

Personalisation to Spur Digital Coupon Growth by 60% to Over 360bn Coupons by 2021

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Social media and use of bots to drive customer engagement and coupon delivery

Hampshire, UK: 24th October 2016: A new study from Juniper Research

(https://www.juniperresearch.com/home?utm_campaign=Coupons_Trends_16_PR1&utm_source=marketwiredpr&utm_medium=

has found that the number of coupons issued via mobile and online channels will grow by more than 60%

over the next 5 years, increasing from 224 billion in 2016 to 362 billion in 2021. Juniper's latest

research, *Mobile & Online Coupons: Loyalty & Beacon Engagement 2016-2021*

(https://www.juniperresearch.com/researchstore/commerce-fintech/mobile-online-coupons?utm_campaign=Coupons_Trends_16_PR1

found that the growth in digital coupon volumes can in large part be attributed to a greater retailer

emphasis on the provision of highly targeted, personalised offers to consumers.

Personalisation & Innovation are Key

According to the research, brands will increasingly deploy bots, artificial intelligence applications

which can interact with consumers via social media and messaging applications such as Facebook Messenger.

The research cited Domino's Pizza and Iceland Air as companies which have already utilised this

strategy. Meanwhile, mass adoption of social media has spawned a number of dedicated coupon aggregators

operating within that space, including Coupy in India and PennyCat in North America.

Beacon Uptake Set to Expand

The research also found that large scale deployments of beacons - Bluetooth devices which can send offers

to consumers whilst they shop - have been constrained. The research claimed that the key hurdle was the

need for consumers to have opted in to online engagement with a brand or retailer, either through having

installed a store's application on their smartphone, or to be following their account on social media.

However, the research argued that with some beacons (such as Google's Eddystone) allowing a wider range

of online engagement channels including web browser interaction, retailers will have a far more

encompassing product moving forwards.

Furthermore, as research author Lauren Foye pointed out, beacons enable retailers to collect and utilise

a raft of valuable, relevant data points: "For retailers one of the major tools is knowing their

customers. Tracking user movements in store via beacons allows for targeted marketing and offers, this

can also aid in providing invaluable data and statistics to a company, this then later applied to drive

sales."

The whitepaper, *In-store Loyalty ~ Shining a Beacon*

(https://www.juniperresearch.com/document-library/white-papers/in-store-loyalty---shining-a-beacon?utm_campaign=Coupons_Trends_16_PR1

is available to download from the Juniper website together with further details of the new research.

Juniper Research provides research and analytical services to the global hi-tech communications sector, providing consultancy, analyst reports and industry commentary.

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