

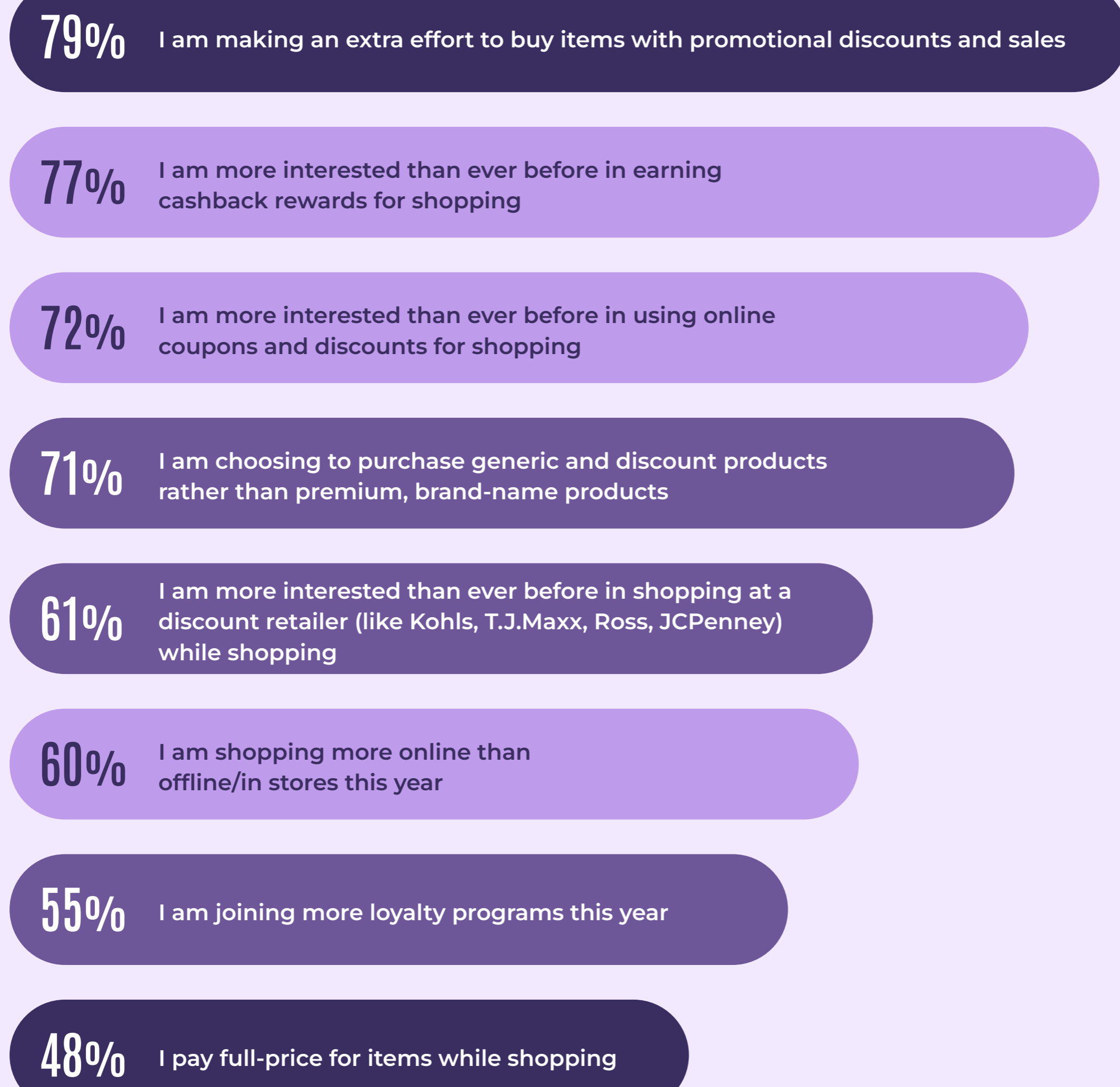
# How Cashback Browser Extensions Positively Impact Shopper Behavior

Consumers continue to seek ways to stretch their dollars by applying money-saving tactics when they shop online. Earning cashback rewards and applying coupons are consistently the most popular tools they use when they shop online.

Based on [Wildfire's Banking on Shopping Rewards report](#), we'll take a look at why browser extensions have become one of the most effective tools for activating cashback and coupons for today's value-conscious consumers.

77% of today's consumers are more interested than ever in cashback rewards and coupons.

