



# RevTrax® Day and Time Study

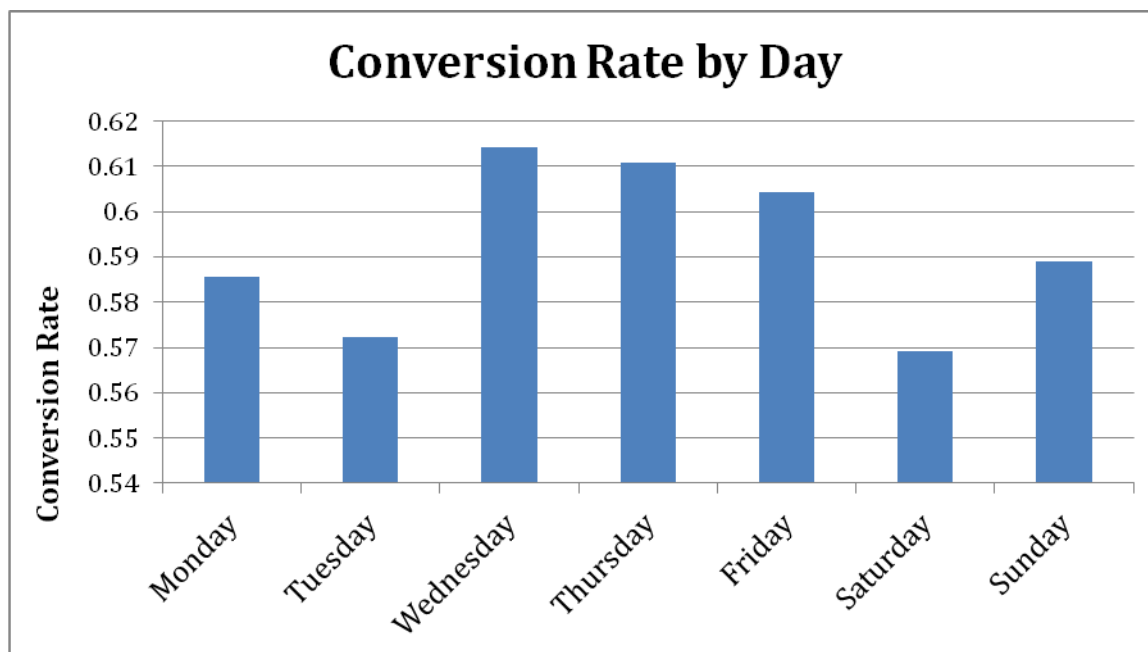
November 2011

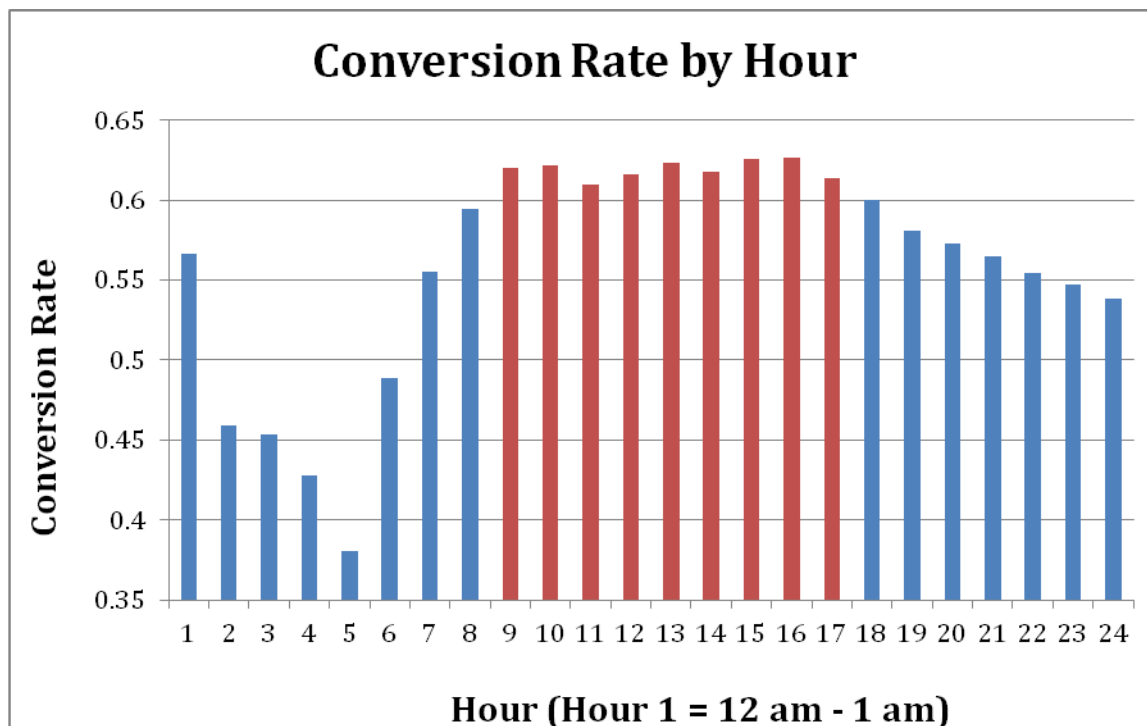
**Which day and hour are people most likely to print a coupon?** This question is important to any advertiser using online coupons to drive in-store sales. To answer this question, [RevTrax®](#), the leading technology platform for digital promotions that drive in-store sales, conducted a comprehensive analysis of a data set for the time period from December 2008 to August 2011.

The primary goal of the RevTrax® study was to determine the day(s) and hour(s) that consumers had demonstrated the highest likelihood of printing a coupon. The RevTrax® data set was analyzed in several different ways:

- coupon print and view volume by day;
- coupon print and view volume by hour;
- coupon conversion rate (% of coupons that are viewed and printed) by day;
- coupon conversion rate (% of coupons that are viewed and printed) by hour;
- the odds / likelihood a consumer will print a coupon based on day; and
- the odds / likelihood a consumer will print a coupon based on hour.

