

# Constant Contact Introduces Digital Coupons

**Along with local deals, small businesses now have the power to run the perfect offer to accompany any promotional campaign**

WALTHAM, Mass.--([BUSINESS WIRE](#))--Over 100 million US adults are forecasted to [use digital coupons in 2014](#), and 92 percent of American consumers say [local deals are here to stay](#). [Constant Contact®](#), Inc. (NASDAQ: CTCT) now gives small businesses the power to offer both with today's launch of fully trackable and customizable [digital coupons](#). Complemented by [deals from SaveLocal](#), the digital coupons launch presents Constant Contact customers with the most robust and intelligent offers service for small businesses on the market.

The combination of deals and digital coupons gives small businesses the ability to offer the perfect type of discount mapped to their particular goals and objectives from one central and integrated resource. Whether they are looking for upfront sales with a deal (larger discounts requiring advanced purchase) or a steadier stream of profit over time with a coupon (traditionally smaller discounts which do not require advance purchase), small businesses can tap into the increasing consumer demand for offers of all kinds within their Constant Contact account.

"Offers have become an essential tool for small businesses looking to attract and retain customers," said Dave Wachtendonk, product manager, SaveLocal at Constant Contact. "We recently found that small businesses find deals to be [the most effective tool to attract new customers](#), and coupons are a classic and proven revenue-boosting technique. Managing them both from one place ensures that small businesses can test to see what works for their brand and track results for future campaigns."

Like deals, the digital coupons will be fully trackable. Small businesses will be able to see the number of claims, how and where they were shared, and when claims are redeemed. Additionally, they can determine which claims came from new customers and where new customers found the promotion. Contact information for everyone who claims a coupon is added directly into the small business's Constant Contact account, opening up the opportunity to engage with coupon users in the future. For the small businesses owner on the go, coupon tracking will also be available via the SaveLocal mobile app.

"Two of the most important results from running coupon and deal campaigns are revenue boosts and new potential for long-term customers," said Wachtendonk. "And full tracking capabilities means the difference between 'spray and pray' marketing tactics of the past and intelligent, targeted marketing. For example, seeing whether Facebook or email drives more coupon redemptions gives small businesses valuable insights into where they should focus future marketing efforts."

*To learn more about Constant Contact's offers-creation products, visit [SaveLocal here](#).*

## **About Constant Contact®, Inc.**

[Constant Contact](#) wrote the book on Engagement Marketing® – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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## **Cautionary Language Concerning Forward-Looking Statements**

*This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding Constant Contact's launch of digital coupons. These forward-looking statements are made as of the date they were first issued and were based on current*

*expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "hope," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "might," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond Constant Contact's control. Constant Contact's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, the company's ability to attract new customers and retain existing customers, the company's dependence on the market for email marketing services for small organizations, adverse economic conditions in general and adverse economic conditions specifically affecting the markets in which the company operates, the company's ability to successfully develop and introduce new products and add-ons or enhancements to existing products, including digital coupons, adverse regulatory or legal developments, the company's ability to continue to promote and maintain its brand in a cost-effective manner, changes in the competitive environment, the company's ability to compete effectively, the company's ability to attract and retain key personnel, the company's ability to protect its intellectual property and other proprietary rights, and other risks detailed in Constant Contact's most recent Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission as well as other documents that may be filed by the company from time to time with the Securities and Exchange Commission. Past performance is not necessarily indicative of future results. The forward-looking statements included in this press release represent Constant Contact's views as of the date of this press release. The company anticipates that subsequent events and developments will cause its views to change. Constant Contact undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing Constant Contact's views as of any date subsequent to the date of this press release.*

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