

# Promotional and Loyalty Print Solution

## COUPONS



36% of millennials and 29% of gen Z often use coupons

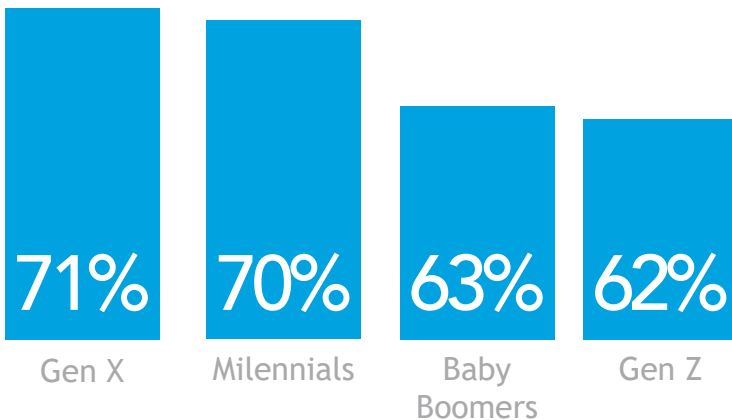
## GAMES AND SWEEPSTAKES



The younger the generation, the more interested they are in playing a game to earn points

**Millennials** redeem rewards most often; **77%** redeem at least **once a quarter**

Influences Loyalty Programs Have on Brand Choice



- The most popular reward across all generations was discounts, followed by free products.
- Free delivery was rated the number one loyalty perk across all generations.
- 4 out of 5 people are more likely to engage with a brand that offers incentives.

**61%**

61% Of consumers say that the most important way a brand can interact with them is by surprising them with offers or gifts just for being a customer.

**73%**

73% of consumers are more likely to recommend brands with good loyalty programs

**75%**

75% of consumers like discounts and offers.