

ring up more holiday sales

seasonal insights into what shoppers really want

since 2012, consumer price sensitivity has increased

75%

'Twas a mall without rebates where all through the stores items sold very slowly, no crowds on the floors. The coupons were stacked and disbursed with great care in hopes that more customers soon would be there.



3 in 4 shoppers feel rebates provide a **larger cost savings** than other promotions

The children all wanted new beds-in-a-bag and laptops and tablets and other great swag. Mamma hoped for stilettos; dad needed a suit, but until prices went lower, their wishes were moot.

81% would **drive 5-10 minutes** out of their way for a \$10 rebate on a \$50 item



Across town a seller, who was clever and wise, started offering rebates and saw a sales rise. She announced to the shoppers who stood in a line, "Getting money back later will make you feel fine!"



"Buy clothing! And towels! Plus, mixers and toasters! A mattress! Foam covers! And pans for your roasters! You know that these rebates can save you more cash, so shop away! Shop away! Everyone dash!"

Which discount do shoppers prefer?

- 10% off MSRP via everyday low price
- 15% off MSRP via coupon
- 20% off MSRP via rebate
- 5% off MSRP via everyday low price
- 10% off MSRP via coupon
- 15% off MSRP via rebate

Paperless rebates use online or mobile submission.



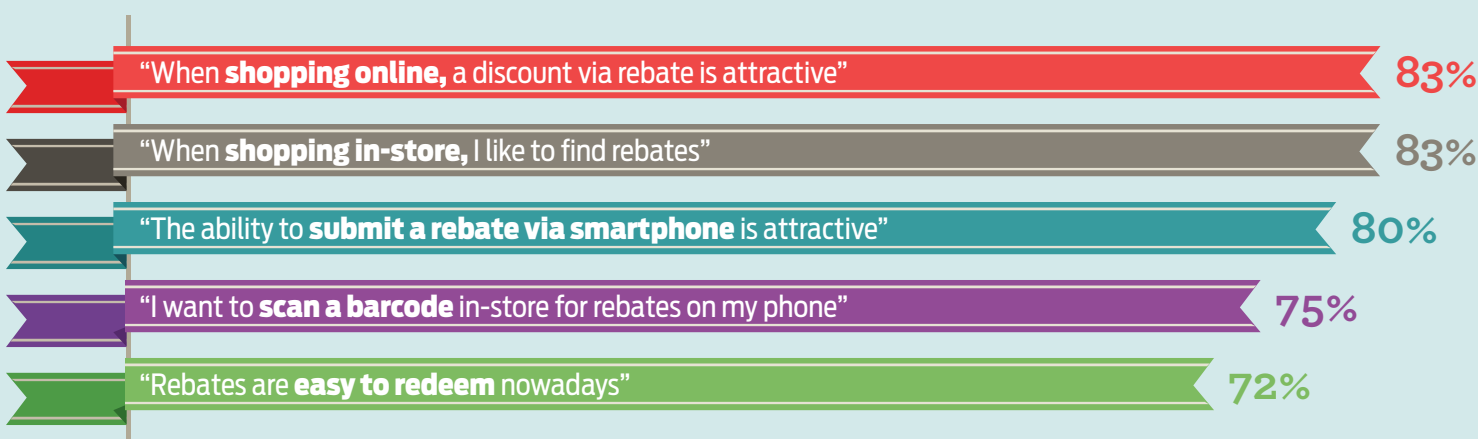
The discounts, coupons and rebates we tested all have the same net promotional cost.



The customer must have a print or mobile coupon at time of purchase.



shoppers' attitudes toward rebates



Over 1,400 real people who represent the 2013 US shopper population responded to this original parago survey. No elves were harmed in the making of this infographic.

© 2013 parago, inc. All rights reserved.

parago.com · 866.219.7533 · sales@parago.com

