

Mobile Promotion's Unique Role

Kantar Media tracks mobile coupon offers to power clients' informed decisions in a rapidly changing promotion landscape



2017 AVERAGES FOR MOBILE PROMOTION

 Face Value **\$1.98**

 Unit Value **\$1.94**

 Discount **17%**

 Multiple Purchase Required **1%**

 Days Active **10.8**

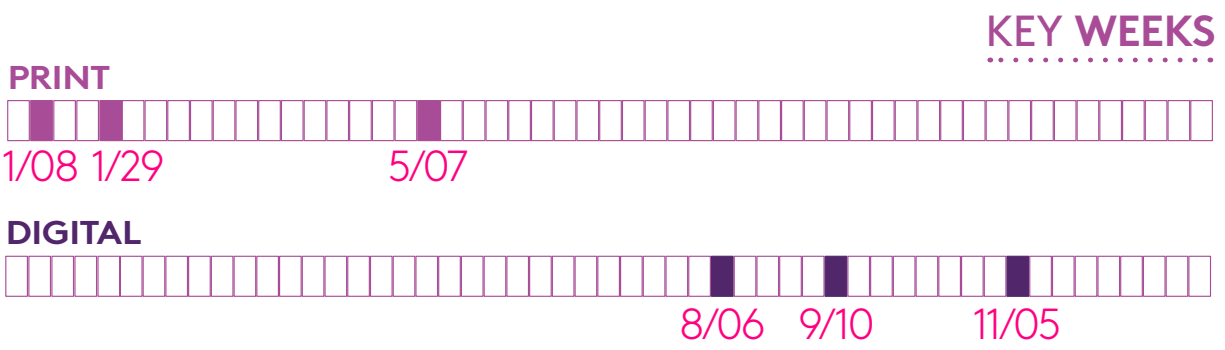
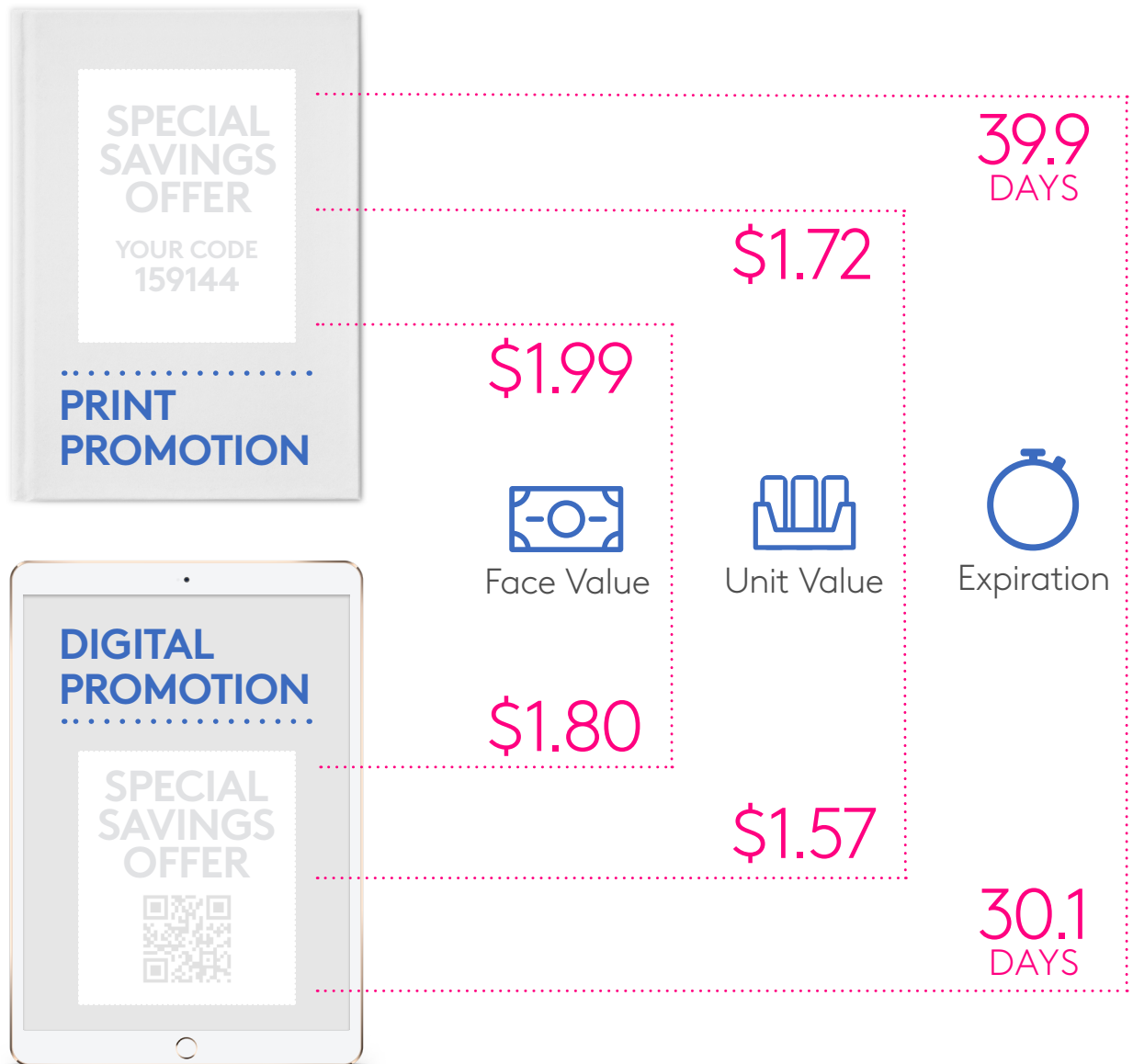
MOBILE ACTIVITY

