

Everything you always  
wanted to know about

# UNIVERSAL DIGITAL COUPONS

BUT WERE AFRAID TO ASK

## / Today's consumers are experiencing a fine-print problem

Many of the coupons that consumers use to offset the higher cost of groceries contain redemption limitations related to loyalty program membership and retailer participation, limiting their choices for where to shop.



SHOPPERS  
SAY ...

82%

Place the most  
importance on saving  
money at the store  
with the lowest prices<sup>1</sup>

40%

Feel more positive  
toward a brand or store  
that offers a coupon  
or discount<sup>2</sup>

20%

Do not belong to  
any loyalty  
program<sup>3</sup>

## / Circling up on the value of Universal Digital Coupons

By enabling consumers to redeem manufacturer savings offers from their smartphone at any participating retailer, Universal Digital Coupons open up a world of opportunity. Consumers can save on the brands they love with their favorite retailers and engage in frictionless shopping experiences with new ones.

WHEN CONSUMERS BENEFIT FROM THE CONCEPT OF CHOICE,  
CONTROL AND VALUE, SO DO MANUFACTURERS AND RETAILERS



## / The Challenge: Connecting manufacturers, retailers and consumers

The increasing role of the digital ecosystem in people's lives presents a highly favorable cost-benefit ratio for Universal Digital Coupons. Taking the necessary steps to implement, produce and accept them is a no-brainer for everyone.

### UNIVERSAL DIGITAL COUPONS

Check All the Boxes

In 2020, digital coupons gained another five share points to account for 27% of all CPG coupons redeemed in the U.S.<sup>4</sup>



- ✓ MANUFACTURERS
- ✓ RETAILERS
- ✓ CONSUMERS

FOR IT TO SUCCEED TAKES A UNIVERSAL BUY-IN

### START THE CONVERSATION

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**The Coupon Bureau** is the perfect place to start a discussion of the goals and opportunities of Universal Digital Coupons. They provide a process and platform for connecting manufacturers and retailers on their way to distributing their own universal coupon offers.



## / Why Vericast

Vericast experts specialize in connecting the dynamics of the CPG ecosystem. Read "**Making Omnichannel Coupons a Reality**" to learn why:

- 1 Grocery coupons are ripe for omnichannel marketing transformation
- 2 Universal Digital Coupon format is the first step in a fully omnichannel future
- 3 Universal coupon transformation adds more tactics to the marketing toolkit for manufacturers and retailers

OUR INDUSTRY-LEADING ANALYTICS AND INSIGHT **FUEL COMMERCE, DRIVE GROWTH AND ACCELERATE REVENUE** FOR OVER 70,000 BRANDS AND BUSINESSES

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