

10 Quick Facts About How and Why Consumers Use Daily Deals



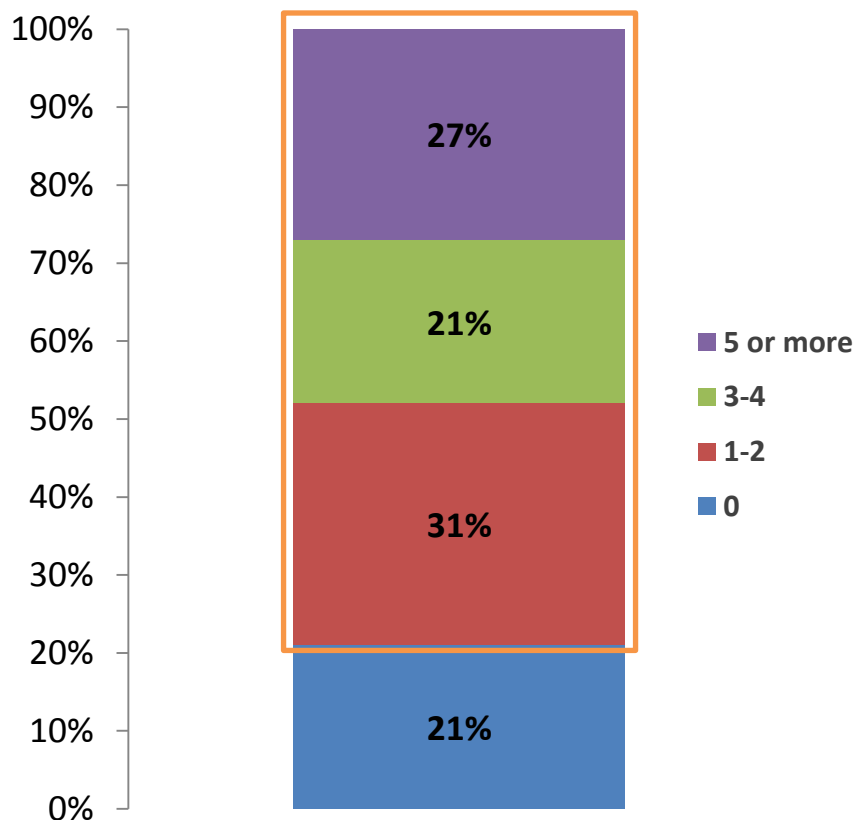
 Consumerpulse

SaveLocal[™]
from Constant Contact[®]

1. Consumers who sign up to receive Daily Deals end up purchasing them

- Four-out-of-five Daily Deal subscribers have purchased at least one deal in the last six months

Number of Daily Deals Purchased



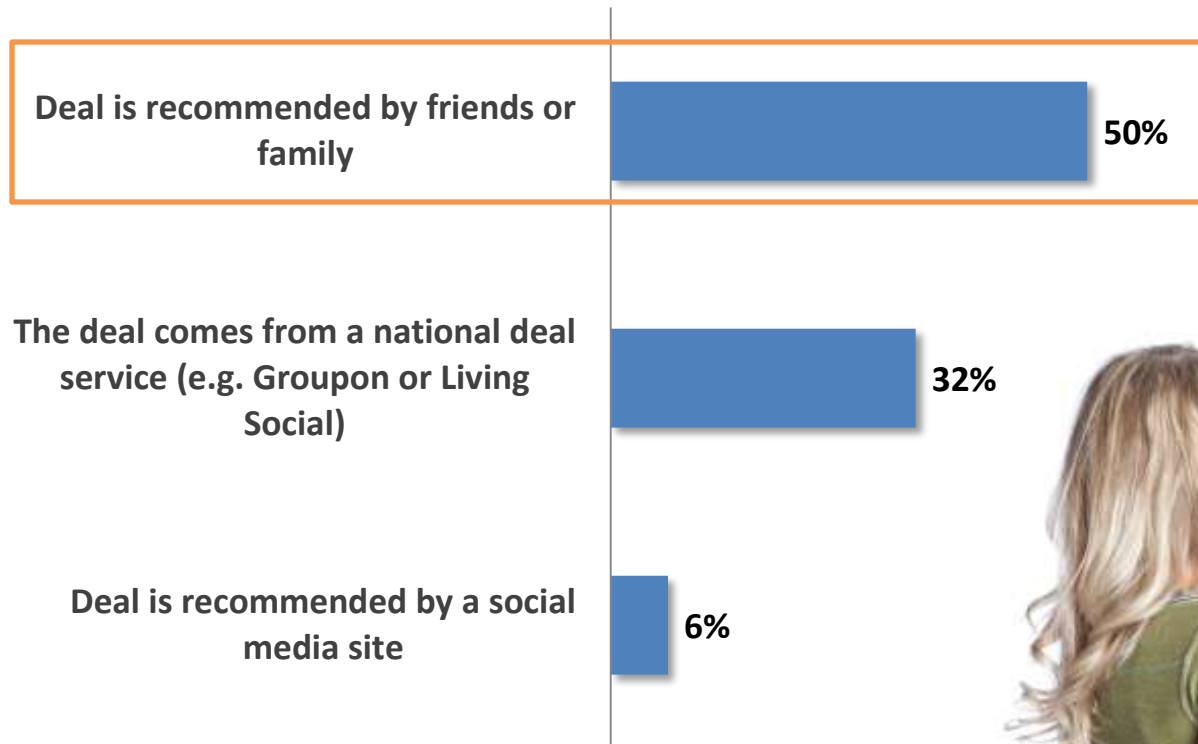
Did you know?
26%
of subscribers
age 50-59 have
purchased more
than 5 deals
In the last
6 months



