

DAD'S GRAND SPREE

HIS COUPON ZEAL AND ACTIVITY OFTEN SURPASSES OR MATCHES MOM'S – ESPECIALLY ON THE GO.

Coupons influence his entire path to purchase. Get up to speed. Apply findings from the Valassis® Coupon Intelligence Study to win Dad's business.



LIKES ALL VEHICLES

coupons delivered via print, online, store card & smartphone



OF DADS USE COUPONS

(vs 90% all adults)



PRE-SHOP

plans his purchase decisions at home, but less so for food

WHERE TO CATCH & INFLUENCE DAD

AT HOME



Make list »

98% vs. 91% of all adults

Create a list before shopping

96% vs. 84% of all adults

Use coupons to make a list

Pick store »

54% vs. 33% of all adults

Increased shopping at stores other than their main store due to better deals

51% vs. 29% of all adults

Increased shopping where paperless coupons accepted

Preferred sources for discounts (top 3) »

57%



Mail

56%



Mobile device

55%



Download to store loyalty card



EVERYWHERE IN-BETWEEN

Outpaces Mom »

Using savings apps for groceries

■ Dad ■ Mom

• Coupon app **81%**
62%

• In-store rewards app **74%**
54%

• Shopping list app **69%**
48%

• Deal comparison app **66%**
41%

Pass all adults »

Searching websites for deals

■ Dad ■ Adults

Retailer sites **92%**
70%

CPG sites **91%**
70%

Coupon sites **91%**
68%

Mobile matters »

90% vs. 61% of all adults

Use mobile device to save on his shopping trip items

54% vs. 28% of all adults

Say scanning paperless coupons from device increases their coupon use

On way to store, Dad decides what to buy »



vs. 9% of all adults



food items



vs. 8% of all adults



personal care



vs. 8% of all adults



household goods

AT THE STORE



Search via smartphone »

89% vs. 55% of all adults

Search for discounts on mobile device on the spot

Make purchase »

82% vs. 51% of all adults

Make purchase based on mobile notification

Change mind »

86% vs. 58% of all adults

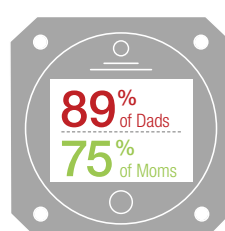
Switch brands based on a discount notification they get via mobile in the stores



AFTER VICTORY

Reward time »

Scan receipts on their phone/device for points or cash back



Share excitement »

Share reviews and how much they saved with family and friends