Respondents who agreed with the following statements:

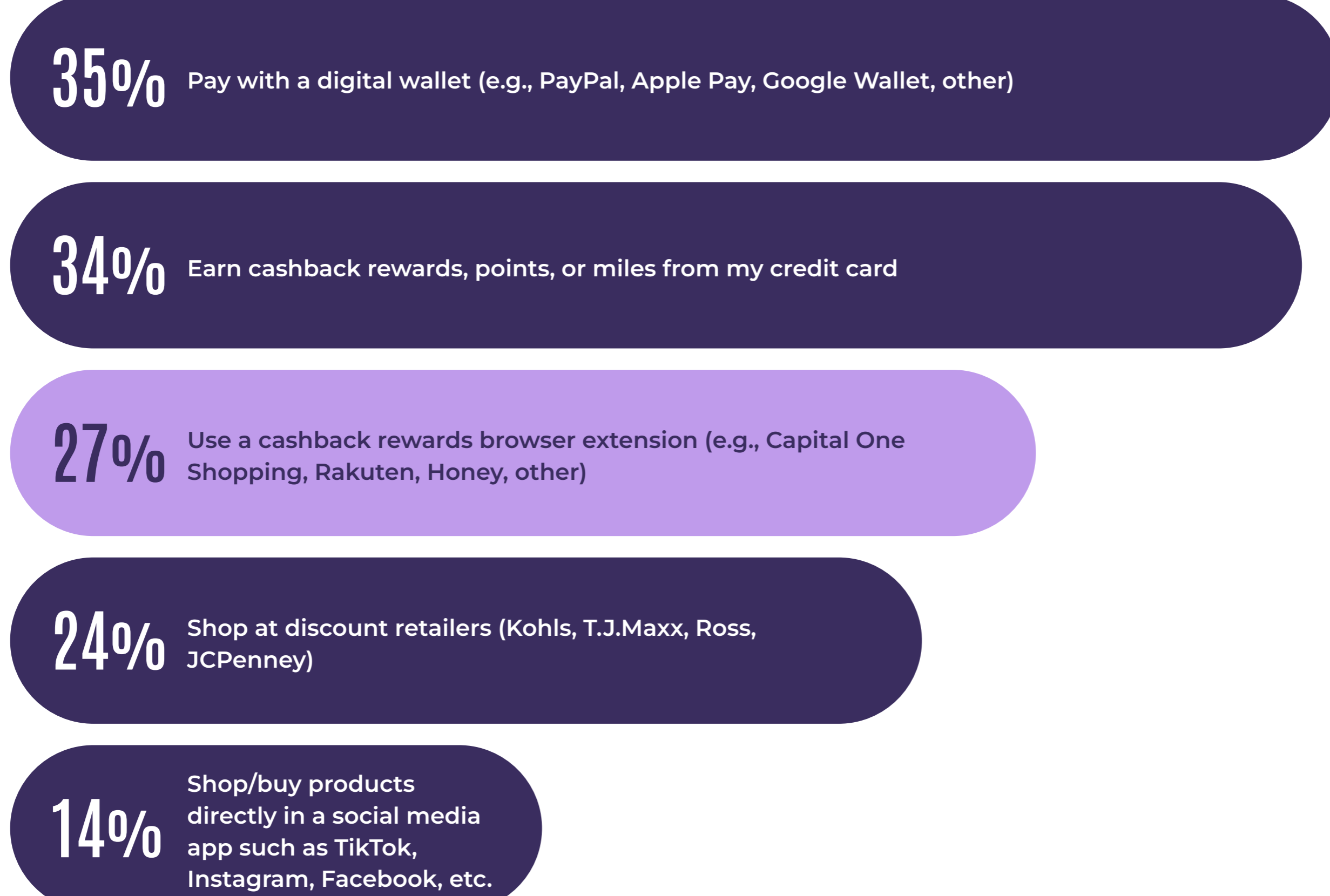


n=1,007

Consumers use many tactics to save money when shopping.

Nearly 1 in 3 consumers (27%) report using cashback browser extensions more than last year.

In 2024, are you doing the following more, less, or about the same as last year? — More Summary



n=1,007

Consumers use cashback browser extensions frequently to save money.

Which one of the following statements applies MOST to you when you shop online?last year? — More Summary

**(70%) I almost always/sometimes**

(30%) I rarely/never use a browser extension for cashback rewards or online coupons

n=387

Browser extensions help consumers shop with confidence.

**86%** find offers in the extension, valuable

**84%** trust the offers they get through their extension

**83%** report they save time by getting coupons in their extension

Cashback and coupon offers delivered in browser extensions can benefit merchants, too.

## Influence merchant choice

**88%** of respondents who use a browser ext choose to shop at merchants where they will get a deal

## Enhance conversion rates

**93%** are more likely to complete their purchase

## Increase average order value

**60%** of consumers spend more because they are getting a deal

As uncertain economic conditions persist, customers will use money-saving features such as shopping rewards and coupons in browser extensions more and more to help them save.