2. Recommendations from friends and family make consumers more likely to purchase a deal from an unfamiliar small business

- Word-of-mouth is key for the success of local deals

Influence on Likelihood to Purchase a Deal from a Local Small Business (%8-10 Highly Likely)



Base: Those who have signed up for a Daily Deal program
Q46: How will the following influence your decision to purchase a deal from a **local small business with whom you're not familiar with?**

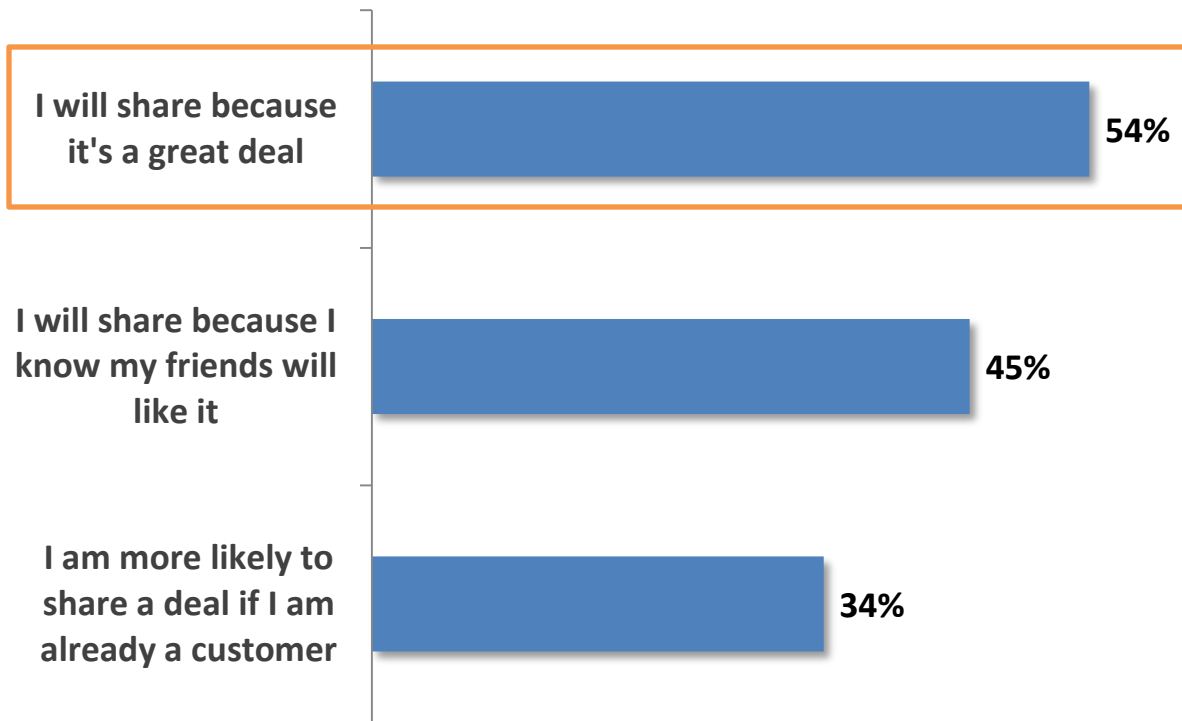
3. Personal endorsements drive deal purchases, especially for women

More Likely to Buy a Deal if it's Recommended to Them by Someone they Know (%8-10 Highly Likely)



4. People are willing to share a deal if it's great, regardless of whether they are a current customer

Reasons for Sharing Daily Deals (%8-10 Strongly Agree)



Did you know?

