



UPS Capital



# Capitalizing On Discount Holidays As An SMB

With more than half of U.S. adults (56%) participating in retail discounting events, SMBs have a huge opportunity to capture new customers and grow revenue in these moments.

**Nearly three-in-four (72%) consumers** would prefer to purchase discount goods from an SMB over large retailers during discounting events. Here's why:



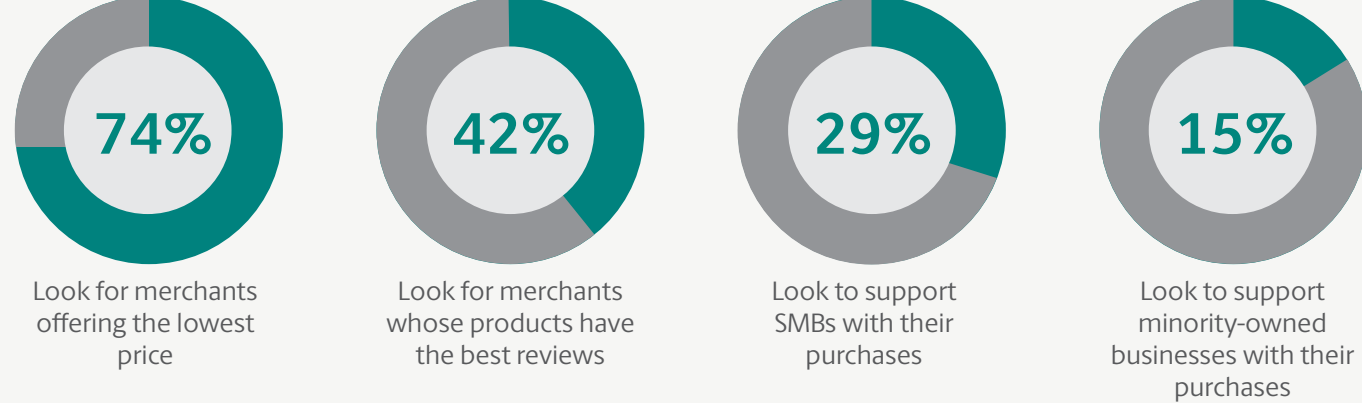
**Of the 28% of the consumers who would not prefer to purchase discounted goods from SMBs over large retailers:**



SMBs can find themselves at a disadvantage, **especially when they cannot compete on price.**

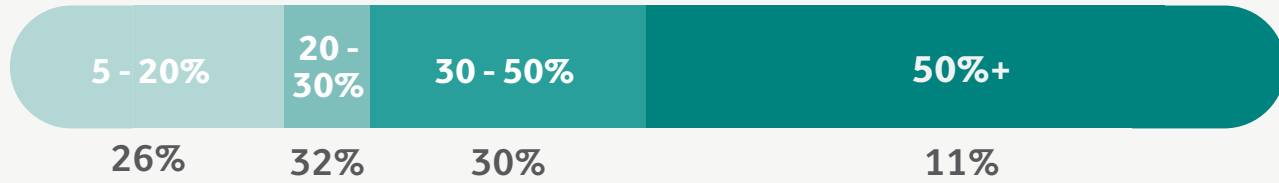
**Only 18% of consumers** who favor SMBs during these events believe they offer better prices than larger retailers.

