

Coupon Redemption Rate

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Coupon Redemption Rate

Definition & Measurement Details



What is Coupon Redemption Rate?

The number of active coupons used by customers when completing a transaction divided by the total number of the company's coupons that are in circulation and are considered to be active (i.e., usable during a certain period of time and/or under specific circumstances) over the same period of time, as a percentage.

Why should this KPI be measured?

Coupon Redemption Rate measures the ability of the company to use product promotions to stimulate sales. A low value for this KPI indicates that the company has issues with over-stocked inventory and may

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of active (non-expired) coupons used by customers and (2) total number of coupons distributed over a period of time. Only active

ABRIDGED CONTENT
Purchase to View Full Definition & Measurement Details!

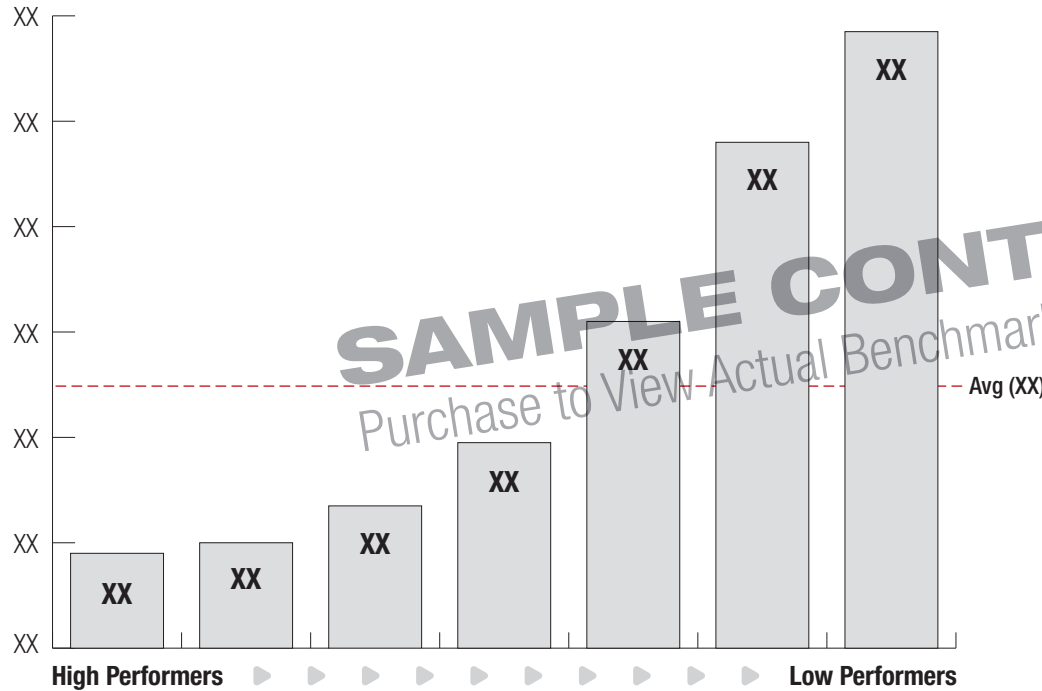
Coupon Redemption Rate

Benchmarks & Characteristics of High Performers



Coupon Redemption Rate

(Number of Active Coupons Redeemed / Total Number of Coupons in Circulation) * 100



Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

How to read this chart: This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

