

IndoorMedia Receipt Coupon Study

FREE CRAZY BREAD

With purchase of any Hot-N-Ready Meal present coupon. Cannot be combined with any other offers. Expires 1/15/17

2706 Watson Blvd.
478-953-5509

FREE COMBO

buy one combo and two drinks get second combo free with the purchase of any combo of equal or greater value & two drinks. Not valid with any other offers. Expires 1/15/17

4325 Adlonite Hwy.
470-275-4511

\$19.99 Oil Change
\$10 off Alignment
\$100 off Brake Service of \$200.00 or more

1271 Bullock HWY 145
Newman, GA 30263
770-253-2550

FREE 20oz SMOOTHIE

with any purchase of a retail snack item.

832 Turner McCall Boulevard
Rome, GA

Some restrictions may apply. Cannot be combined with any other offer. One per person per visit valid at 832 Turner McCall Boulevard, Rome, GA location only. Expires: 3/31/17.

SMOOTHIE KING

FREE 6" SUB

Buy One 6" Sub, Get One 6" Sub FREE

Any Regular Footlong FOR \$6

4418 Roswell Rd • Atlanta, GA 30342 • 404-250-1625



Published 7.28.2017



Carlo's Salon
Full Service Salon

Gift Certificates Available | A Deal to Brag About! | Complimentary Consultation Available

All Styling Tools are Sanitized for Every Client

30% Off ALL SERVICES on Your First Visit
30% Off ALL SERVICES on Your Return Visit

www.carlossalon.com
Wisdom Pointe
284 North Hwy 74
678-364-0025

DICKEY'S BARBECUE PIT

BUY ONE, GET ONE FREE

Big Barbecue Sandwich

Expires 7/15/17. Not valid with any other offers. Limit 1 per person per day.

PLEASANT CITY
460 CROSSTOWN DR.
678.384.9573

SHARPSBURG
15 THOMAS GRACE AVE. LN
770.252.0090

DICKEYS.COM

Doctor Suds
CAR WASH

\$2 OFF

Any Car Wash

1601 GA. Hwy 40
576-5630

Jefferson's
WINE • RESTAURANT • CATERING

801 Main St. Decaturville, Ga • (770) 740-4777

FREE

1/2 ORDER OF FRIED PICKLES WITH PURCHASE OF 1 ADULT ENTREE

ihop

Valid Only At
2170 Pleasant Hill Rd.
Duluth, GA 30096
770-623-9626

\$5 OFF

Your check of \$15 or more with the purchase of two beverages.

Objectives and Methodology

Objectives:

Among other initiatives, RTUI distributes coupons and promotions via in-store shopping receipts.

- RTUI would like to better understand consumers' perceptions, awareness and intentions regarding these coupons and promotions, allowing them to leverage this information in business opportunities with advertisers and retailers alike

Methodology:

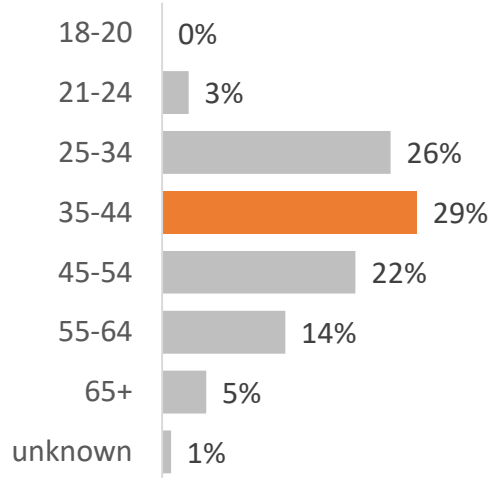
Shopper surveys were fielded to InfoScout panelists after making a purchase at one of the retailers listed in the "RTUI national ad store list." The survey was fielded July 10th – July 20th, 2017

N=588 Total Completes

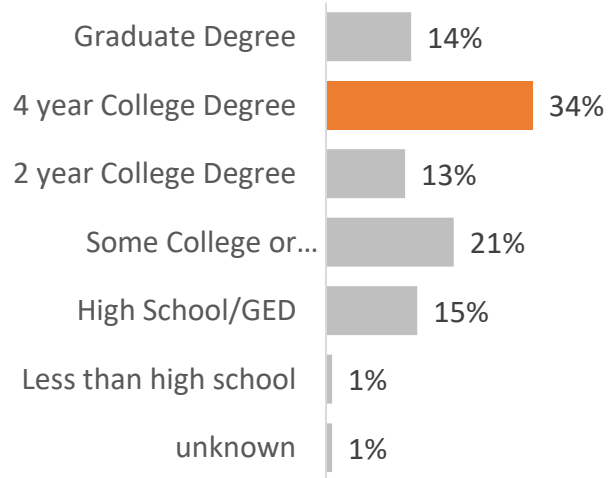
- Kroger (n=170) / Albertsons/Safeway (n=152) / Ahold/Delhaize (n=54) / HEB (n=31) / Southeastern Grocers (n=38) / All other (n=143)

