

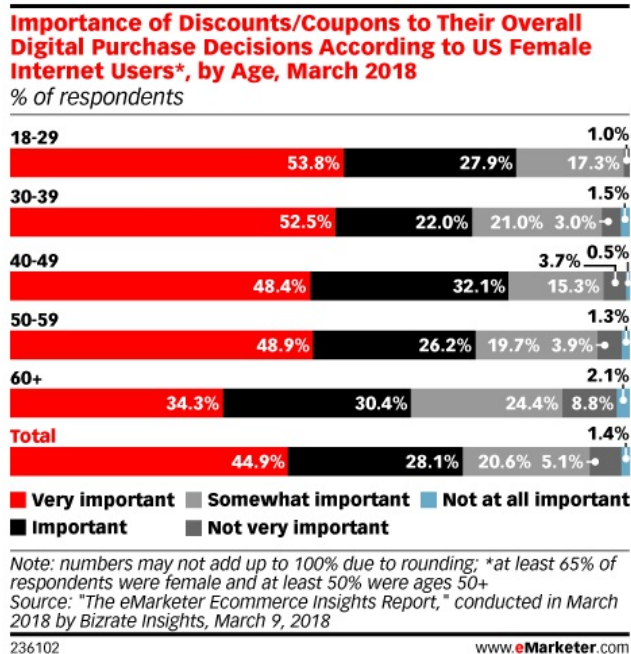
Coupons Are Top of Mind for Digital Shoppers

ARTICLE

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Consumers really like a good deal. In fact, there are very few who don't think discounts or coupons are important.

According to "The eMarketer Ecommerce Insights Report," conducted by [Bizrate Insights](#), just 6.5% of the 1,108 US internet users surveyed said coupons and discounts are not important to their digital purchase decisions.



By contrast, 93.6% of respondents said these things were at least "somewhat important." And 44.9% called them "very important." Regardless of age, consumers felt strongly about the use of coupons, though millennials—unsurprisingly—felt more so.

A separate study conducted in November 2017 by [CouponFollow](#) found that more than eight in 10 millennials [use coupon codes when shopping online](#). What's more, roughly a third said they do so frequently.

CouponFollow's findings mirror other surveys, including one from [YouGov](#), which found that this demographic is serious about [maximizing the value of a dollar](#).