



Shipt, the American same-day online grocery delivery arm of Target Corp., has now begun offering digital coupons | Photo source [Business Wire](#)

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ONLINE GROCERY DELIVERY SERVICE INCORPORATES MANUFACTURER'S COUPONS



As many online grocery stores in the US do not accept coupons, Shipt has begun offering digital versions

Spotted: As the COVID-19 pandemic continues, online grocery sales have soared, but so have prices. With traditional shopping, people can somewhat offset price increases by using coupons, but most online grocery stores do not accept these. Shipt, the American same-day online grocery delivery arm of Target Corp., has now begun offering digital coupons.

The programme is run under a partnership with digital media firm Quotient. Under the partnership, Shipt will provide national manufacturer's coupons from consumer brands such as Kimberly-Clark, Colgate-Palmolive and Johnson & Johnson.

Shipt users can access the coupons by logging into their account and choosing the retailer they want to shop from. That retailer's coupons will then appear on the product pages for the relevant items. The coupons are redeemed when the items are purchased. Starting soon, customers will be able to "clip" coupons in the app's Savings Tab and redeem them later on at checkout.

The partnership between Quotient and Shipt is not the only way that online stores are working to make things easier for consumers amongst the boom in online sales. Springwise has previously highlighted other aspects of this trend, such as using geo-targeting to provide [personalised promotions](#) and [mobile coupons](#).

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Website: shipt.com

Contact: shipt.com/contact

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Takeaway:

Online grocery orders in the US have skyrocketed during the lockdown, and this trend is set to continue, even as lockdowns ease. At the same time, digital coupon usage is growing as shoppers scramble to save money on everyday items. While the use of printed coupons has declined, participation in digital coupon programmes has risen by 93 per cent since the beginning of March. This means that those stores that do not discount may get left behind, and will likely signal further growth in digital couponing.