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Cash Back is King

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Cash back incentives strongly influence purchase decisions, according to a recent study from RetailMeNot. However, traditional mail-in rebates are taking a backseat to digital cash-back offers. More than half (55%) of those surveyed said they'd prefer to get online cash back offers rather than mail-in rebates. And almost 50% said they'd be more willing to buy an item if they could combine a coupon with a cash-back offer. Approximately 25% of consumers have redeemed a rebate or cash-back offer within the last year. **GP**