



## Revenge spending

Is your brand capturing the change in consumer spend?



eBook

# What is revenge spending?

The year 2020 came with a whirlwind of unprecedented obstacles. Due to Covid-19 lockdowns, people spent a majority of their time indoors and away from their customary social gatherings.

As the world started opening back up in 2022, people began to engage in “revenge spending”. Taking advantage of the normalcy, consumers were now able to book trips, attend events and adjust back into all their pre-pandemic pastimes. The urge to make up for lost time came in full force, resulting in a significant increase in consumer spending.

Consumers saved **14.2%**

more in **2020** than they did in **2019**<sup>1</sup>

Consumers spent **18%** more

in **March 2022** than they did in **March 2020**<sup>2</sup>



<sup>1</sup> Meg Walters Aug 05, 2021, "Have the Urge to Splurge? You May Be 'Revenge Spending.'" HelloGiggles.

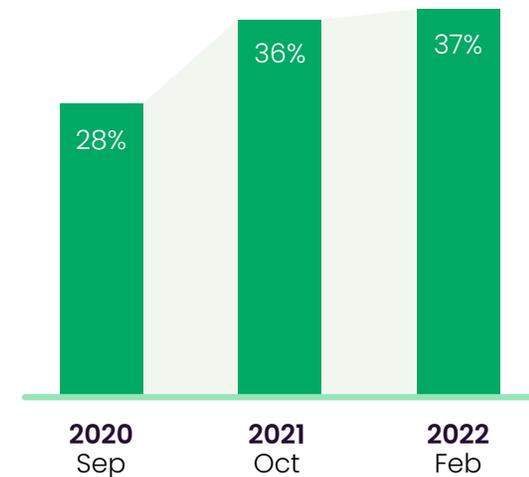
<sup>2</sup> "Emerging Consumer Trends in a Post-Covid-19 World: Growth, Marketing & Sales." McKinsey & Company.

# It's not just more spend, it's different spend

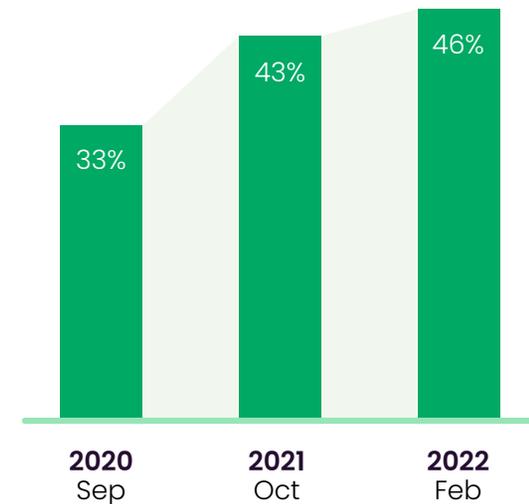
Not only have we seen a rise in consumer spend but we're also seeing major shifts in the way consumers are spending. Across America, people are embracing new behaviors putting brands in a unique position to capitalize. According to McKinsey's latest report, more US consumers reported switching to different brands and retailers in 2022 than at any time since the beginning of the pandemic. With this great shake-up happening, it's imperative for brands to get in front of the right consumers at the right time.

More US consumers are switching brands and retailers now than in 2020 and 2021, and about 90% plan to continue doing so<sup>3</sup>

Consumers who shopped a different retailer/store/website recently<sup>3</sup>



Consumers who shopped a different brand recently<sup>3</sup>



<sup>3</sup> McKinsey COVID-19 US Consumer Pulse Surveys: Feb 25–Mar 1, 2022, n=2,160; Oct 9–15, 2021, n= 2,095; Sept 18–24, 2020, n=1,026; sampled and weighted to match the US general population aged 18 years and older.



Consumers are

**75.4%** more likely

to buy your product when there is an  
incentive involved<sup>4</sup>

## Staying competitive among the surge

Providing consumers with a unique offer they can't find anywhere else is key for brands striving to stay competitive during this spend surge.

Card-linked offers not only provide this incentive but they can be targeted to specific audiences, based on the consumer's spending habits. Figg can target specific consumer segments such as - new customers, lapsed customers, returning customers or competitive targeting.

### Lapsed customers

who haven't shopped with you in the last year.

### Loyal customers

for increased purchase volume.

### New customers

with 0X purchases at your brand in the last 12 months.

### Customers shopping in your category

but not with you.

<sup>4</sup> Promotion Marketing Association.

# Figg makes it easy for brands to reach spenders

- 1** Figg's technology brings together both advertisers and card-linked ad publishers including Financial Institutions (FI) with actionable consumer transaction data.
- 2** Card-linked ad offers are digitally served via publisher apps and websites.
- 3** Consumers view and click offers within mobile apps and websites to link it to their debit or credit cards.
- 4** Advertiser benefits from incremental revenue generated through the card-linked offer.
- 5** Consumers shop and pay with card-linked to the offer to earn rewards.





# Ready for revenge spenders?

As a leading digital advertising platform, Figg leverages transaction data from 100M+ cardholders nationwide to drive incremental revenue for brands through compelling card-linked offers. Figg works with brands on a pay-for-performance basis and allows brands to launch customized campaigns while we carefully target audiences based on their spending habits.

Figg's publisher marketplace consists of top banks, financial apps and digital platforms representing over \$500 billion in annual spending.



## Unique audience and reach

Drive incremental revenue from a growing base of 100+ million U.S. consumers through digital ads served via mobile apps and online experiences across private publisher relationships.



## Guaranteed return

Attribute in-store or offline sales to each card-linked ad for a guaranteed return while reaping the benefits of impressions and clicks without the costs.



## Precision targeting

Target card-linked ads to the most relevant and valuable audiences based on spend or core demographics.



## Insightful analysis

Access to the data analytics needed to quantify incremental revenue impact and return on ad spend.

**Contact us today** to schedule a demo of our platform and discuss a custom campaign our team can craft based on your business goals: [gofigg.com](https://gofigg.com)

