Today’s consumers are experiencing a fine-print problem

Many paper 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.

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.

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

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.

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

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

Shopper Study

82% Have the most rewarding shopping experience at the store with the lowest prices 1

40% Feel more positive toward a brand or store that offers a coupon or discount2

20% Do not belong to any loyalty program3

202

SHOPPERS SAY...

MANUFACTURERS

• Deliver omnichannel savings
• Access real-time transactional data
• Mitigate fraud

A BETTER SHOPPING EXPERIENCE

• More control
• More choices
• More value

RETAILERS

• Grow revenue
• Increase loyalty program participation
• Increase consumer engagement
• Mitigate fraud

CONSUMERS

• More value
• More control
• More choices
• More savings

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

STOP

START THE CONVERSATION

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 developing their own universal coupon offers.

START THE CONVERSATION