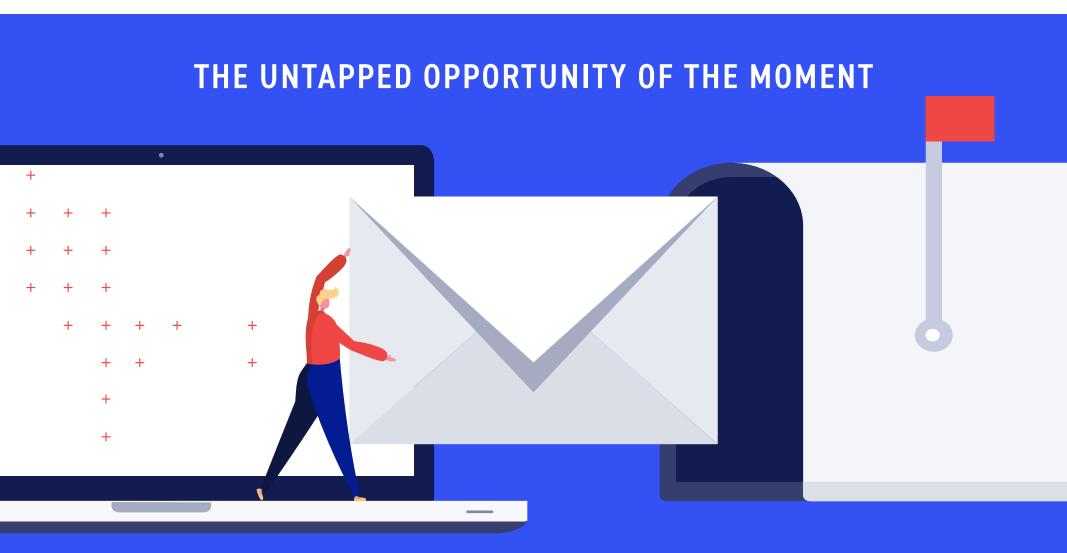
A LOOK AT

CONSUMER BEHAVIORS IN A COVID-19 WORLD



Consumers are increasingly seeking value from and anticipating interactions with brands Being at home, receiving the mail is something consumers look forward to — a prime opportunity for brands to increase engagement

of consumers are more interested in deals, coupons, or promotions since before the coronavirus threat began¹

of consumers are more excited to receive their mail each day, compared to before the 31% coronavirus pandemic²

of consumers are spending more time reading marketing or promotions that arrive in their 34% home mailbox compared to before the coronavirus pandemic began²

of consumers appreciate the way some brands have changed their advertising tone due to the coronavirus pandemic¹

To learn how we help brands connect with consumers and understand what they need at any given moment through the Valassis Consumer Graph™, visit: valassis.com/consumer-graph