733
Active on
Mobile
Promotion

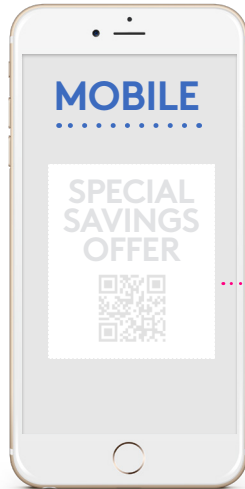
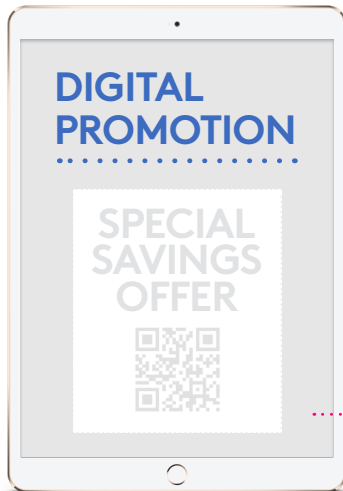


Active
52/52
Weeks

Source: Kantar Media



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NON FOOD GREW
48.8%

PET FOOD
(ONLY BOGO)

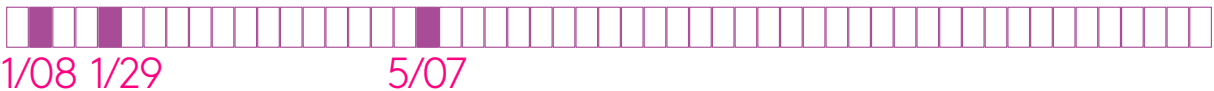
FOOD GREW
50%



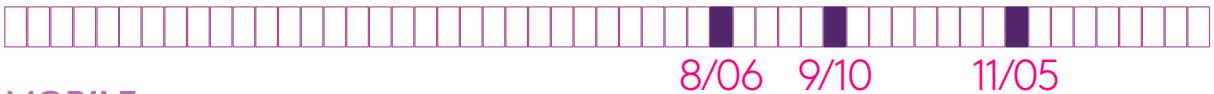
BOGO
(Buy One, Get One)

KEY WEEKS

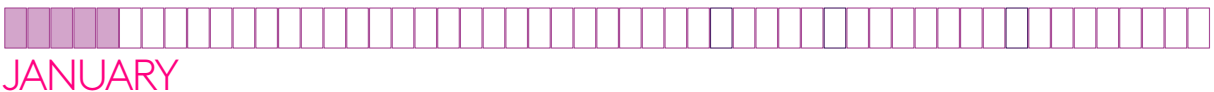
PRINT



DIGITAL



MOBILE



Source: Kantar Media