

VIVVIX

INTEGRATED PRINT AND DIGITAL PROMOTION

2023 Trends and Insights

MEDIA COVERAGE

PRINT

FSI Coupons

+

DIGITAL

Leading Network, Aggregator, Brand and Retailer websites, representing 95% of traffic to websites that distribute coupons*

METRICS

PRINT COUPONS DROPPED

The number of coupons on a promotion multiplied by the circulation of that promotion. Not to be confused with Page Circulation.

DIGITAL ESTIMATED PRINTS

Estimated # of prints (whether print at home, load to account or digital rebate) that occurred while a coupon was captured online.

WEIGHTED AVERAGE FACE VALUE

The result of combining and weighting the various coupon face values among a category or set of events and their respective coupon circulations.

ORGANIZATION

CLASS

We report at the Total Consumer Packaged Goods level as well as Food and Non-Food.

AREA

We report nine CPG areas which include Cereals, Dry Grocery, Frozen Foods, Refrigerated Foods, Shelf Stable Beverages, Personal Care, Health Care, Household Goods and Other Packaged Goods.

PRODUCT TYPE

We look at an additional 150 product types to support category-specific insights within our data.

Note: Digital data is sample and excludes properties without comparable year-over-year collection from Digital in Promotion Trends analysis.

THE PROMOTION LANDSCAPE

	PRINT	DIGITAL	
WEEKLY HOUSEHOLDS	50 MILLION	14.6 MILLION	MONTHLY VISITORS
COUPONS DISTRIBUTED	73 BILLION	10.4 BILLION	COUPONS "CLIPPED"
INCENTIVES OFFERED	\$230 BILLION	\$19.6 BILLION	INCENTIVES "CLIPPED"
PAGES DISTRIBUTED	28 BILLION	1.8 BILLION	PAGES VIEWED

TOP AREAS

■ FOOD ■ NON-FOOD



PRINT

- Print coupon activity centered primarily around Health Care and Personal Care with these two areas accounting for 77% of coupons dropped in 2023
- CCSA (Cold, Cough, Sinus & Allergy), Combination/Personal and Vitamins were the top Product Types in Print and the Top 10 Product Types all fell under the umbrella of either Health Care or Personal Care
- Overall Print WAFV increased \$0.36 in 2023 with 8 of 9 areas increasing WAFV
- Pharmaceuticals had the highest WAFV in Print at \$9.37, followed by CCSA at \$5.20 and Hair Care at \$4.58



DIGITAL

- While CPG activity was more evenly spread across all areas in Digital, Dry Grocery continued to have the highest estimated prints in 2023
- Laundry Detergent, Snacks and Fabric Softener were the top Product Types in Digital with Dry Grocery, Household Products, Personal Care, Shelf-Stable Beverages and Frozen Products all represented among the Top 10 Product Types
- Digital incentives increased \$0.07 in 2023 with 8 of 9 areas increasing WAFV
- Pharmaceuticals also had the highest WAFV in Digital at \$5.59, followed by Combination Other at \$5.28 and Other Packaged Goods at \$5.00

SEASONALITY

PRINT

In **Print**, promotion activity was strongest in January and gradually decreased over the course of the year. Coupons dropped tended to be highest during the first and last weeks of the month with the biggest drop weeks occurring on January 1st and March 5th.

Highest volume: January
Lowest volume: December

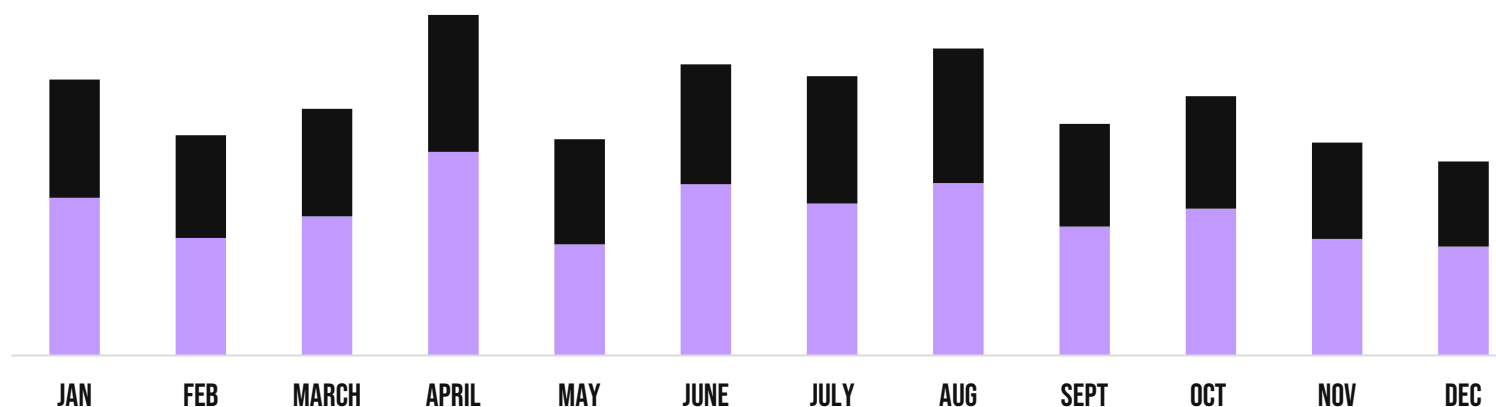
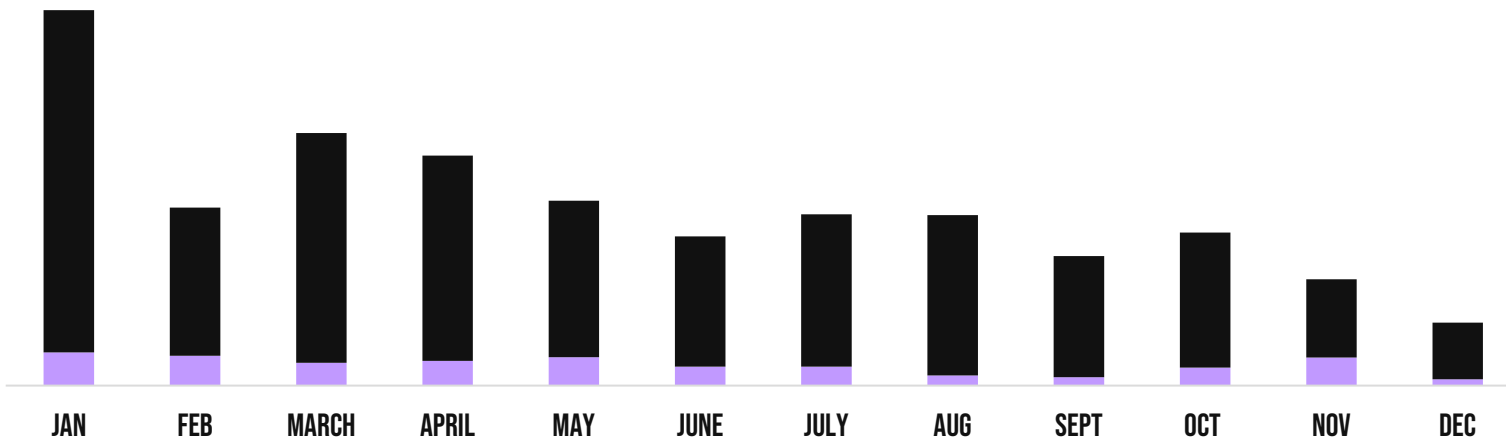
DIGITAL

