

## Study by Independent Consulting Firm Shows 631%, 3-Year, Risk-Adjusted ROI Using RetailMeNot's Online Shopping Solutions to Increase In-Store Sales

*RetailMeNot retail clients report incremental revenue due to increased transaction volumes and increased average order values*

*- Report states that RetailMeNot's omnichannel shopping experience for consumers increases customer loyalty and drives more in-store sales through both mobile and online channels*

AUSTIN, Texas, Feb. 11, 2014 /PRNewswire/ -- RetailMeNot, Inc., (NASDAQ: SALE), the operator of the world's largest digital coupon marketplace, released today the findings of a commissioned study conducted by Forrester Consulting on behalf of RetailMeNot's online and mobile **promotional channels and their impact on retail clients' in-store sales**. The January 2014 study is entitled "The Total Economic Impact Of The RetailMeNot In-Store Solution."

(Logo: <http://photos.prnewswire.com/prnh/20130312/DA74245LOGO>)

According to the study, RetailMeNot's In-Store Solution provides a Risk-Adjusted return on investment (ROI) of 631% for a composite retailer using its omnichannel promotions technology over a three-year period.

The full study is available here: [www.rmn.com/roi](http://www.rmn.com/roi).

Forrester interviewed and surveyed a dozen RetailMeNot retail partners that had used and tested the company's online and mobile promotional channels measuring the impact of those initiatives on the organization's in-store sales. Based on the creation of a composite retailer and their use of the RetailMeNot In-Store Solution over three years, the study found a significant return on investment that provided — at low labor costs — growth in incremental revenue driven by increased transaction volumes and higher average order values.

"I believe that this study is another proof point that smart omnichannel promotional strategies, especially those using low cost marketing channels like the RetailMeNot In-Store Solution, create incentives for consumers to shop while preserving and growing a merchant's profit margins," said Michel Georgoff, Director, RetailMeNot In-Store. "With more than 11 million consumers downloading the free **RetailMeNot Coupons app** available for iPhone and Android, we've witnessed how this technology helps retailers increase foot traffic into their properties through targeted promotional strategies."

The following are actual quotes from retailers in the study lauding RetailMeNot's In-Store Solution:

"We want to engage with our customers whenever and wherever they want. The RetailMeNot In-Store Solution helps us connect with customers in the real world while on mobile devices. With the RetailMeNot app, they get a push notification when they are near one of our stores or based on a promotion schedule. That brings many of them into the store. If they choose to visit us online, we are more than happy to convert the customer that way. Regardless, it is a fantastic win for us."

"Adding the ability to measure the impact on in-store sales has been one of the top benefits to the program. We test multiple offer types weekly."

"The In-Store Solution makes it easier for us to interact with the customer on the go. We have a big initiative for omnichannel and mobile. RetailMeNot is very large part of that."

Retailers interested in learning more about RetailMeNot's omnichannel promotional strategies can visit [www.rmn.com/instore](http://www.rmn.com/instore) or email us at [advertise@rmn.com](mailto:advertise@rmn.com).

Full study is available at [retailmenot.com/corp/gui/pdf/forresters\\_online.pdf](http://retailmenot.com/corp/gui/pdf/forresters_online.pdf)

### **About RetailMeNot, Inc.**

RetailMeNot, Inc. ([www.retailmenot.com/corp/](http://www.retailmenot.com/corp/)) operates the world's largest digital coupon marketplace. The company enables consumers across the globe seeking to save money to find hundreds of thousands of digital coupons from retailers. RetailMeNot, Inc. experienced more than 500 million visits to its websites in the last 12 months. The RetailMeNot, Inc. portfolio includes [www.RetailMeNot.com](http://www.RetailMeNot.com), the largest digital coupon marketplace

in the United States; [www.RetailMeNot.ca](http://www.RetailMeNot.ca) in Canada; [www.VoucherCodes.co.uk](http://www.VoucherCodes.co.uk), the largest digital coupon marketplace in the United Kingdom; [www.Deals.com](http://www.Deals.com) in Germany; [www.Actiepagina.nl](http://www.Actiepagina.nl), a leading digital coupon site in the Netherlands; [Bons-de-Reduction.com](http://Bons-de-Reduction.com) and [www.Ma-Reduc.com](http://www.Ma-Reduc.com), leading digital coupon sites in France; [www.Poulpeo.com](http://www.Poulpeo.com), a leading digital coupon site with cash back in France; and [www.Deals2Buy.com](http://www.Deals2Buy.com), a leading discount offer site in North America. RetailMeNot, Inc. went public in July 2013 and is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit: <http://investor.retailmenot.com/>.

Be sure to "like" RetailMeNot, Inc. on [Facebook](#) and follow the company via Twitter [@retailmenotinc](#).

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