

RetailMeNot Releases Research Brief on Benefits of Marketing Attribution

February 14, 2015, Austin, Texas, RetailMeNot, Inc. (www.retailmenot.com/corp/), the world's largest marketplace for digital offers, today released the following research brief on the importance of marketing attribution in the retail industry.

Click the PDF below for the full report.

RetailMeNot continues to demonstrate the value of the company's marketplace platform for retailers and continues to evaluate the ROI of its partnerships with retailers, restaurants and brands.

In the study released today, "How Retail Marketers Are Solving the Attribution Equation," RetailMeNot demonstrates the value of the company's marketplace platform amongst its retail partners, with the stated goal of evaluating the ROI of the company's marketing services in helping retailers achieve a varied set of key performance indicators, including: brand awareness, traffic online and in-store and driving sales.

The study also contains the results two attribution studies, one conducted with C3 Metrics and the retailer, Bare Necessities, to understand the value RetailMeNot's services during various touch points along the consumer-shopping journey.

In particular, the study paid close attention to the growing significance of the mobile channel and its impact on in-store sales.

A few key points in the paper:

- RetailMeNot worked closely with C3 Metrics and Bare Necessities to account for the various touch points consumers made throughout their purchase cycles
- Analysis of this campaign concluded that, in comparison to Bare Necessities total customer base, RetailMeNot/Bare Necessities customers:
 - Convert 3x faster
 - Spend 5% more per transaction
 - Are new customers 45% of the time
- From an attribution perspective, during the campaign, RetailMeNot delivered:
 - A 19% sales increase compared to pre-campaign performance
 - A higher AOV than the balance of Bare Necessities' other channels during this time frame
 - A 2:1 ROI
 - ~65% of attributed value in the discovery and research stages of the shopping journey, as determined by C3's weighting of positions in a shopper's click path, further validating how RetailMeNot reached consumers at every stage of the purchase funnel
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About RetailMeNot, Inc.

RetailMeNot, Inc. (<http://www.retailmenot.com/corp/>) operates the world's largest marketplace for digital offers. The company enables consumers across the globe to find hundreds of thousands of digital offers from their favorite retailers and brands. During the 12 months ended December 31, 2014, RetailMeNot, Inc. experienced nearly 700 million visits to its websites, and during the three months ended December 31, 2014, monthly mobile unique visitors totaled 21.2 million. In 2014, RetailMeNot, Inc. estimates \$4.4 billion in paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk, the largest digital offers marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; Bons-de-Reduction.com and Ma-Reduc.com, leading digital offers sites in France; Poulpeo.com, a leading digital offers site with cash back in France; andDeals2Buy.com, a digital offers site in North America. RetailMeNot, Inc. 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>.

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