Demographics

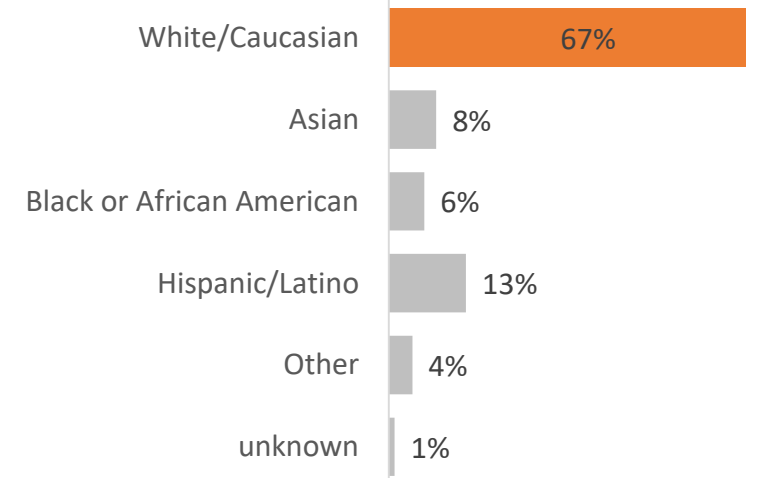
Age Breaks



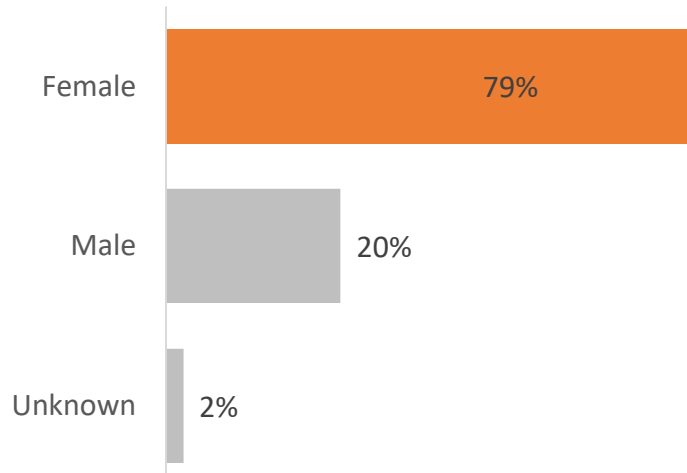
Education



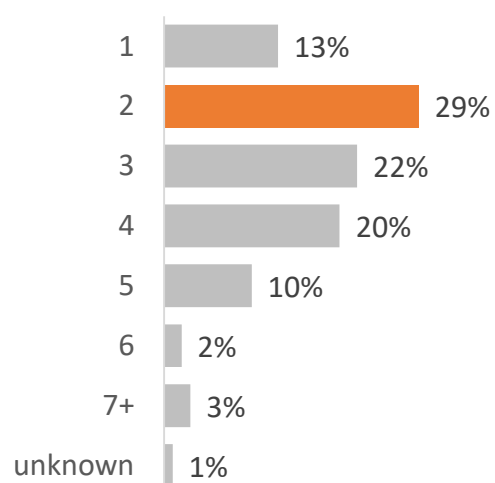
Ethnicity



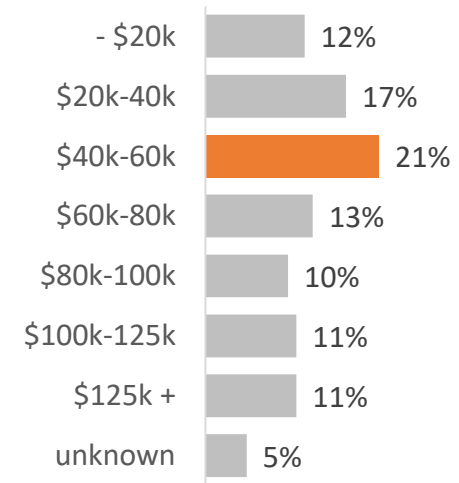
Gender



Household Size



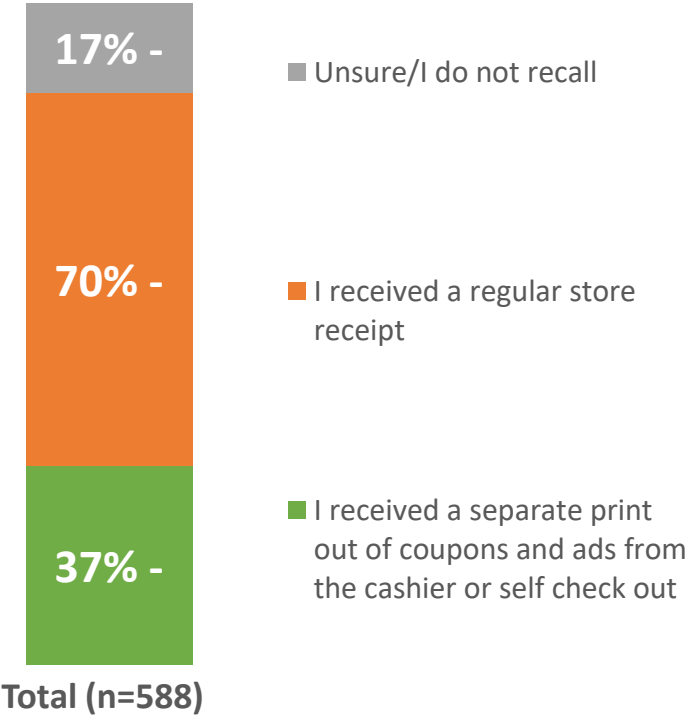
Household Income



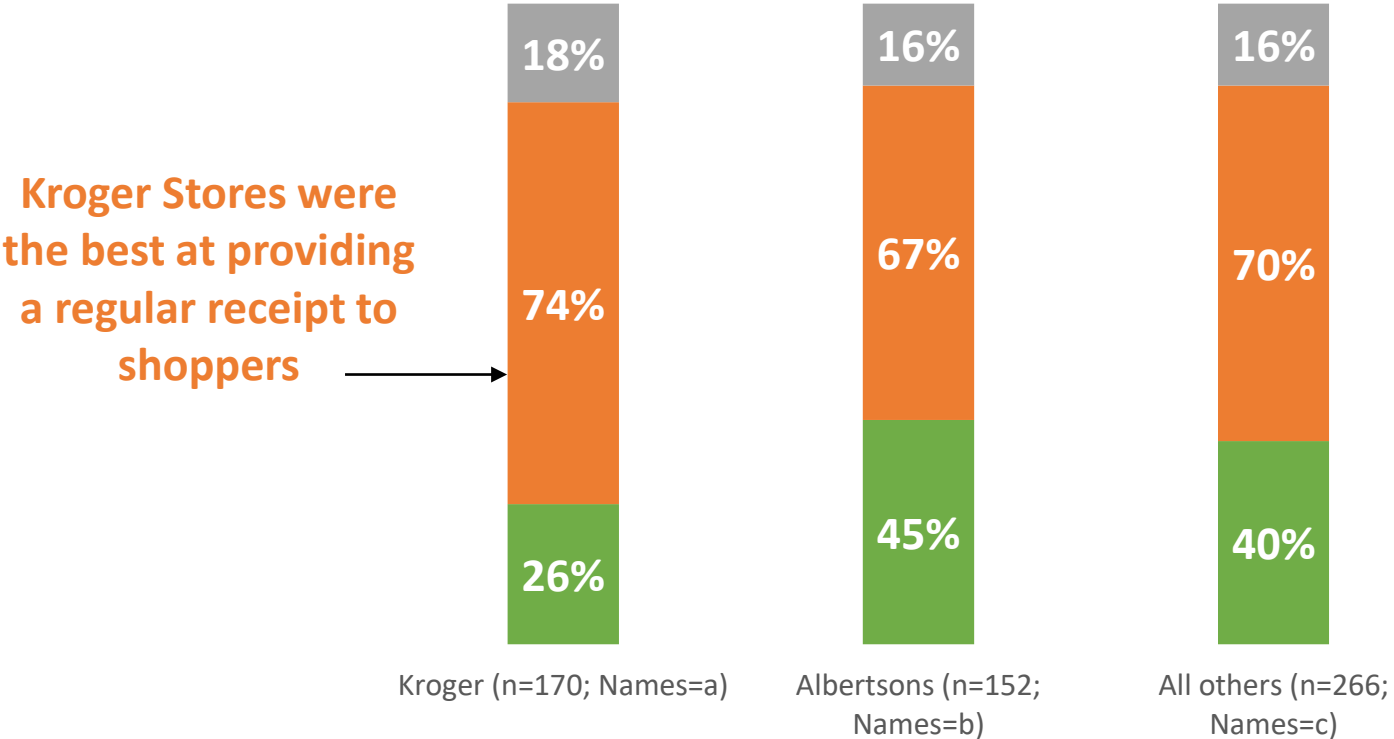
