

Shopper study: Understanding what consumers truly want from promotions

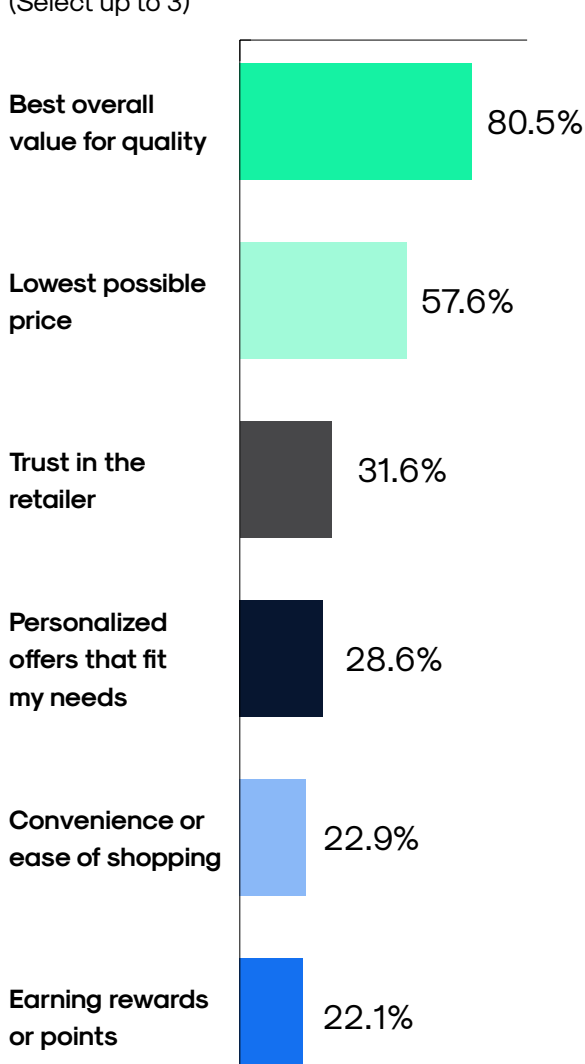
As consumers grow more selective, price-sensitive and digitally engaged, what defines a good deal? We surveyed shoppers to uncover their attitudes toward retail promotions, loyalty programs and the use of AI. We found that today's consumer defines a "good deal" not just by the lowest possible price, but by superior overall value. When it comes to offers, shoppers want consistency, transparency and clear communication from retailers.

Defining a good deal

Shoppers define a "good deal" as one that balances quality and price, and they are more motivated to snatch up a deal if it offers a percentage or dollar value off. Here's more on what influences the shopper journey.

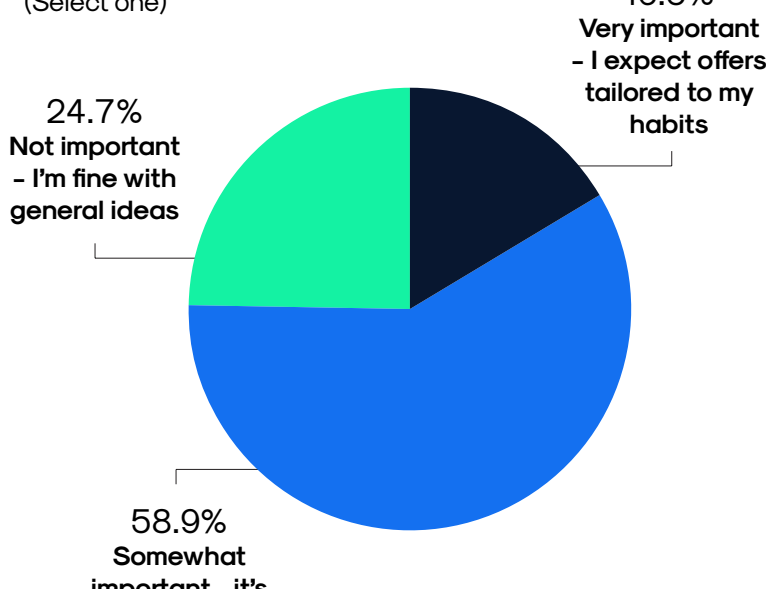
When you think about "getting a good deal," what matters most to you?

(Select up to 3)



How important is it that offers feel personalized to you?

