

# What personal info would consumers give away for \$20?

Article

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Nearly **two-thirds** of US consumers would give away their email address for a \$20 coupon or discount code. Some **31%** would provide their full name, and **23%** would enter their phone

number. That said, **27%** wouldn't be tempted to hand over any of that data or their home address.

**Beyond the chart:** Overall, more than **70%** consumers would share at least one piece of personal information for \$20 off, with baby boomers less likely than younger generations to divulge their details. For both name and email address, free shipping was an even more effective incentive than coupons and discount codes. Consumers are more likely to share data with companies they believe will keep it safe, meaning digital retailers could benefit from cultivating a reputation for trustworthiness.

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**Personal Information US Consumers Would Be Willing to Provide for A \$20 Coupon or Discount Code, Feb 2022**

% of respondents



Source: Tinuiti, "A Marketer's Guide to Consumer Sentiment Towards Online Privacy in 2022" conducted by Pure Spectrum, March 23, 2022

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