Total sample; Unweighted; base n = 588

Shoppers recall that most stores gave them a store receipt, and about 40% gave a separate coupon (Catalina) receipt.

Type of Receipt(s) Received on Most Recent Trip



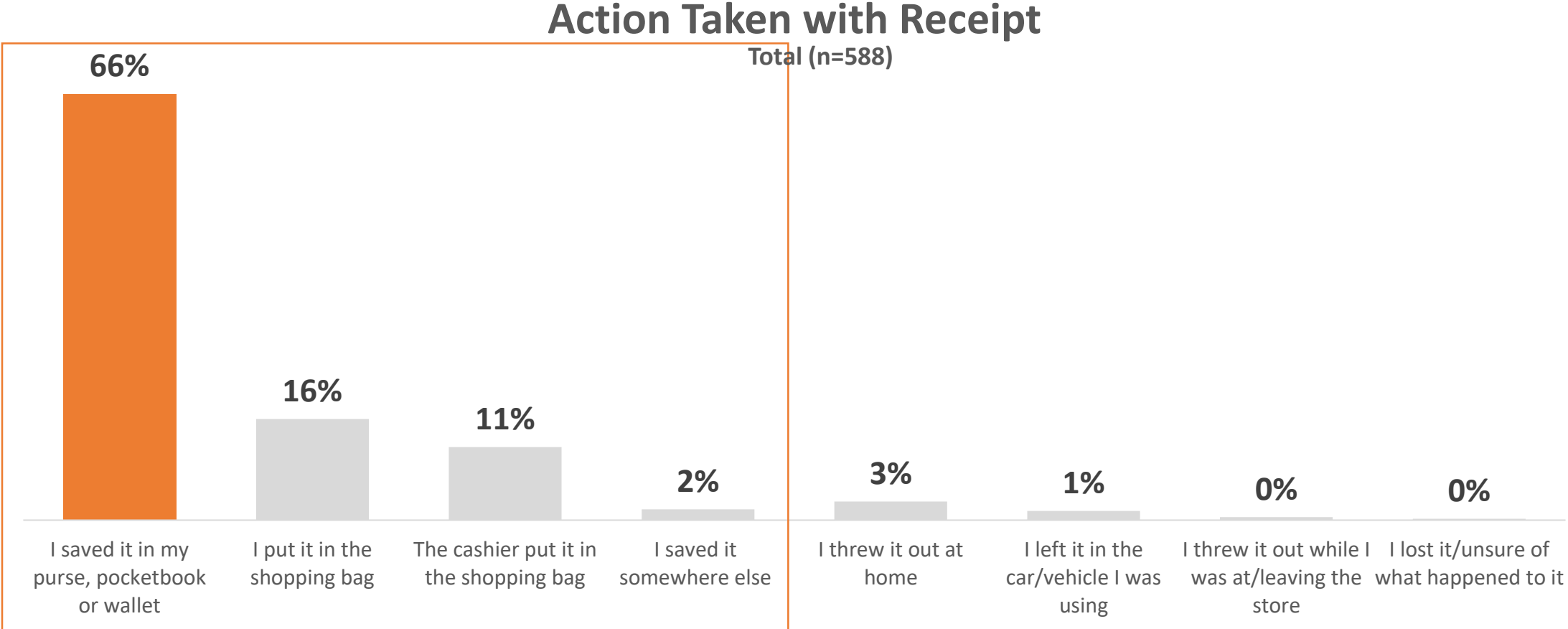
Type of Receipt(s) Received on Most Recent Trip (by Retailer)



