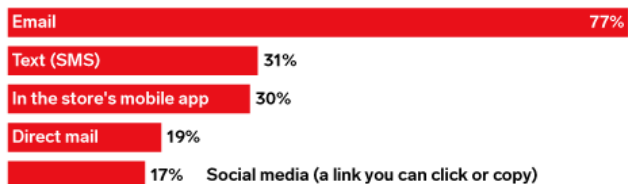


Consumers prefer receiving coupons over email

Article

Channels From Which US Adults Prefer to Receive Coupons for Online Stores, Oct 2023

% of respondents



Note: among those who made an online purchase in the past year

Source: ActiveCampaign and Ascend2, "Coupons, Discounts & BOGOs, Oh My!" Feb 7, 2024

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Insider Intelligence | eMarketer

Key stat: More than three-quarters (77%) of US adults prefer receiving ecommerce coupons through email, according to a February 2024 report by Ascend2 and ActiveCampaign. Only 31% prefer receiving coupons over text, 30% through the store's mobile app, and 19% by direct mail.

Beyond the chart:

- Nearly two-thirds of US marketers increased their annual email marketing budget in the past 12 months, per April 2023 data by SeQuel Response and ISG.
- 53% of business leaders worldwide anticipate generative AI heavily influencing customer emails in the next two years, per August 2023 data by Zendesk.
- Half of adults worldwide made a purchase through email in the past year, more than other select digital channels (social media ad or post, SMS, banner ad), according to November 2023 data by Marigold.

Use this chart:

- Inform omnichannel strategy.
- Support investments to enhance email marketing, such as generative AI tools.

More like this:

- [US marketers increase email marketing budgets as they seek ways to increase engagement](#)
- [5 charts showing the potential of text message \(SMS\) marketing](#)
- [How Can B2B Marketers Take Advantage of AI in Email Marketing? \(EMARKETER subscription required\)](#)

- **Answering 4 questions marketers have about personalization and generative AI**

Methodology: Data is from the February 2024 ActiveCampaign and Ascend2 report titled "Coupons, Discounts & BOGOs, Oh My!" 1,044 US adults ages 18+ were surveyed online during October 2023. Respondents all made an online purchase in the past 12 months. ActiveCampaign is a marketing automation company.