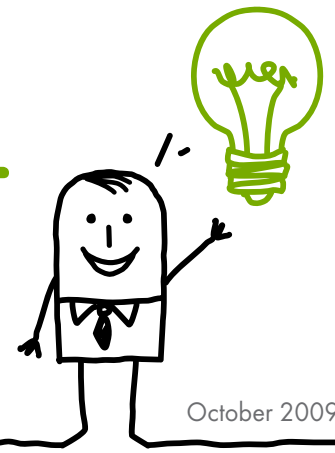


Marketing Shorts

Quick ideas with lasting results from The Idea Factory



October 2009

E-COUPONS GAINING IN POPULARITY

US consumers are increasingly using e-coupons, as well as their traditional print cousins, as a way to trim spending as the recession drags on, according to new research from Scarborough Research (August 2009) and recent research from Burst Media (March 2009).

A significant benefit e-coupons hold over traditional print coupons is that they are more targeted to the consumer. "Coupons received via text messaging are typically sent only to consumers who have opted in to receive them. This increases the relevancy of the offer and the potential for the consumer to act on that offer," says Gary Meo, senior vice president of digital media and print services at Scarborough Research. "An additional benefit is the mobility of cell phones and other personal communications devices, which allow consumers to access the coupon at the point of purchase."

Some 8.6 million households in the US—about 8% of all US households—regularly use e-coupons, Scarborough Research found, although the Sunday newspaper remains the most popular coupon source:

- 51% of Households Sunday Newspaper
- 35% In-Store Coupons
- 31% Mail
- 21% Preferred Card/Loyalty Card
- 20% In-Store Circulars
- 17% Weekday Newspaper
- 16% Product Packages
- 15% Magazines
- 8% Text Messages | email
- 7% Internet Sites



The Short List

Top 15 Shopping and Classified Websites
by US Market Share of Visits | July 2009

- **eBay - 11.87%**
- **Amazon.com - 4.06%**
- **Craig's List - 3.94%**
- **eBay Motors - 2.21%**
- **Walmart - 1.38%**
- **NetFlix.com - 1.23%**
- **Target - .98%**
- **Yahoo Shopping - .66%**
- **Craig's List - Seattle - .58%**
- **BestBuy - .53%**
- **Craig's List - Portlant - .52%**
- **JC Penny - .49%**
- **Craig's List - Los Angeles .47%**
- **BizRate - .46%**
- **QVC.com - .44%**

1TH BIRTHDAY
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