Total sample; Unweighted; base n = 588

Which of the following did you receive at the check out on your last grocery shopping trip to [url(Banner)]? Select all that apply

Of the shoppers that did get a receipt, less than 10% got rid of their coupons; The majority (66%) saved it in their purse/wallet. The remaining shoppers were likely to put in in a bag.

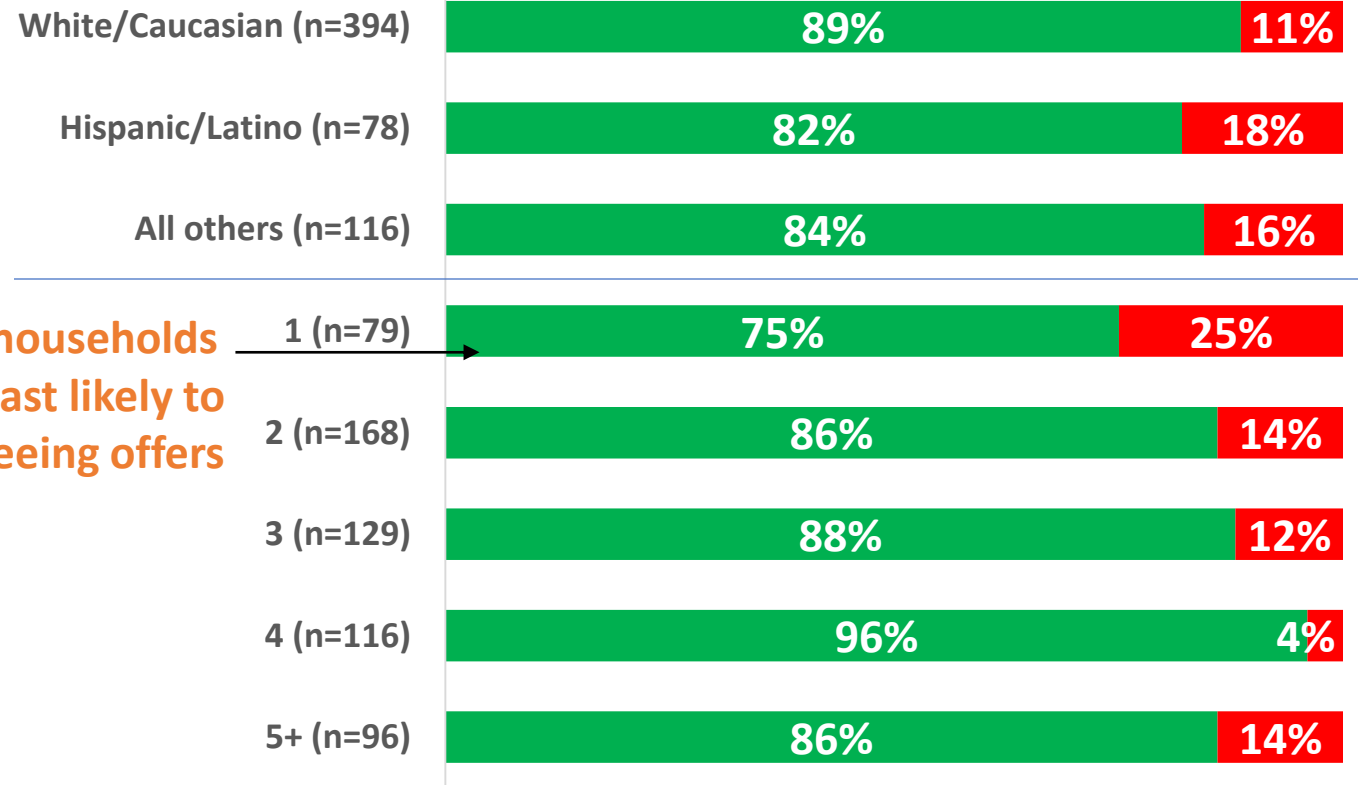
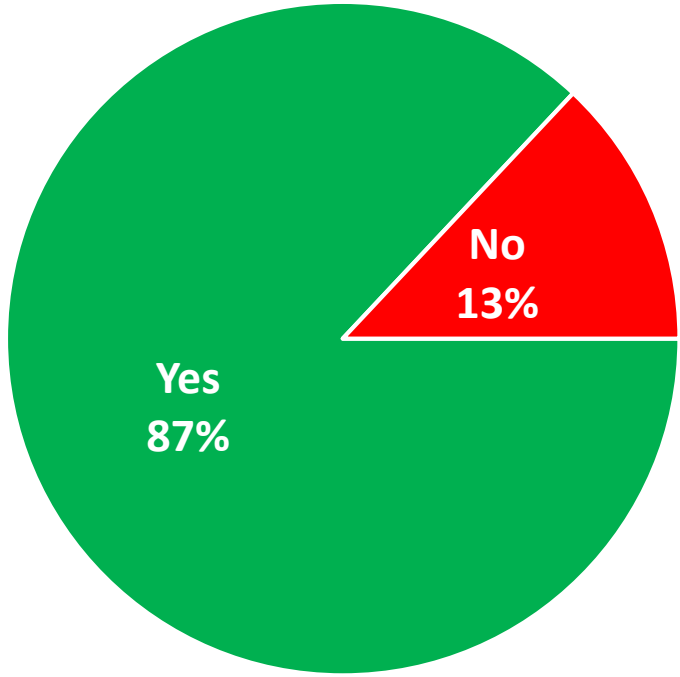


