

UNLOCKING POTENTIAL: THE SURPRISING BENEFITS OF VOUCHER AFFILIATES

Vouchers have long been a trusted tool for brands looking to attract and retain customers. With the rise of digital vouchers and mobile technology, vouchers have become even more effective and accessible.

DIGITAL VOUCHERS ARE ON THE RISE

The global digital voucher market is expected to surpass

\$29.7B
by the end of 2031¹



39%

of consumers shorten their path to purchase when vouchers are available²

VOUCHERS DRIVE TRAFFIC AND SALES

MOBILE VOUCHERS ARE HIGHLY EFFECTIVE



23%

of consumers will plan a shopping trip based on digital vouchers³



80%
OF VOUCHER REDEMPTIONS HAPPEN ON A MOBILE PHONE

VOUCHERS INFLUENCE PURCHASE DECISIONS

68%

of consumers believe that digital vouchers generate loyalty



93%

of millennials regularly search for digital vouchers⁴

VOUCHERS ARE POPULAR WITH MILLENNIALS

30%

OF MILLENNIALS NEVER SHOP WITHOUT VOUCHERS



HESITANT TO ADD VOUCHER PARTNERS?

Voucher affiliates can boost brand performance and contribute to affiliate programme success.



Voucher Partners Help Blurb Achieve 361% of Projected Revenue, 50% ROAS Increase

AP strategically onboarded voucher partners into Blurb's affiliate programme to drive incremental sales from new customers and cost-effectively help the brand realise impressive ROAS.



CouponFollow Increases Revenue +37% For Brands from Diverse Verticals

AP and affiliate CouponFollow created an innovative back-to-school newsletter to help AP clients increase revenue while offering an easy point-of-entry.



Pura Vida Bracelets Double Affiliate Programme Revenue with Voucher Partners

AP brought on select voucher partners effective at driving bottom-of-funnel sales while maintaining the Pura Vida's brand authenticity.



Voucher and Loyalty Partners Drive 1356% Increase in Revenue for Renogy

AP helped Renogy work with voucher and loyalty partners to quickly drive sales and conversion rates.

UNLOCK YOUR BRAND'S POTENTIAL WITH VOUCHER AFFILIATES.

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www.accelerationpartners.com

¹ <https://meetanshi.com/blog/coupon-statistics/>

² <https://www.linkedin.com/pulse/39-coupons-stats-you-should-know-qples/>

³ <https://fashiondiscounts.uk/coupon-statistics/>

⁴ <https://spendmenot.com/blog/coupon-statistics/>