Women are more likely (60%) to share a deal "because it's a great deal" than men (46%)



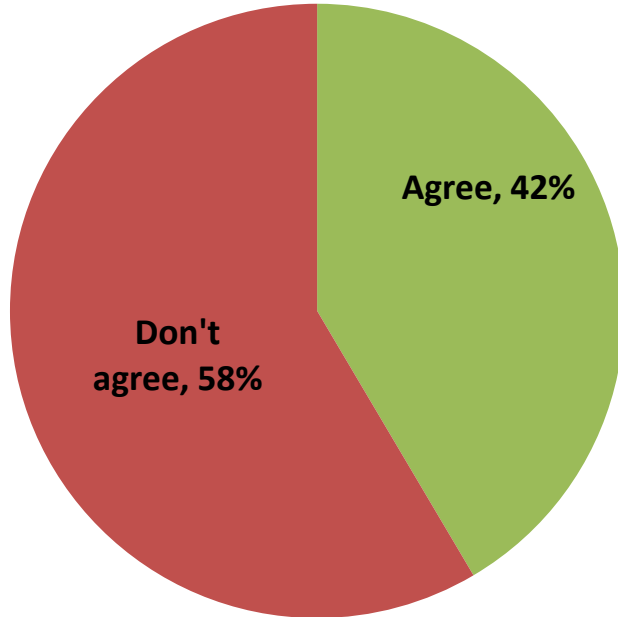
5. Familiarity and proximity matter: more than 1/3 of consumers are more likely to buy a deal from a local small business

Reasons for Buying a Daily Deal (%8-10 Strongly Agree)



6. For nearly 60% of customers, even a good Daily Deal experience doesn't automatically equal loyalty

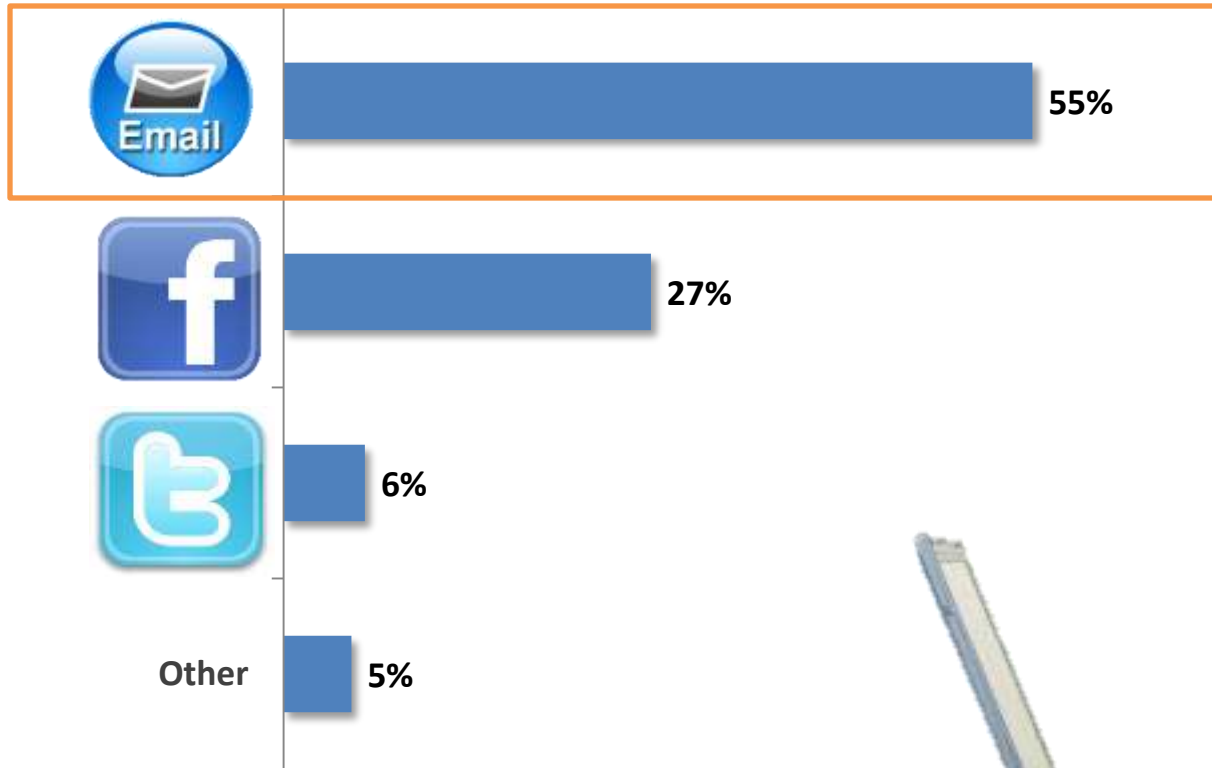
Agree/Disagree: "If I like what I get from a Daily Deal I'll become a loyal customer"