In **Digital**, promotion activity peaked in April, but also saw strong activity during the summer months. While estimated prints saw relatively even distribution throughout April, the summer activity was driven by singular high activity drop weeks occurring on June 4th and August 6th.

Highest volume: April
Lowest volume: December

FOOD VS. NON-FOOD

Non-Food couponing continues to be the driving force in Print accounting for 89% of FSI coupons and driving seasonality. In Digital, where activity is split more evenly between Food and Non-Food activity, Food is still the primary driver of top weeks.



No FSI coupons were run on 1/22, 2/12, 4/9, 5/14, 5/28, 7/2, 7/23, 8/20, 9/3, 11/26, 12/17, 12/24 or 12/31.

FOOD NON-FOOD





NEW PRODUCT ACTIVITY

1,569

Number of new products in 2023

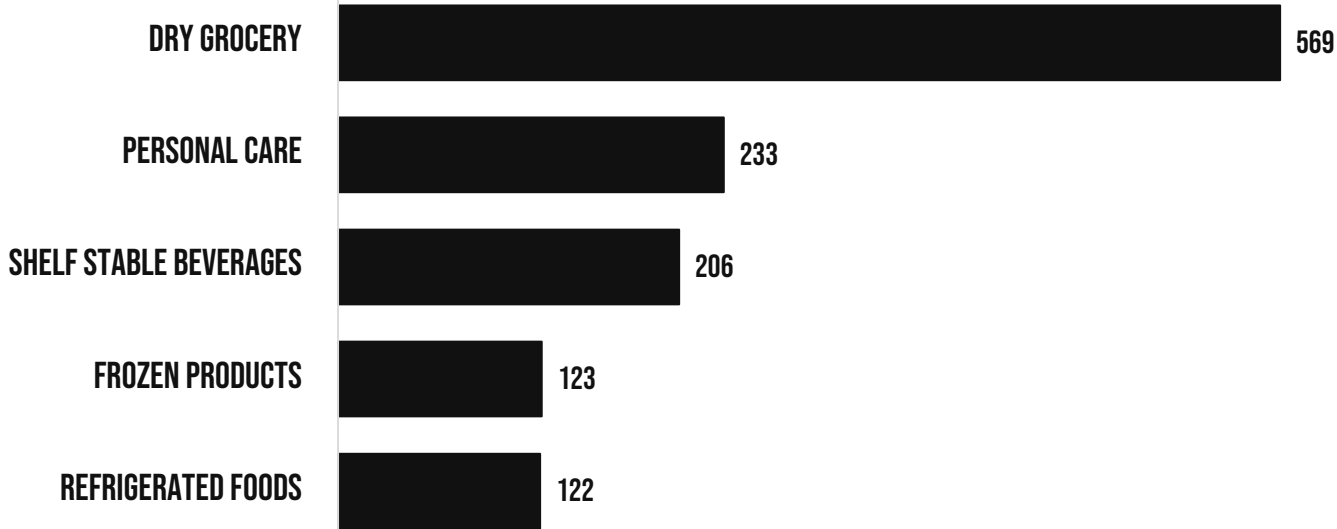
94%

Percentage of new products first seen in Digital

68%

Percentage of new products in Food

TOP 5 NEW PRODUCT AREAS IN 2023



**2023 EXPANDED DIGITAL FOOTPRINT -
FETCH REWARDS, SHOPMIUM, WALMART+
AND DOLLAR GENERAL REBATES**

AVAILABLE NOW

OUTMANEUVER COMPETITORS WHEREVER THEY PLAY

Learn how these industry trends affect your category and how key competitors use Promotion to support their brands.

Contact your Vivvix account manager or our Client Success team to schedule a review.

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