

Consumer Corner

Cashing In On Coupons

(NAPSA)—An increasing number of Americans have discovered a great way to save can be at their fingertips. In addition to clipping coupons from the newspaper, they're also getting them from the Internet and even their cell phones.

Fueled by technological innovations on the Internet and mobile devices, digital coupons have a bigger fan base than ever. Incorporating electronic coupons into your shopping routine is not only a smart practice, but it's essentially like giving yourself a raise.

From gifts to groceries, here are some tips from Jeanette Pavini, the Coupons.com household savings expert, on how to cash in on deals with coupons.

Groceries

- Before going to the supermarket, visit sites that offer electronic coupons—such as Coupons.com and your supermarket's website—and sign up for their weekly newsletters. That way, you get savings delivered straight to your in-box on a regular basis. Simply print the offers you want and bring them to the store to start saving.

- Save e-coupons directly to your store loyalty card. That way, savings will be automatically deducted at checkout.

- Use smartphone mobile apps, such as Grocery iQ, to create, manage and organize shopping lists before you go.

Plus, using mobile phone apps may also mean additional coupons for items on your shopping list.



From groceries to consumer electronics, digital coupons can offer a range of savings on products and services, such as free shipping.

Other Goods

- If you are shopping online in “the virtual mall”—whether it's for clothing or consumer electronics or everything in between—first check to see if there's a coupon code available.

- Resources such as the Coupon Codes portal on Coupons.com collect thousands of discount codes floating around the Web into one central location for easy access.

- It may be possible to find offers ranging from free shipping to deep percentage discounts off sale prices for popular retailers.

- All offers are reviewed for accuracy, so you know the coupon codes are verified and effective.

To learn more, visit the website at www.coupons.com.