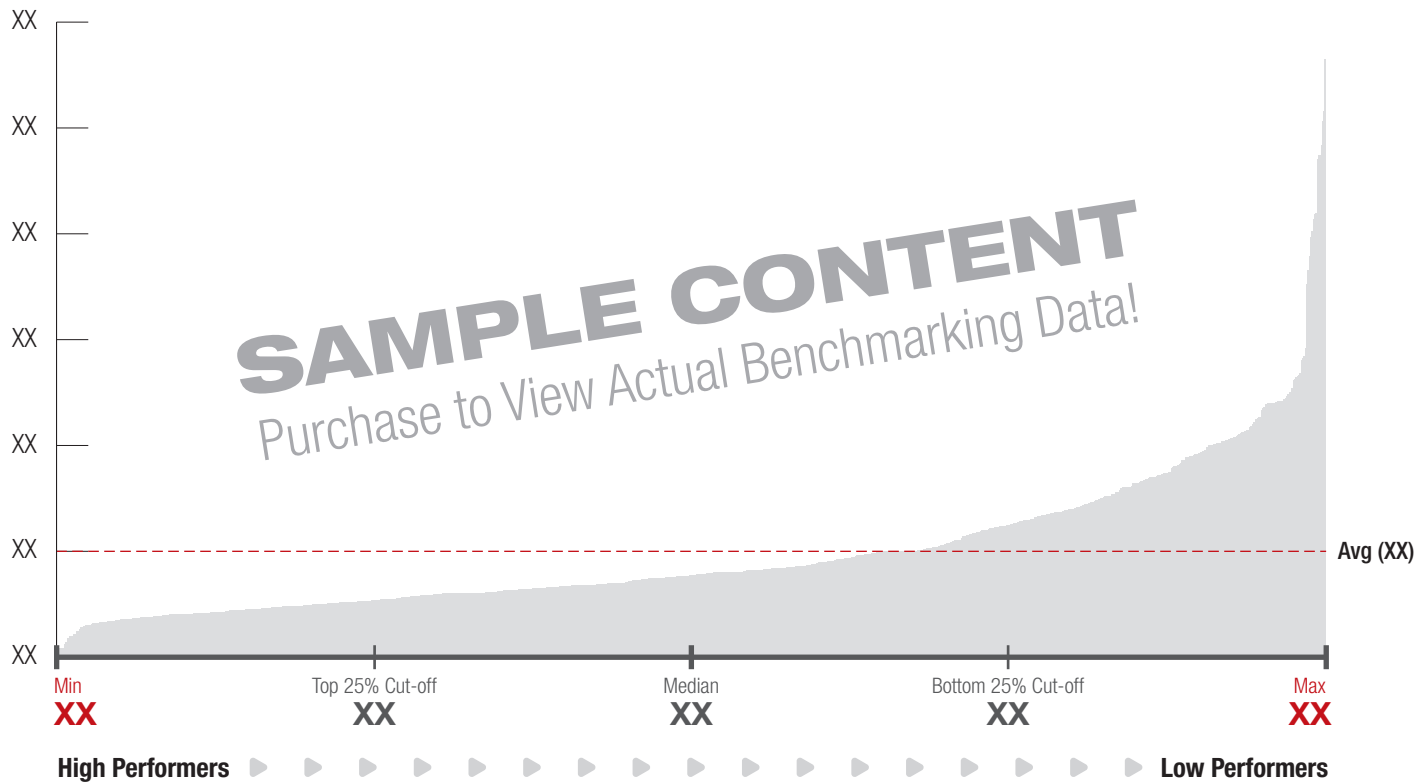
Coupon Redemption Rate

Benchmarks & "Long Tail" Analysis



Coupon Redemption Rate

(Number of Active Coupons Redeemed / Total Number of Coupons in Circulation) * 100



How to read this chart: This chart plots all values within the observed population for this KPI. This chart can be useful in analyzing the upper and lower boundaries (i.e., minimum/maximum values) and the amount of the population that falls above/below the average for the KPI, among other things.

Benchmarking Report Terms & Conditions

OpsDog KPI Reports



© 2017 OpsDog, Inc.

The OpsDog KPI Reports and their contents are protected by copyright laws, contain the trademark OpsDog, Inc., and are OpsDog's proprietary information. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording or otherwise, without written permission from OpsDog, Inc.

OpsDog, Inc. assumes no liability with respect to the use of the information contained herein which is provided "as is" and there are no warranties of any kind provided by OpsDog with respect to this report. OpsDog assumes no responsibility for errors or omissions and will not be liable for any damages resulting from the use of the information contained herein.

OpsDog, Inc.

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888