Total sample; Unweighted; base n = 414 (only shoppers who received traditional receipt)
What did you do with the receipt from [url(Banner)] after you received it?

87% of shoppers recall seeing a offers or coupons on the back of receipts – so they are familiar with the idea, even if they didn't specifically look or pay attention to the receipt.

Recall of Seeing Offers on the Back of Receipt

■ Yes ■ No



Total sample; Unweighted; base n = 588

Have you ever seen this type of offer on the back of grocery store register receipt?

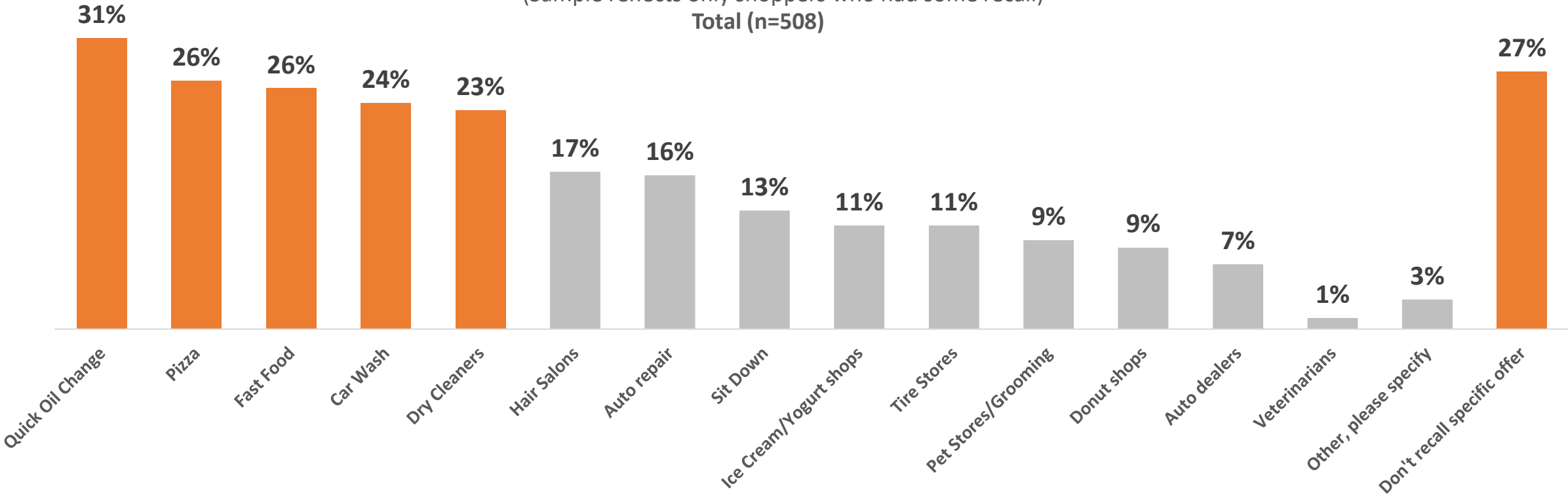
General awareness of coupons, as well as more specific offers featuring food or services, were most recalled by shoppers.

~14% of shoppers did not recall coupon offers on the back of the receipt.

Type of Offers/Coupons Recalled

(Sample reflects only shoppers who had some recall)

Total (n=508)



Total sample; Unweighted; base n = 508 (removes shoppers who selected “I do not remember seeing any coupons...”) (n=80)

What types of offers did you notice on the back of the register receipt? Select all that apply

Interest and Barriers for Back of Receipt Coupons



Key Findings:

Shoppers are most interested in FMCG (Fast Moving Consumer Goods) products, and would find back of receipt coupons convenient to use, but difficult to keep track of/organize.

