

Discount Seekers Increasingly Rely on Mobile

The gap between paper and mobile coupons is closing

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Everyone knows shoppers love discounts, but how do they find them and which channels do they prefer?

According to a [RetailMeNot](#) survey conducted by [Forrester Consulting](#) in June 2018, two-thirds of US digital shoppers look for discounts before they begin shopping. This behavior was strongest for categories such as travel (74%), clothing (73%) and electronics (70%).

Smartphones were the preferred device to search for coupons among digital shoppers ages 18 to 49 (45%), with a slight edge over searching on desktop/laptop (41%). The majority of those ages 50 or older turned to desktops (60%) and this group used smartphones (18%) and tablets (19%) in nearly equal measures.

Overall, mobile has grown in popularity for finding discounts. In 2014, just 10% used a savings app while that figure is now 38%, a 28% increase.

By our estimates, roughly half of US adults will use a mobile coupon this year, a 9.7% increase over 2017. This figure will grow to 57.5% by 2022 with continued higher adoption rates for internet users (64.6%).

Adult Mobile Coupon Users, by Device

US, 2018

Smartphone

millions

126.2

% change

9.7%

% of internet users

56.6%

% of population

49.4%

Source: eMarketer, April 2018

www.eMarketer.com

The gap between paper and mobile coupons is closing, according to a June 2018 survey by [CodeBroker](#). A majority preferred print (53%) but mobile wasn't far behind (47%). However, close to one-third (31%) printed out mobile coupons. Among the 69% who stored mobile coupons on their phones, most (57%) saved a text message link to access them while 28% saved them in a mobile app. Just 15% saved coupons to a mobile wallet.

Coupon-seeking behavior differs for online shopping vs. brick-and-mortar, though. When asked to choose the top three sources for coupons by RetailMeNot, mobile savings apps were used by 18% for online purchases vs. 11% for in-store. Online shoppers disproportionately favored retail websites and apps and search engines while in-store shoppers relied on in-store ads and newspaper circulars far more often.

The power of an in-store ad can't be underestimated. While 23% of internet users surveyed by CodeBroker were most likely to respond to a coupon offer in an online ad, 57% were motivated by signage in a physical store.

A majority (52%) of digital shoppers also wouldn't mind a text message with discounts or offers while shopping in store, per RetailMeNot.