



Improving the Performance of Mobile Coupons

February 2013 | RadiumOne

If form ever follows function, then mobile coupons are in desperate need of re-design.

This month, RadiumOne analyzed how consumers interface with mobile coupons on their devices.

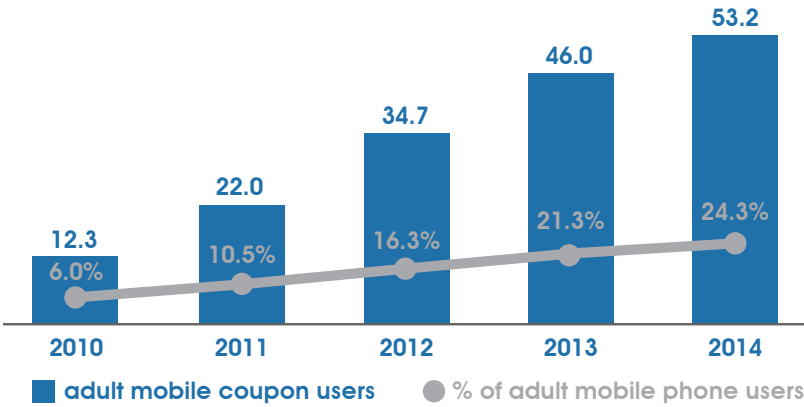
More importantly, we looked at how individuals prefer to engage with different types of digital promotions and unearthed which form of distribution best fits consumer needs.

To better illustrate the importance of mobile coupons in this day and age, eMarketer demonstrated the immense growth of mobile coupon users in the last several years and shared their predictions for 2014.

eMarketer’s research suggests that **mobile coupon users will grow** from 12.3 million in 2010 to a whopping 46 million in 2013!

US Adult Mobile Coupon Users, 2010-2014*

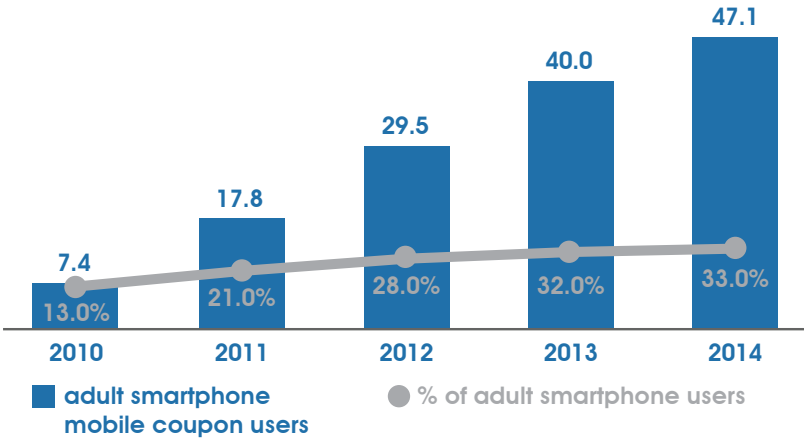
millions and % of adult mobile users



Leading the charge in this growth are the smartphone coupon users. Smartphone users alone have risen from 7.4 million in 2010 to 40 million in 2013 and are predicted to rise to 47.1 million in 2014.

US Adult Smartphone Mobile Coupon Users, 2010-2014*

millions and % of adult smartphone users



* Note: ages 18+; used mobile/smartphone in the past year to redeem coupon/code obtained from SMS, application, mobile internet or mobile barcode for online or offline shopping, includes group buying coupons purchased via mobile phone / smartphone. Source: eMarketer, Dec 2012

Our study suggested that mobile users value efficiency, utility, and ease of use. With respect to mobile coupon redemption, users suggested that their **experiences vary substantially**.

40.7%
of respondents
said...

coupon redemption varies on a **merchant-by-merchant** basis



When placed into context, this response should come as no surprise. Consider, for example, that there are at least **four different ways** by which a shopper can redeem a mobile coupon. Whether a consumer is...



scanning
an image...



checking-in
on a mobile
application...



tapping their
phone on a
point-of-sale
terminal...

