA Smarties Submission mCommerce. Brand: CouponCabin.com. Lead Agency: CouponCabin.com.