(Select one)

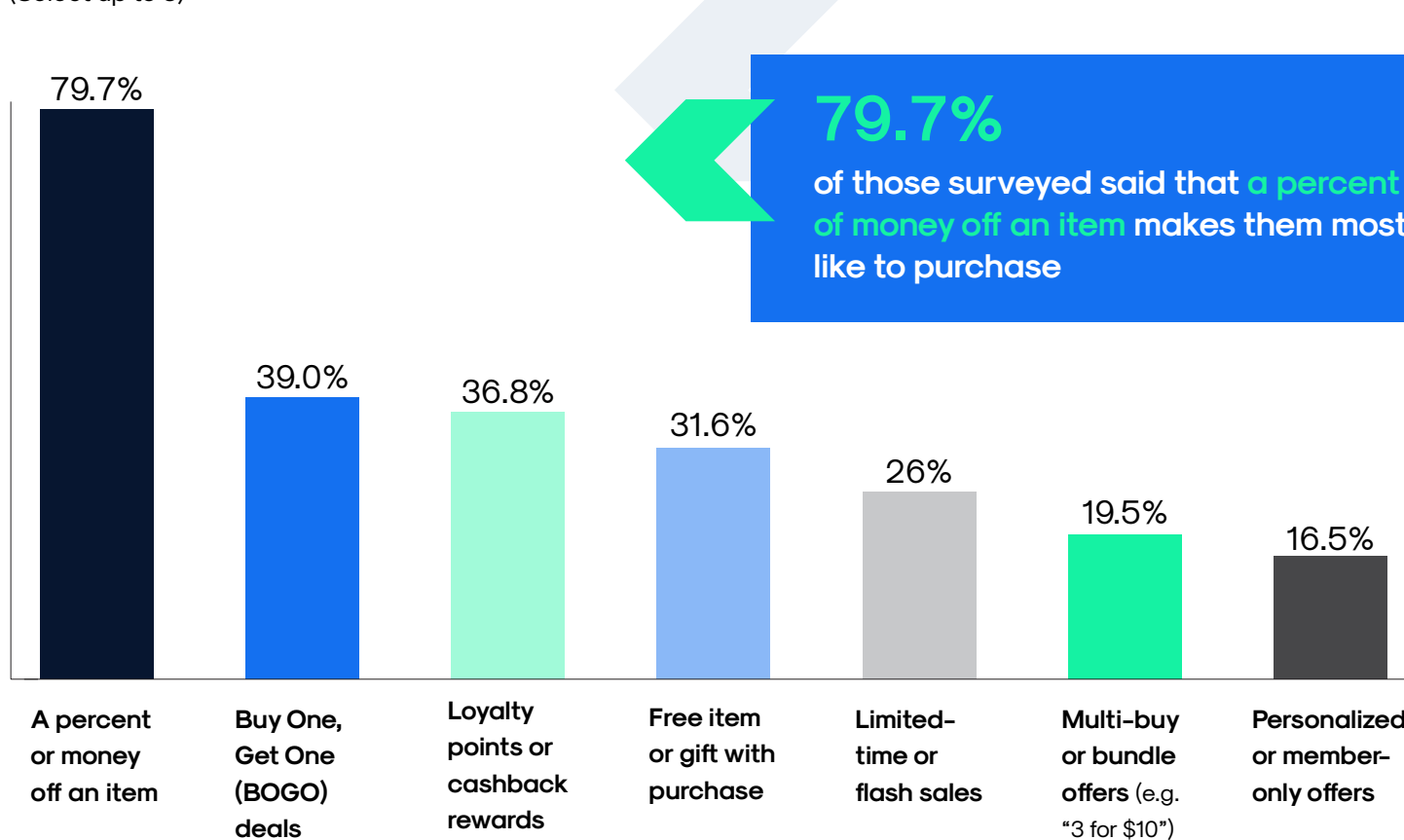


Personalization isn't optional

75% of shoppers expect it

Which types of promotions make you most likely to purchase?

(Select up to 3)



