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In Line with Recent Stock Market Uptick, 60 Percent of Consumers Will Maintain or Increase Online Spending Over Next 60 Days

Increased coupon use, ad clicks among online consumer behavior and attitude trends as part of 2009 Performics/ROI Research study

CHICAGO – May 7, 2009 – [Performics](http://www.performics.com) (<http://www.performics.com>), the performance marketing expert inside Publicis Groupe's Vivaki Nerve Center, today released the first month's findings from its "2009 Online Buyer Economic Trend Study."

According to the study results, online retailers may still find themselves well positioned in this depressed economy, with 60 percent of respondents saying they will spend equal or more money online in the next 60 days than they did at this time last year. Marketers who sell daily household items, in particular, could see sales increase by offering consumers deals to buy online, because two-thirds of consumers say that, while faced with cutting spending in most areas, daily household items remain a necessity.

"Despite difficult economic conditions, consumers still seem willing to spend money online, especially when offered incentives through coupons and other online discounts," said Nick Beil, CEO of Performics. "These findings suggest marketers must implement actionable strategies that more effectively reach cost-conscious consumers to generate sales throughout the recession."

One key behavior noted in the April survey is that consumers often turn to the Internet as a way to save money because it enables them to compare prices and find discounts. Other findings include:

- Nearly 70 percent of respondents used coupons when making purchases to save money.
- More than one-third of respondents say they are more likely to click on banner ads or sponsored search listings while shopping online to find better deals.
- Eighty-five percent of respondents say the recession will have a lasting impact on saving and spending habits.
- More than one-third of those receiving a tax refund will be applying it to debt.

"Consumers spend and save very differently in this economy," added Beil. "Now more than ever it is imperative that marketers understand consumer behavior and the most effective campaign triggers to thrive in any environment. This ongoing study will ensure Performics and our clients stay in touch with rapidly changing consumer attitudes and behaviors. It is just one of the ways we're working to harness the potential of the evolving online marketplace."

Performics commissioned ROI Research to conduct this survey and other monthly surveys planned through December 2009. The April survey was conducted over a two-day period among 300 consumers who have made an online purchase in the past six months. The study will collect consumer data each month to track and document changes in consumers' attitudes and behaviors in light of the current economy and will include additional topical questions with each monthly survey. Specifically, the research tracks the ongoing impact of the recession on online purchases and shifts in the use of the channel.

For complimentary copies of the complete April findings, please contact: areed@preturn.com.

About Performics

Performics offers search and performance marketing solutions to more than 200 of the world's top brands.

Methodically innovative, we use the digital building blocks of search to create future-forward media opportunities designed to acquire and convert consumers. We help shape how consumers engage with advertisers online; we are impassioned visionaries who use structured approaches to anticipate and generate new brand experiences, and leverage those events to drive ROI.

Headquartered in Chicago with offices around the world, Performics is the performance marketing expert inside Publicis Groupe's VivaKi Nerve Center. Performics is MarketingNext.

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