Below are results of the RevTrax study:





#### View and Print Analysis, By Day:

Logistic Regression Table

Predictor	Coef	SE Coef	Z	P	Odds	95% CI	
					Ratio	Lower	Upper
Constant	-0.529213	0.0015837	-334.16	0.000			
Mon	-0.0060817	0.0021032	-2.89	0.004	0.99	0.99	1.00
Tues	-0.0290365	0.0022083	-13.15	0.000	0.97	0.97	0.98
<b>Wed</b>	0.0419921	0.0020062	20.93	0.000	<b>1.04</b>	1.04	1.05
<b>Thur</b>	0.0363265	0.0019774	18.37	0.000	<b>1.04</b>	1.03	1.04
Fri	0.0257562	0.0020746	12.42	0.000	1.03	1.02	1.03
Sat	-0.0341621	0.0022514	-15.17	0.000	0.97	0.96	0.97
Sun	0.0060817	0.0021032	2.89	0.004	1.01	1.00	1.01

#### View and Print Analysis, by Hour:

Predictor	Coef	SE Coef	Z	P	Odds	95% CI	
					Ratio	Lower	Upper
Constant	-0.618690	0.0032730	-189.03	0.000			
0	0.0498323	0.0050222	9.92	0.000	1.05	1.04	1.06
1	-0.160813	0.0060659	-26.51	0.000	0.85	0.84	0.86
2	-0.171648	0.0074543	-23.03	0.000	0.84	0.83	0.85
3	-0.231423	0.0091376	-25.33	0.000	0.79	0.78	0.81
4	-0.348144	0.0110126	-31.61	0.000	0.71	0.69	0.72
5	-0.0976358	0.0088632	-11.02	0.000	0.91	0.89	0.92
6	0.0301034	0.0063091	4.77	0.000	1.03	1.02	1.04
7	0.0986490	0.0047793	20.64	0.000	1.10	1.09	1.11
<b>8</b>	0.140755	0.0041315	34.07	0.000	<b>1.15</b>	1.14	1.16
<b>9</b>	0.143437	0.0039203	36.59	0.000	<b>1.15</b>	1.15	1.16





10	0.124046	0.0038499	32.22	0.000	<b>1.13</b>	1.12	1.14
11	0.133872	0.0038169	35.07	0.000	<b>1.14</b>	1.13	1.15
12	0.146461	0.0037973	38.57	0.000	<b>1.16</b>	1.15	1.17
13	0.136664	0.0038041	35.93	0.000	<b>1.15</b>	1.14	1.16
14	0.150291	0.0038001	39.55	0.000	<b>1.16</b>	1.15	1.17
15	0.150959	0.0037995	39.73	0.000	<b>1.16</b>	1.15	1.17
16	0.129869	0.0038115	34.07	0.000	<b>1.14</b>	1.13	1.15
17	0.107814	0.0038671	27.88	0.000	1.11	1.11	1.12
18	0.0751945	0.0039496	19.04	0.000	1.08	1.07	1.09
19	0.0610530	0.0040097	15.23	0.000	1.06	1.05	1.07
20	0.0471206	0.0040690	11.58	0.000	1.05	1.04	1.06
21	0.0293996	0.0041642	7.06	0.000	1.03	1.02	1.04
22	0.0150828	0.0043211	3.49	0.000	1.02	1.01	1.02
23	-0.0150828	0.0043211	-3.49	0.000	0.99	0.98	0.99

### **Conclusion:**

RevTrax’s analysis by day of the week demonstrates that both Wednesday and Thursday offer advertisers clear advantages over all other days. Consumers show significantly higher view-to-print conversion rates, odds of printing and total coupons printed on each of these days.

Wednesday offers slightly higher printing odds and view-to-print conversion rates. Thursday offers higher print and view volume. Should a consumer view a coupon on Wednesday and *not* print it, there remains strong odds that the consumer will view and print that coupon on Thursday. Thus, RevTrax concludes that Wednesday is the ideal day for issuing digital coupons.

RevTrax’s hour analysis demonstrates that there are two distinct times during the day that maximize print likelihood and conversion rate: 8am – 10 am and 12 pm – 4 pm. While the printing odds and conversion rates are similar for both the early morning peak (8 am – 10 am) and the afternoon peak (12 pm – 4 pm), the volume of views and prints is much lower in the early morning. This means that while not as many people view and print coupons early in the day, those who do view coupons between 8 am and 10 am are just as likely to print as those who view them in the afternoon. Should advertisers issue digital coupons later in the day, they will miss both this peak morning window as well as the opportunity for morning viewers to ultimately repeat view and print later in the afternoon.

Advertisers should note that sending a coupon out nationally at 8 am *is not sufficient as 8 am on the east coast is 5 am on the west coast*. Thus, advertisers need to correct for time zone differences.

This data strongly infers that consumers are very likely to print coupons while at work. Yet, if a coupon provider requires customers to download software in order to print a coupon, these coupons cannot be printed in the workplace, as many offices do not allow their employees to





download software to office computers. This means that coupon providers that require software downloads are unable to reach customers at the time they are most likely to print.

The ultimate conclusion of the RevTrax<sup>®</sup> study is that any advertiser that is interested in driving the most value for their digital coupon efforts need to have their promotions available to customers at 8 am on Wednesday morning. Doing so increases the odds a customer prints by an estimated 19.6% over normal conversion rates. A 19.6% increase is a significant raise in prints, and advertisers should expect to see a significant increase in in-store revenue as well as an increased return on investment.