79.7%

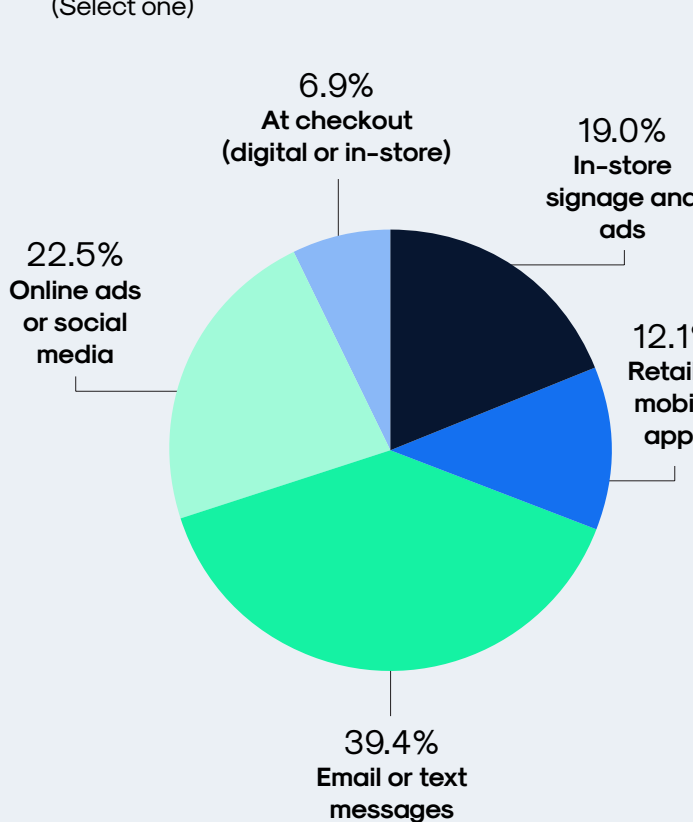
of those surveyed said that a percent of money off an item makes them most like to purchase

Customer connection and loyalty drivers

How you engage with shoppers matters. They are most likely to pay attention to retailer offers that arrive via email/text or that they see on social media or online ads. Loyalty is boosted when rewards are viewed as valuable or easy to use.

Where do you most often notice or engage with offers?

(Select one)



Nearly half

of shoppers buy more than planned or try new brands when redeeming an offer.

What keeps you loyal to a retailer's program over time?

(Select all that apply)



82.7%

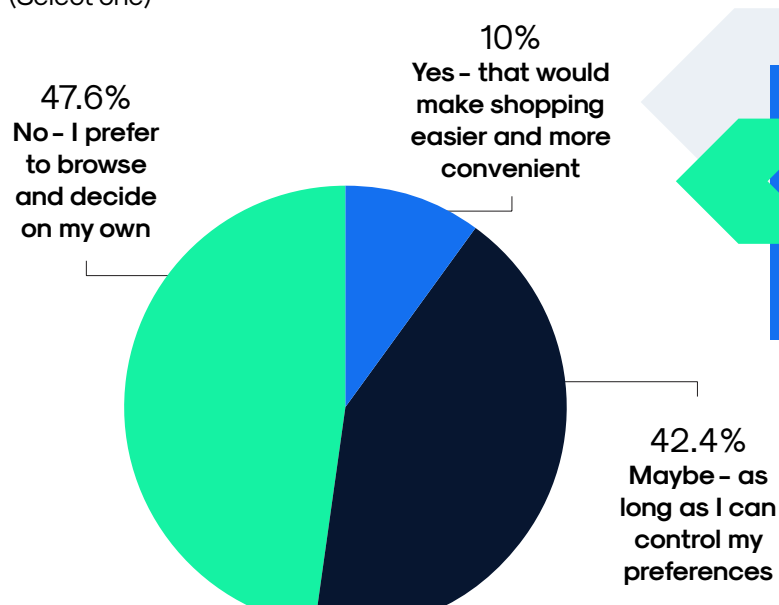
of those surveyed said that valuable savings or rewards keeps them loyal to a retailer's program over time

AI-powered shopping

Shoppers expressed a willingness for retailers to use AI to enhance their shopping experience. One caveat: They still want oversight of their preferences and purchases.

Would you like retailers to use AI to make your shopping experience smarter (for example, predicting your needs or reminding you about deals you'd likely want)?

(Select one)



52%

A majority of consumers—more than half—are willing to share data if it delivers a better shopping experience.

AI-driven savings matter

Over 70% of consumers are leveraging or exploring AI to uncover better deals.

Key takeaway:

Simple, upfront discounts, such as money-off promotions, are the most effective way to drive an immediate purchase. To build long-term loyalty, retailers must offer shoppers tangible rewards, easy-to-use loyalty programs and communicate their offers clearly.

ABOUT XCCOMMERCE

For 20 years, XCCommerce has provided retailers with an automated solution to manage, execute and analyze complex promotional offerings across all sales channels. Our mission has always been to help businesses compete in the extremely competitive and fast-paced retail environment by providing them with a platform to easily manage their own promotional programs to drive customer loyalty and increase sales.

For more information, visit: <https://xccommerce.com/>