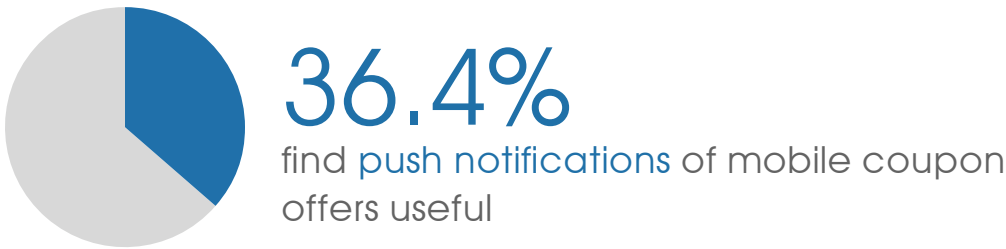
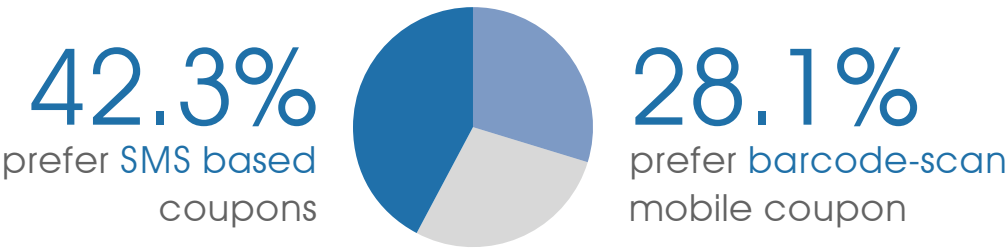
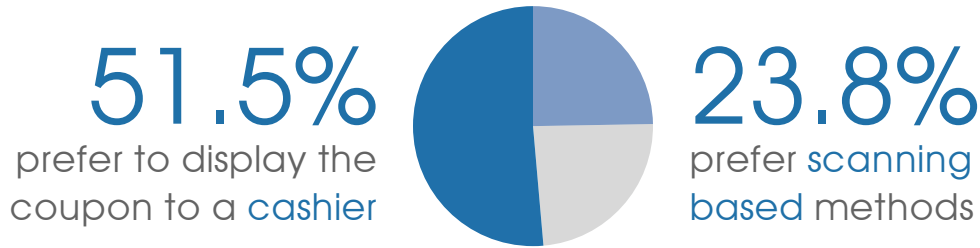


or redeeming
coupons
vis-à-vis digital
loyalty cards.

The number of friction points in the redemption process greatly reduces the practical use of mobile based offers.

Fortunately, there are a number of statistical insights that advertisers can use to their advantage in strategically planning their next mobile campaign launch.

For instance, the data points below highlight how **mobile users prefer to leverage the power of mobile coupons** to their benefit:

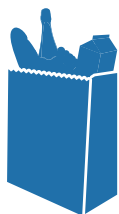


From this consumer feedback, advertisers possess not only the proper tools at their disposal to enrich consumer shopping experience, but also key insights that they can draw on to **drive greater sales via the mobile platform.**

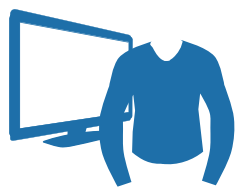
Key Advertiser Best Practices

- Employ quick access display and scan based coupon offers.
- Avoid multi-step redemption processes.
- Tailor mobile coupon offers specifically to everyday consumer based products.

The top three most frequently redeemed coupon categories include:



groceries



retail goods



food & drink

- Judiciously push relevant offers to mobile shoppers via SMS text.
- Leverage in-app loyalty programs that automatically redeem mobile coupon offers.

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About RadiumOne

RadiumOne is changing the face of online advertising through a
unique combination of **programmatic buying, proprietary data,
patent-pending intelligence algorithms, and multi-channel capabilities.**
Each month, we engage directly with 700 million unique consumers and
generate over 10 billion sharing events.

Within milliseconds, we can filter this data through our **ShareGraph™**
intelligence layer, **build real-time audiences for our brands**, and **target ads**
across the more than 25 billion real-time impressions we see each day.
Spanning the **Web and Mobile**, we offer advertisers the ability to reach the
right consumer at the right time, no matter where they might be.