Base: Those who have signed up for a Daily Deal program Q41a:
When **buying** a Daily Deal, how much do you agree or disagree with the following? "If I like what I get from the deal I'll become a loyal customer."

7. More than twice as many consumers share deals via email than on social networks

Platforms for Sharing Daily Deals with Friends and Family
(%Yes)



Did you know?

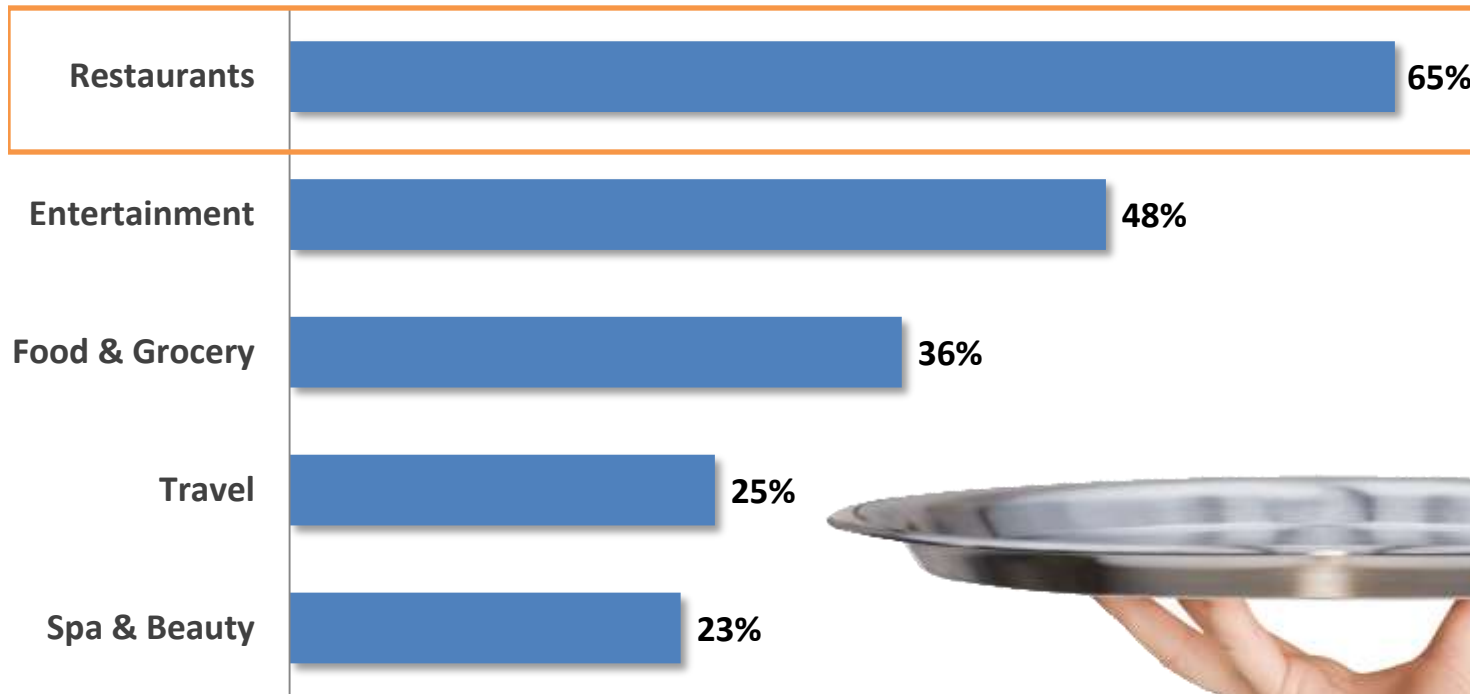
Of those who have shared a deal via email, 78% have shared more than one



Base: Those who have signed up for a Daily Deal program
Q43: In the last 6 months, have you shared a Daily Deal through any of the following? **Base:** Those who have shared a deal through email
Q44: In the last 6 months, how many times have you shared a Daily Deal on [Email]?

