

## Valassis 2016 Coupon Savings Report Reveals Rise in Annual Coupon Incentives

*With the upcoming holiday season, coupons present brands with an opportunity to drive sales and consumer spending*

LIVONIA, Mich., September 26, 2016: [Valassis](#), a leader in intelligent media delivery, today announced its 2016 Coupon Savings Report, highlighting that consumer packaged goods (CPG) coupon incentives exceed half a trillion dollars annually. The insights were gleaned from an analysis done by [NCH Marketing Services, Inc.](#), a Valassis company, which examined marketers' strategic use of increased coupon values over the past three years.

Recent [reporting](#) shows that the second quarter of 2016 saw a 4.2 percent gain in household purchases to drive U.S. economic growth, which [continued](#) into July. With this in mind, brands are looking to capitalize on consumer spending behaviors while boosting sales, especially heading into the holiday shopping season.

The Valassis Coupon Savings Report points to opportunity for both brands and consumers, indicating that over the last three years, shoppers have saved over \$10 billion by selecting CPG products with the coupons available to them while grocery shopping for food, household, pet and healthcare items. Valassis' recent [2016 Purse String Survey](#) findings also support the continued use and relevance of coupons, with 42 percent of value-seeking consumers saving \$30 or more each week.

"As we enter the largest consumer spending season of the year, retailers are seizing the opportunity to further engage consumers with their products and drive economic growth through innovative couponing strategies," said **Wayne Powers, chief revenue and operating officer, Valassis**. "It's evident that saving continues to be top of mind for shoppers and coupons are a key factor in planning shopping trips and influencing purchase decisions."

Additional Coupon Savings Report findings include:

- To motivate consumers to purchase their products, CPG marketers have increased coupon face values over the past three years at a pace higher than the Consumer Price Index (CPI)
- The average coupon face value offered today is a substantial savings, nearly \$1.80 each
- Consumers taking advantage of these savings increased the average savings per coupon redeemed by 7.6 percent last year alone

"Value-seeking consumers look for offers across all purchases and feel a high degree of reward based on the number of deals they receive each day," said **Curtis Tingle, chief marketing officer, Valassis**. "As marketers determine the best route for engaging shoppers, coupons should play an integral role in meeting that deep desire to save."

To view the full 2016 Valassis Coupon Savings Report, please visit our [SlideShare](#) page.

### **About Valassis**

[Valassis](#) is a leader in intelligent media delivery, providing over 58,000 clients with innovative media solutions to influence consumers wherever they plan, shop, buy and share. By integrating online and offline data combined with powerful insights, Valassis precisely targets its clients' most valuable shoppers, offering unparalleled reach and scale. NCH Marketing Services, Inc., and Clipper Magazine are Valassis subsidiaries, and RedPlum® is its consumer brand. Its signature Have You Seen Me?® program delivers hope to missing children and their families. Valassis is a wholly owned subsidiary of [Harland Clarke Holdings](#).

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