

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
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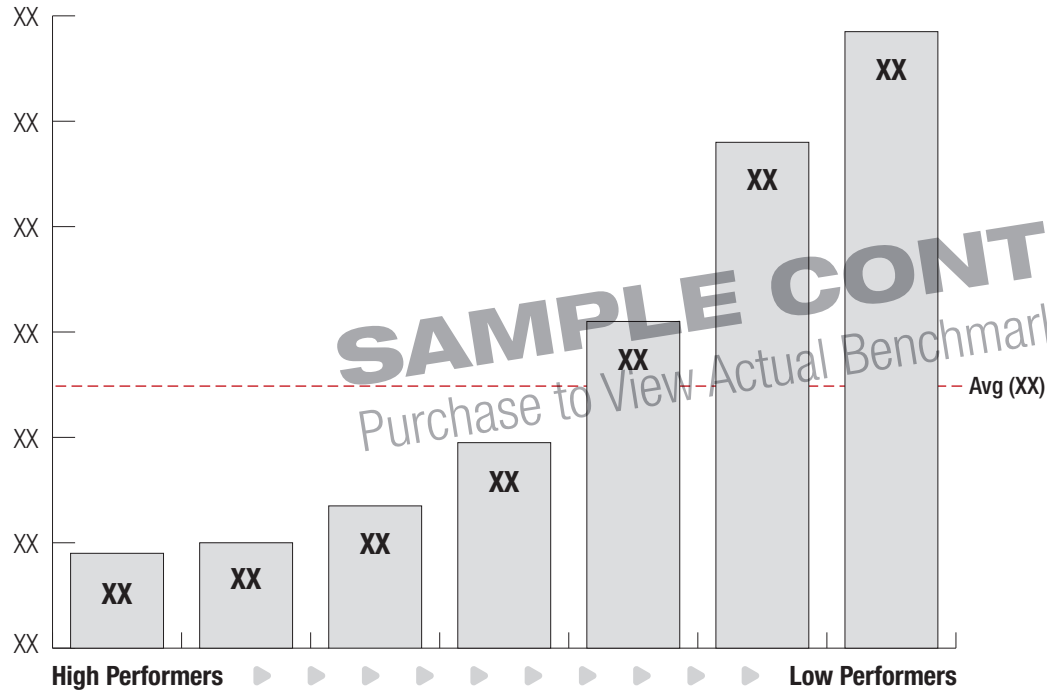
Coupon Redemption Rate

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.

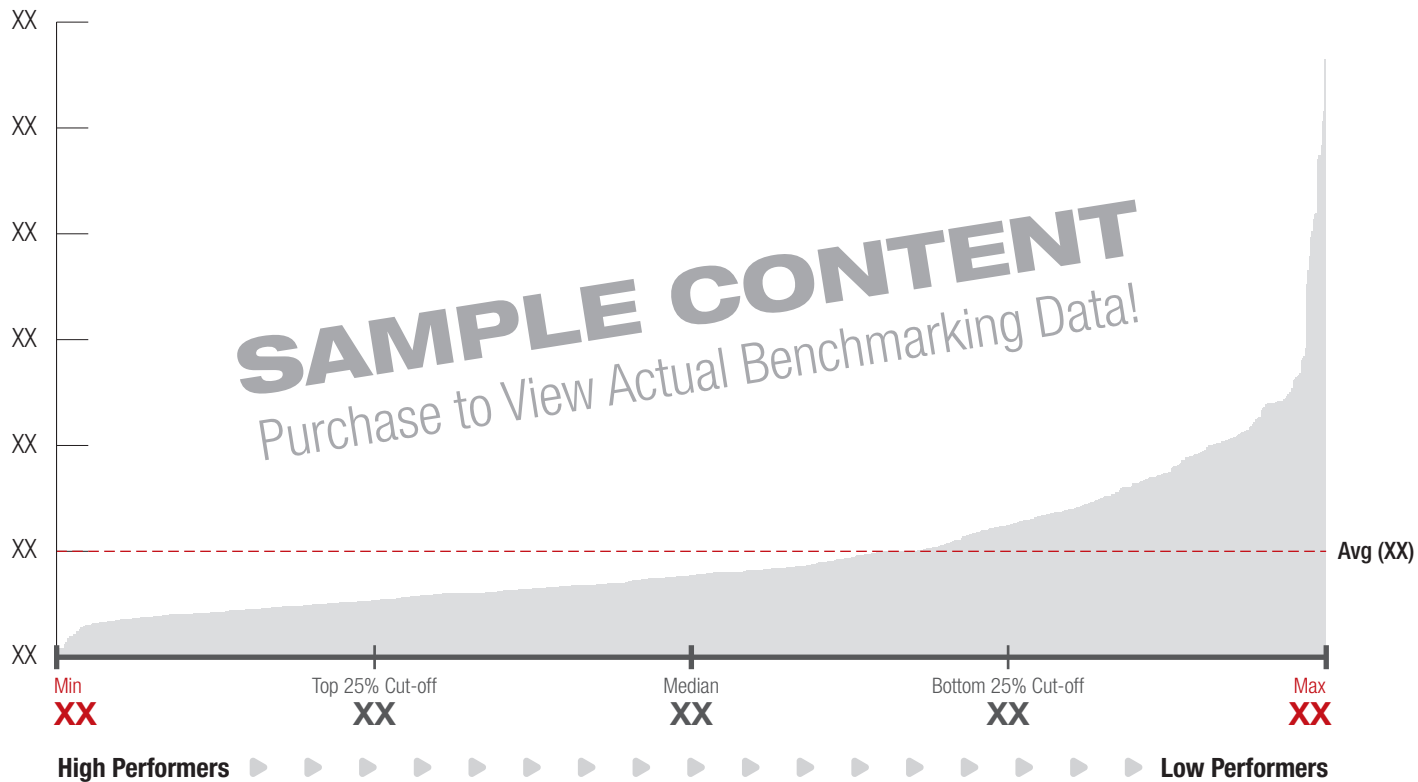
Coupon Redemption Rate

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.

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