8. Deals for restaurants and entertainment are the most commonly shared

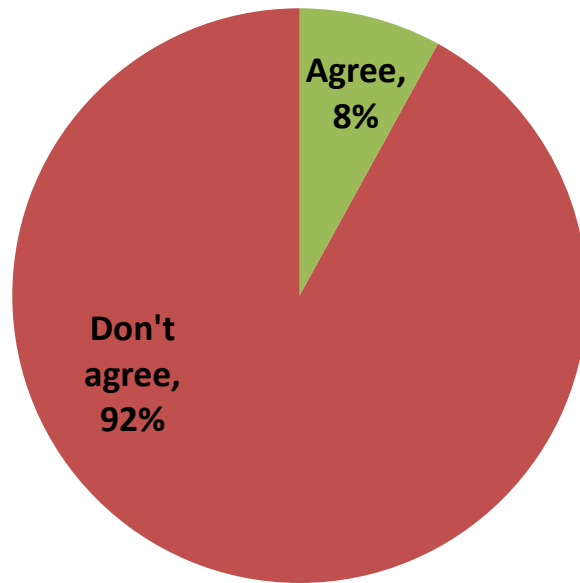
Top 5 Types of Daily Deals Shared (%Selected)



Base: Those who have shared a Daily Deal via Facebook, Twitter, Email, Google+, or Pinterest in the last 6 months **Q45:** In the last 6 months, what types of Daily Deals have you shared? *Select all that apply.*

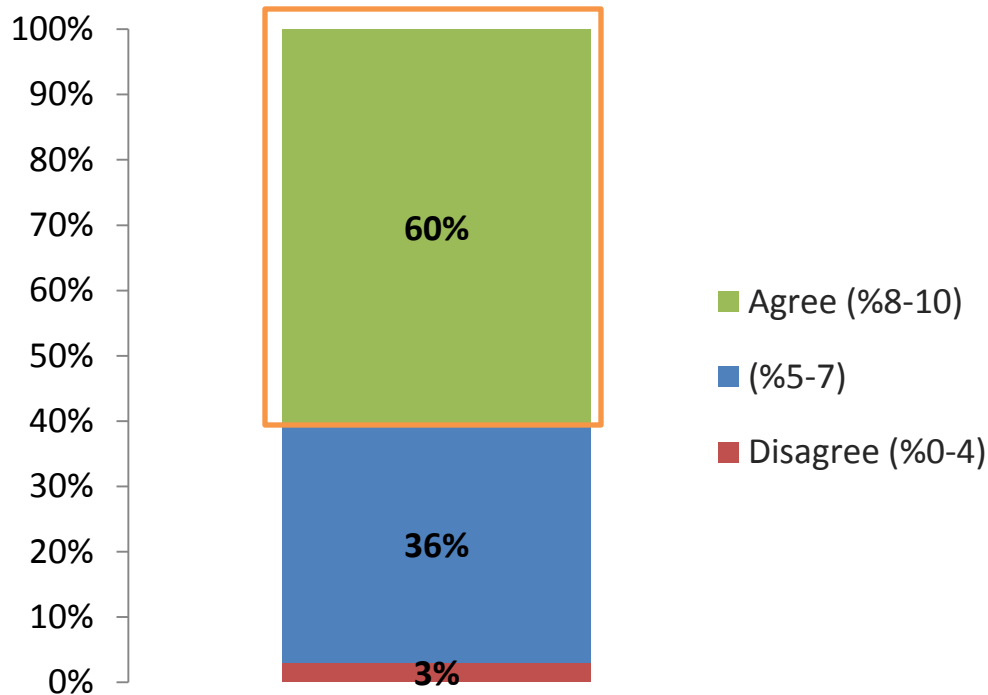
9. Most people think Daily Deals are here to stay, under 10% think they're just a fad

Agree/Disagree: "Daily Deals are a Passing Fad"



10. Subscribers think Daily Deals help attract new customers to local businesses

Agree/Disagree: “Daily Deals are an effective way to attract new customers”



Base: Those who have signed up for a Daily Deal program **Q47:** How much do you agree or disagree with the following about Daily Deals? “Daily Deals are an effective way to attract new customers.”

