

Consumer Buzz

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Load-To-Card Coupons Gain Ground

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Digital coupons are finally overtaking paper coupons in terms of redemption rates, according to data from Inmar, Inc. Inmar analyzed some 2.2 billion coupons in 2016 and found that redemption of offers loaded from retailers straight to customer loyalty accounts increased 20%. Conversely, redemption of coupons clipped from newspaper inserts decreased 10%. **GP**