## When deciding which merchants to purchase from during discount events:

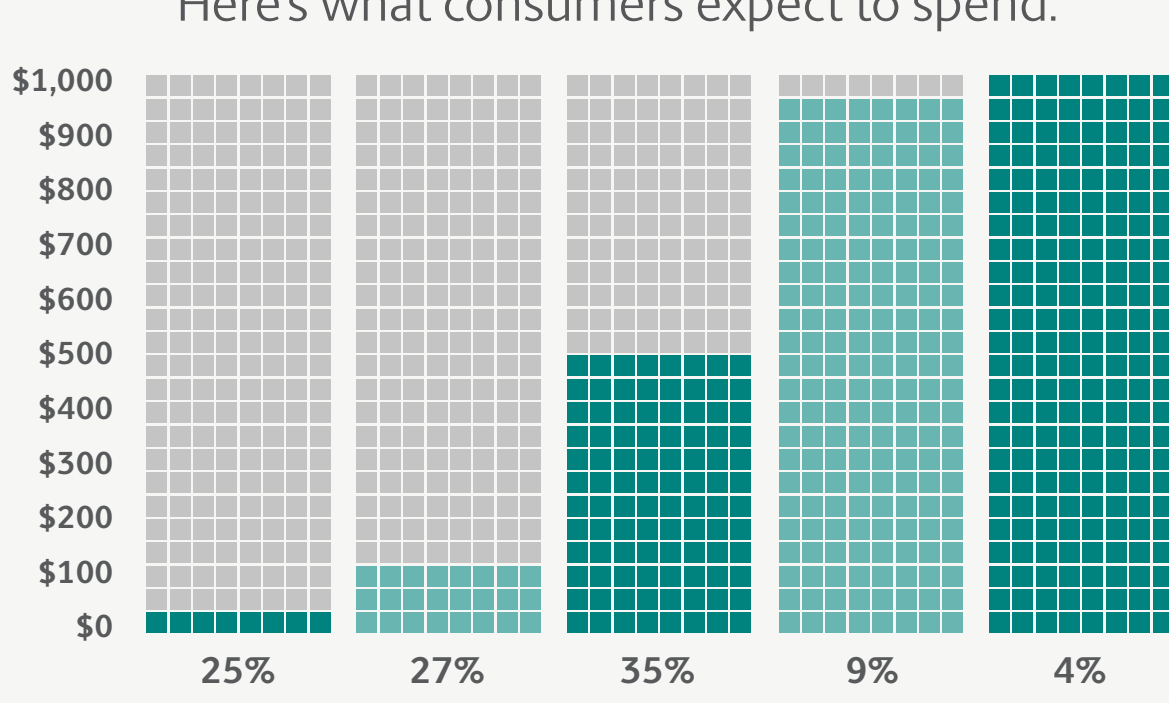


This is significant, especially when **more than half of U.S. consumers (62%)** expect to receive savings between 20% - 50% during these events.

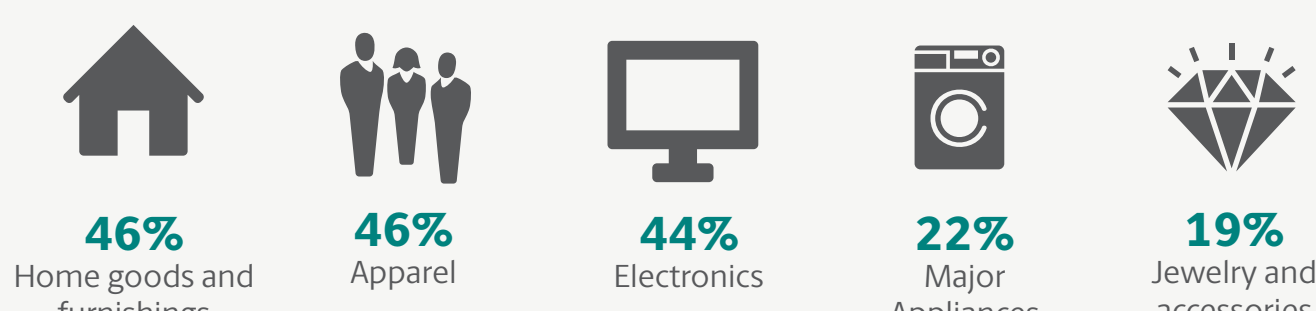
## During retail discounting events, consumers typically look for the following savings:



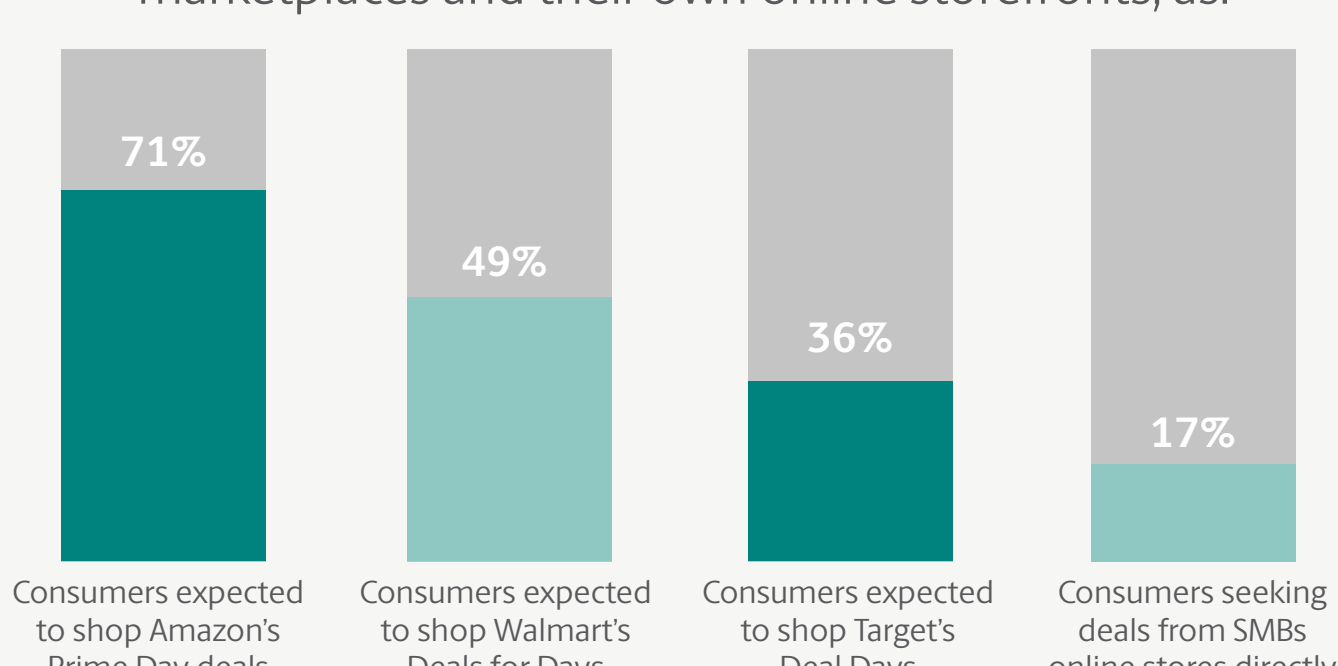
**With 55% of consumers** expecting to spend the same amount or more this year during retail discounting events, SMBs can tap into a windfall of online sales opportunity. Here's what consumers expect to spend:



## Among the top categories consumers plan to shop include:



SMBs will find opportunity both within popular e-commerce marketplaces and their own online storefronts, as:



SMBs can maximize these events with ease by providing a positive post-purchase experience in the event of a loss or damage, while covering narrow margins with the help of InsureShield™ shipping insurance.

- 1** Easily **protect packages, profits, and reputation**, regardless of carrier
- 2** Reship or refund with confidence, knowing **most claims are paid 4 days or less\***
- 3** Choose from **transactional, annual or rules-based** coverage
- 4** Accessible through **upscapital.com/quote** or popular platforms and apps, like Shopify



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All data based on a June 2021 independent survey of 1000 randomly selected U.S. consumers over 18.

\* Figures are based on aggregate insurance claim payment data collected by UPS Capital Insurance Agency, Inc. during the period of four consecutive fiscal quarters ended March 31, 2021. Individual results may vary.

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