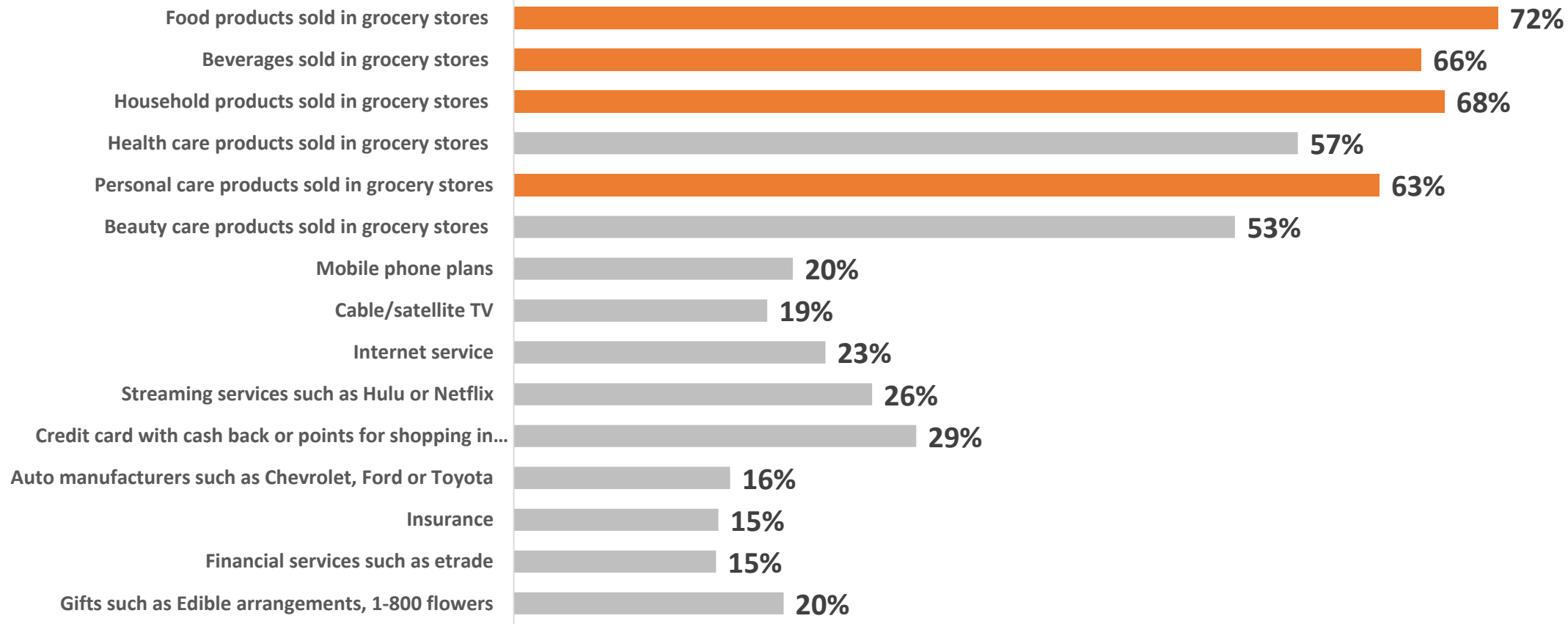
Possible Action:

Consistent ads that are relevant to the shopper may encourage a change in their behavior making them more likely to engage with back of receipt coupons.

FMCG coupons are of most interest to shoppers. Service-type coupons interested less than 1/3 of the surveyed shoppers.

Interest in Specific Types of Coupons Offers

Total (n=588)



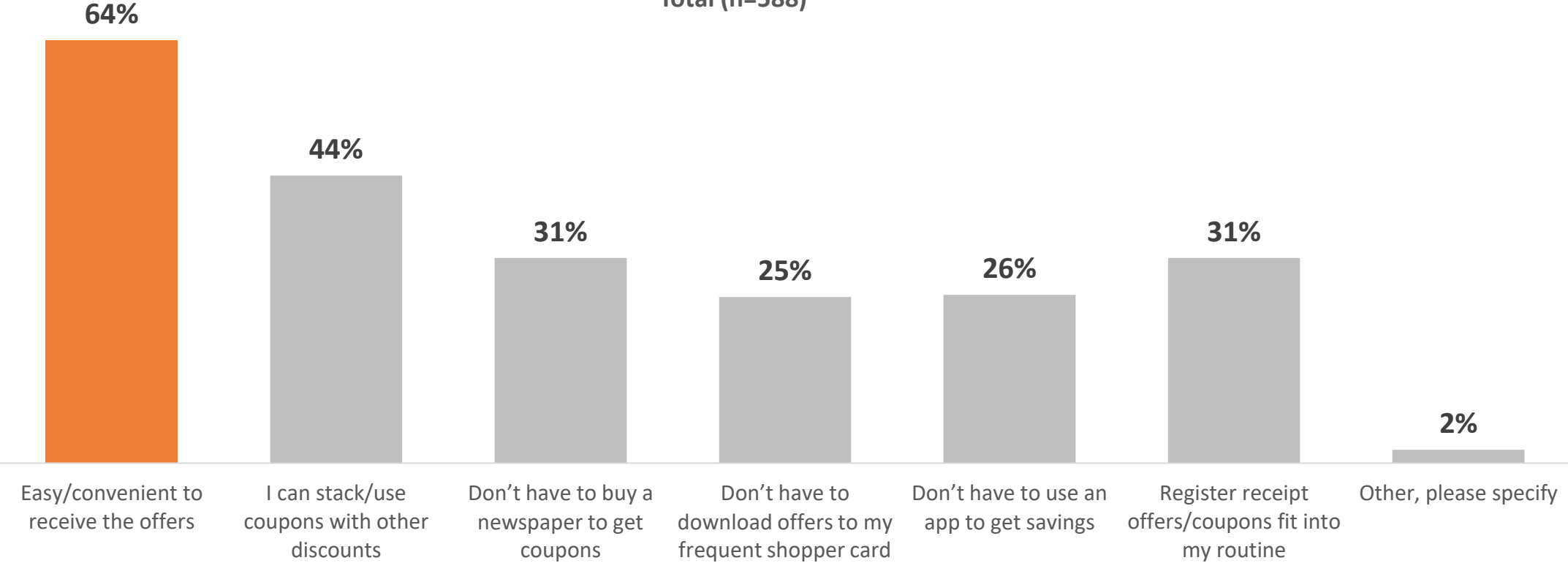
Total sample; Unweighted; base n = 588

How interested would you be in the following discount offers if they were presented on the back of a grocery store receipt? (% = Definitely Interested/Interested only)

Shoppers are interested in back of receipt coupons due to the ease/convenience as well as possible added value (stacking coupons).

