

UNLOCKING POTENTIAL: THE SURPRISING BENEFITS OF COUPON AFFILIATES

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

DIGITAL COUPONS ARE ON THE RISE

The global digital coupon market is expected to surpass

\$29.7B
by the end of 2031¹



39%

of consumers shorten their path to purchase when coupons are available²

COUPONS DRIVE TRAFFIC AND SALES

MOBILE COUPONS ARE HIGHLY EFFECTIVE



23%

of consumers will plan a shopping trip based on digital coupons³



80%
OF COUPON REDEMPTIONS HAPPEN ON A MOBILE PHONE

COUPONS INFLUENCE PURCHASE DECISIONS

68%

of consumers believe that digital coupons generate loyalty



93%

of millennials regularly search for digital coupons⁴

COUPONS ARE POPULAR WITH MILLENNIALS

30%

OF MILLENNIALS NEVER SHOP WITHOUT COUPONS



HESITANT TO ADD COUPON PARTNERS?

Coupon affiliates can boost brand performance and contribute to affiliate program success.



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

AP strategically onboarded coupon partners into Blurb's affiliate program to drive incremental sales from new customers and cost-effectively help the brand realize 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 Program Revenue with Coupon Partners

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



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

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

UNLOCK YOUR BRAND'S POTENTIAL WITH COUPON AFFILIATES.

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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/>