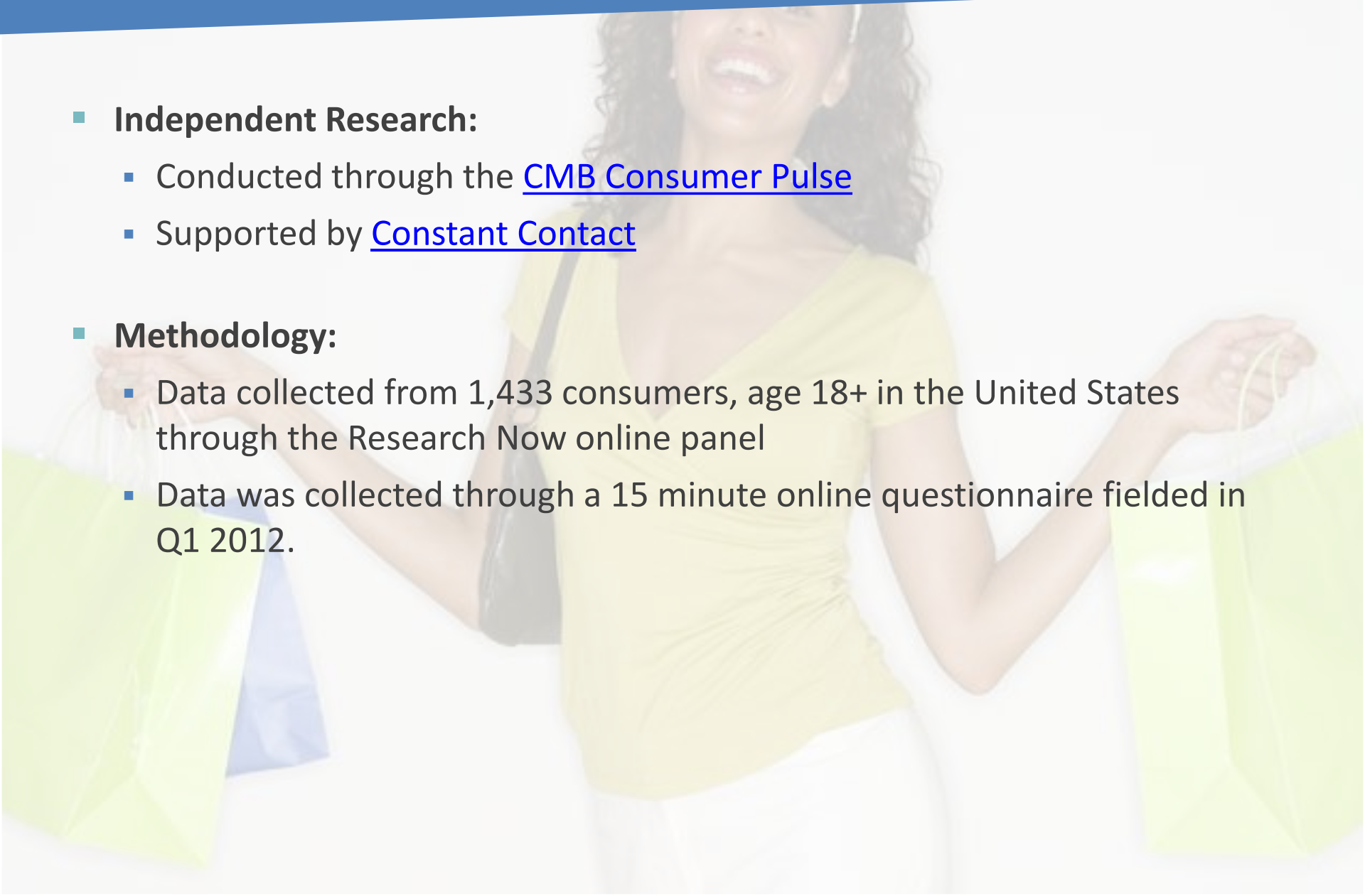
About this study

- **Independent Research:**

- Conducted through the [CMB Consumer Pulse](#)
- Supported by [Constant Contact](#)

- **Methodology:**

- Data collected from 1,433 consumers, age 18+ in the United States through the Research Now online panel
- Data was collected through a 15 minute online questionnaire fielded in Q1 2012.



Learn more

- Take a look at CMB and Constant Contact's "Quick Facts" reports on consumers' on email marketing, and social media behaviors :



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