Reasons for Use of Back of Receipt Coupons

Total (n=588)



Total sample; Unweighted; base n = 588

Why would you be interested in using discount offers that are found on the back of a grocery store receipt? Select all that apply

Store/Brand Influence from Back of Coupon Receipts



Key Findings:

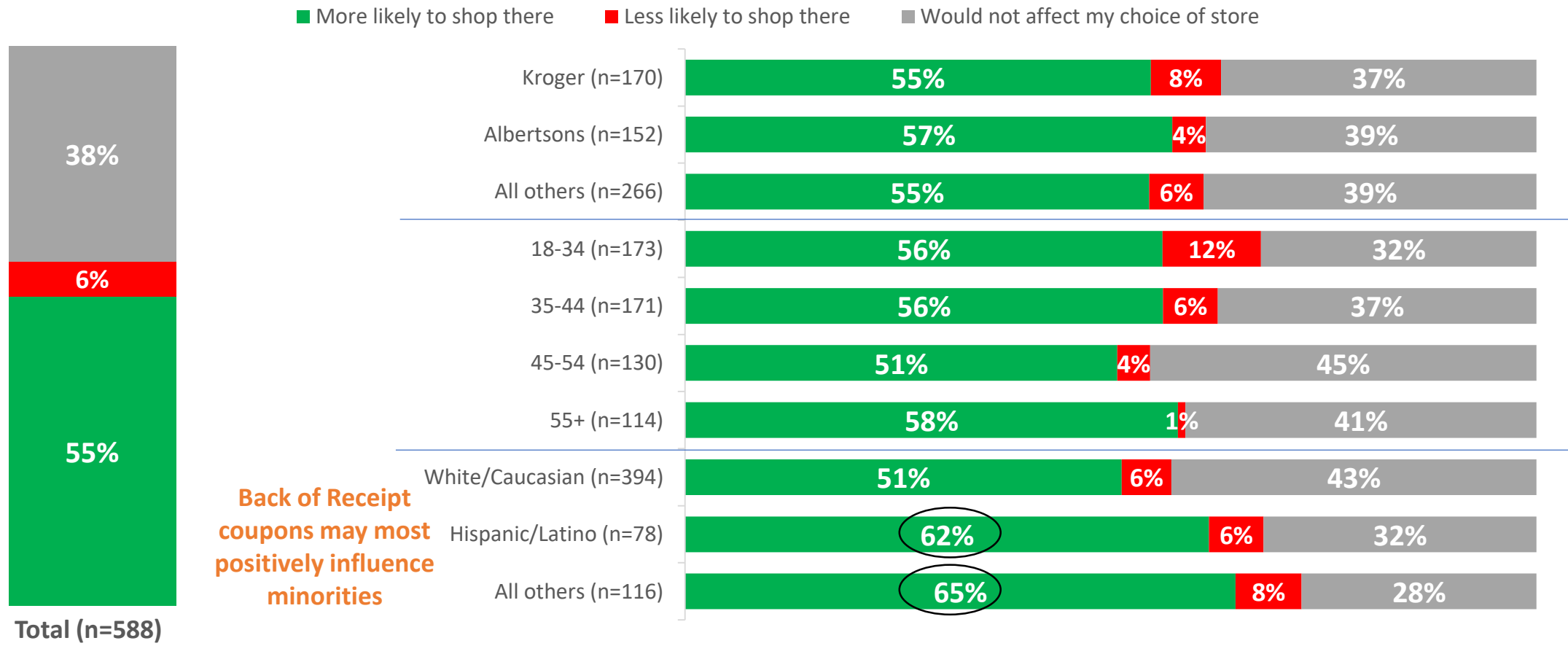
A Back of Receipt coupon has a general positive influence on the store perception, as well as brand perception.

Possible Action:

Stores can benefit from offering receipts on the back of coupons because shoppers get the feeling the store is “helping them out.” Brands (both national and private label) would also benefit from awareness and trial.

~50% or more shoppers feel like back of receipt coupons would make them more likely to shop at a particular retailer.

Influence of Back of Receipt Coupons on Decision to Shop In a Store

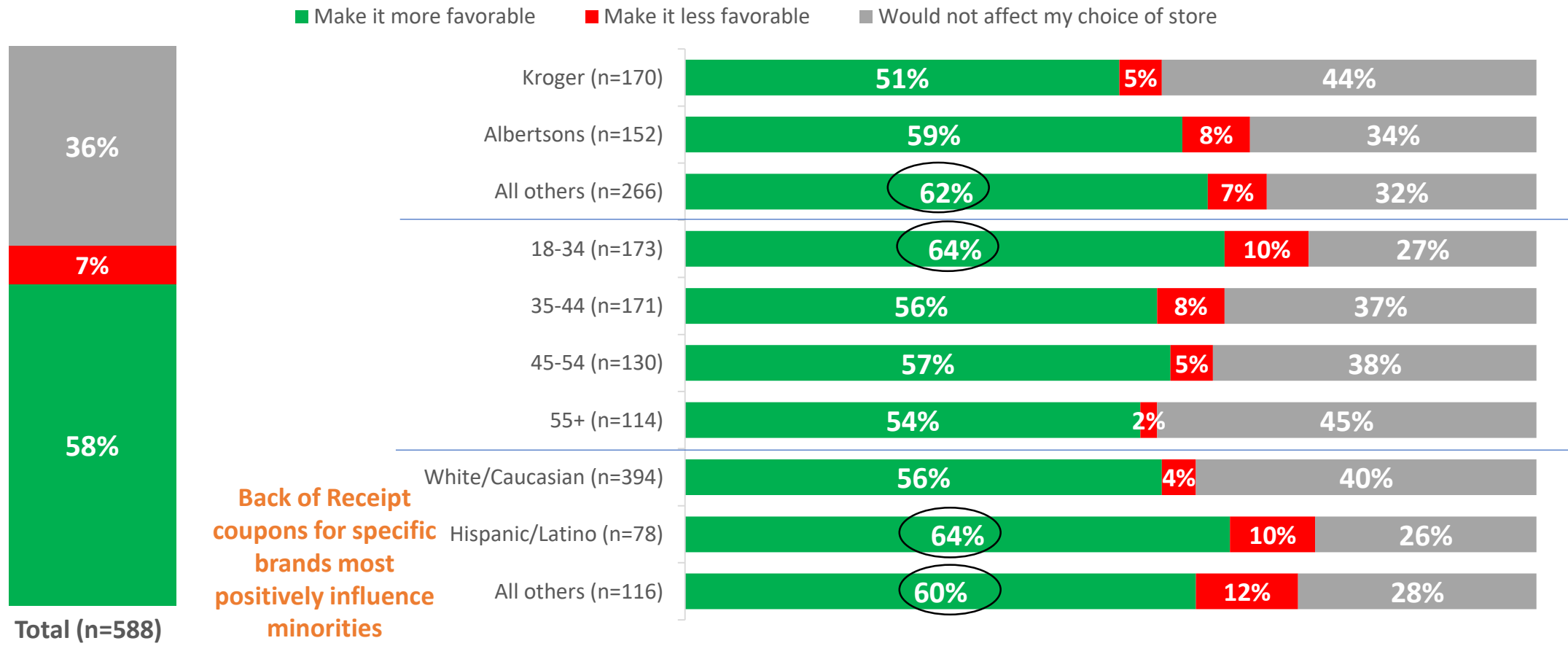


Total sample; Unweighted; base n = 588

If a grocery store offered coupons on the back of its receipt for items sold in that store, would it make you more or less likely to shop at that store?

~60% of shoppers feel like they would feel more favorable about the brand on the back of receipt coupon.

Influence on Brand Favorability if Offered on Receipt Coupons



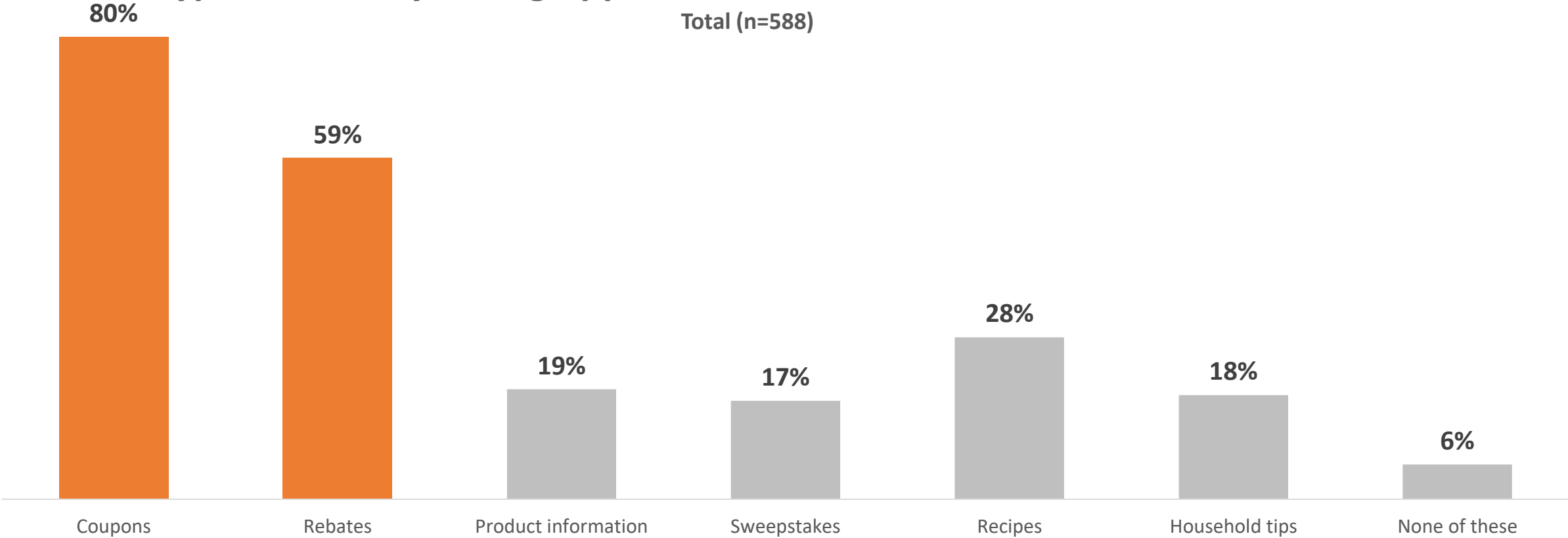
Total sample; Unweighted; base n = 588

If a brand sold in grocery stores offered a discount coupon or other money saving offer on the back of the grocery store receipt, how would this affect your feeling towards the brand?

Coupons and rebates are the top money saving opportunities shoppers are looking for. These items should be geared towards FMCG products, specifically for brands – including possibly private label brands.

Types of money saving opportunities and information most interested in

Total (n=588)



Total sample; Unweighted; base n = 588

What types money saving opportunities and information would you be interested in having on the back of a grocery store receipt? Select all that apply