



VM 2011 global
Leadership
summit





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Director, Business Development, Groupon



Collective Buying– What's The Deal?

How Groupon Became Groupon and the Birth of Online Daily Deals



the point
make something happen

Connect | Log in | Create Account | Help

START A CAMPAIGN | BROWSE CAMPAIGNS | COMMUNITY

enter keywords

SEARCH

Easy and Effective Group Action.

Whether you're raising money, organizing people, or trying to influence change: if you can't do it alone, you can do it on The Point.

A Big New Idea That Can Change The World

The Point applies the "tipping point" concept to group action.

HOW IT WORKS

Explore **Featured Campaign Channels** or [browse all campaigns](#)



Food

FEATURED CAMPAIGN



Tough Love for KFC



Politics

FEATURED CAMPAIGN



Top Denver Dog Magazine Wants



Corporate Responsibility

FEATURED CAMPAIGN



Tough Love for KFC

Success Story



Ari Sussman used The Point to raise \$20,000 for the Chron's and Colitis Foundation. [Read More](#)

GROUPON

[Featured Deal](#)
[How It Works](#)

Denver
Get Deals By Email

[Refer Friends, Get \\$10](#)

\$499 for LASIK Eye Surgery for One Eye at Icon LASIK (\$1,499 Value)

\$499

Buy!

Value	Discount	You Save
\$1,499	67%	\$1,000

[Buy it for a friend!](#)

Time Left To Buy
2 days 12:00:59

325 bought

The deal is on!
Tipped at 9:10AM with 5 bought

Share: Like

ICONLASIK

The Fine Print

Expires Aug 21, 2011
 Limit 2 per person, may buy multiple as gifts. Limit 2 per visit. **By appointment only. Valid for NIDEK laser only.**
 Consultation required. Additional fee for upgrade.
[See the rules](#) that apply to all deals.

Highlights

- Includes consultation, pre-op testing & post-op appointments
- Independent surgeons have performed 90,000+ procedures

More Great Deals Nearby

\$26 for Classic Mani-Pedi at Bliss Nail Spa

\$26

\$52 value

[View It!](#)

[View](#) **Fort Collins:**
 \$29 for 30-Day Membership to Old Town Yoga in Fort Collins (\$89 Value)

[View](#) **Westminster:**
 \$15 for \$30 Worth of Gourmet Thai Fare at Tuk Tuk Thai Bistro in Westminster

[View](#) **Aurora:**
 Car Wash Packages at Three Palms Auto Spa in Aurora. Two Options Available.

[View](#) **Online Deal:**
 \$45 for One 16"x20" Gallery-Wrapped Canvas Including Shipping and Handling from Canvas on Demand (\$126.95 Value)

[View](#) **Multiple Locations:**



Personalized Deals

Feature Deal for someone in New York City



GROUPON Featured Deal All Deals How It Works G Groupon

New York City Get Deals By Email Refer Friends, Get \$10

\$999 for Lasik Corrective Eye Surgery for One Eye at NuVision Medicenters (\$2,250 Value)

\$999 Buy!

Value	Discount	You Save
\$2,250	56%	\$1,251

Buy it for a friend!

Time Left To Buy
1 day 10:52:46

22 bought
The deal is on!
Tipped at 8:52PM with 2 bought

Share: Twitter Email Like

The Fine Print

Expires Sep 23, 2011
Consultation appointment required, Groupon is refunded if buyer is not a Lasik candidate. Valid only at E 46th St. location.
[See the rules](#) that apply to all deals.

Highlights

- Board-certified ophthalmologist
- State-of-the-art facilities
- Improve vision without glasses
- Quick & largely pain-free

More Great Deals Nearby [See All](#)

Karaoke Machine Rental from Karaoke Champ. Choose Between Two Options.

\$99 \$345 value View It!

View **New York:**
\$10 for \$20 of Rare Bourbon, Craft Beer, and More at Idle Hands Bar

View **Brooklyn:**
Hair Treatments at Lush New York Salon in Brooklyn. Choose Between Two Options.

View **Astoria:**
\$15 for \$30 Worth of Fresh Seafood and Spirits at Psari in Astoria

View **Redeem From Home:**
\$99 for Delivery of Three Meals a Day for Five Days from Freshmealprogram.com (\$375.56 Value)

View **New York:**

Other deals available



GROUPON

How Groupon Uses Social Media

twitter Search Home Profile Messages Who To Follow

Groupon Vancouver [@GrouponVAN](#)
Cool stuff to do in Vancouver at unbeatable prices
<http://www.groupon.com/vancouver>

966 Tweets 511 Following 3,064 Followers

Following 511

Similar to @GrouponVAN · view all

- [MichaelTao](#) · Follow Michael Tao
- [Indulge_Van](#) · Follow Indulge Living

About · Help · Blog · Status · Job Shortcuts Advertisers · Businesses · Media 2011 Twitter

1 Friend Likes This

- [Kerry 'Coomb](#)
- [Lawren](#)

2,966 People Like This

Timeline Favorites Following Followers Lists

- GrouponVAN** Groupon Vancouver @mema41 Thanks for the mention! 1 hour ago
- GrouponVAN** Groupon Vancouver @heatherSkarker Thanks for spreading the word! 2 hours ago
- GrouponVAN** Groupon Vancouver @nastyscorpion Thanks for the tweet! 4 hours ago
- GrouponVAN** Groupon Vancouver @whoiswyn Sorry, not this time. We'll pass along your feedback to the reps. 6 hours ago
- GrouponVAN** Groupon Vancouver @Touchfam Thanks for the support! 6 hours ago
- GrouponVAN** Groupon Vancouver @kristahenderson Thanks for spreading the word! 6 hours ago

facebook Search Home Profile Account

Groupon Vancouver Like

Wall Info Groupon Suggestions Photos Discussions

GROUPON Like

Like Groupon!

- Access Facebook-exclusive contests & giveaways.
- Share deals and earn Groupon Bucks.
- Stay on top of the latest Groupon news.

Refer Friends and Get \$10
In Groupon Bucks when someone you invite gets their first Groupon. [Refer a friend](#)

Learn How Groupon Works **Groupon Press Coverage**

Save Your Paper For Airplanes
With our iPhone app you can buy the daily deal, access your purchased Groupons, find the ones that are nearby, and redeem them electronically. Never print another Groupon!
[Download iPhone App](#)

Live Off Groupon

Create an Ad

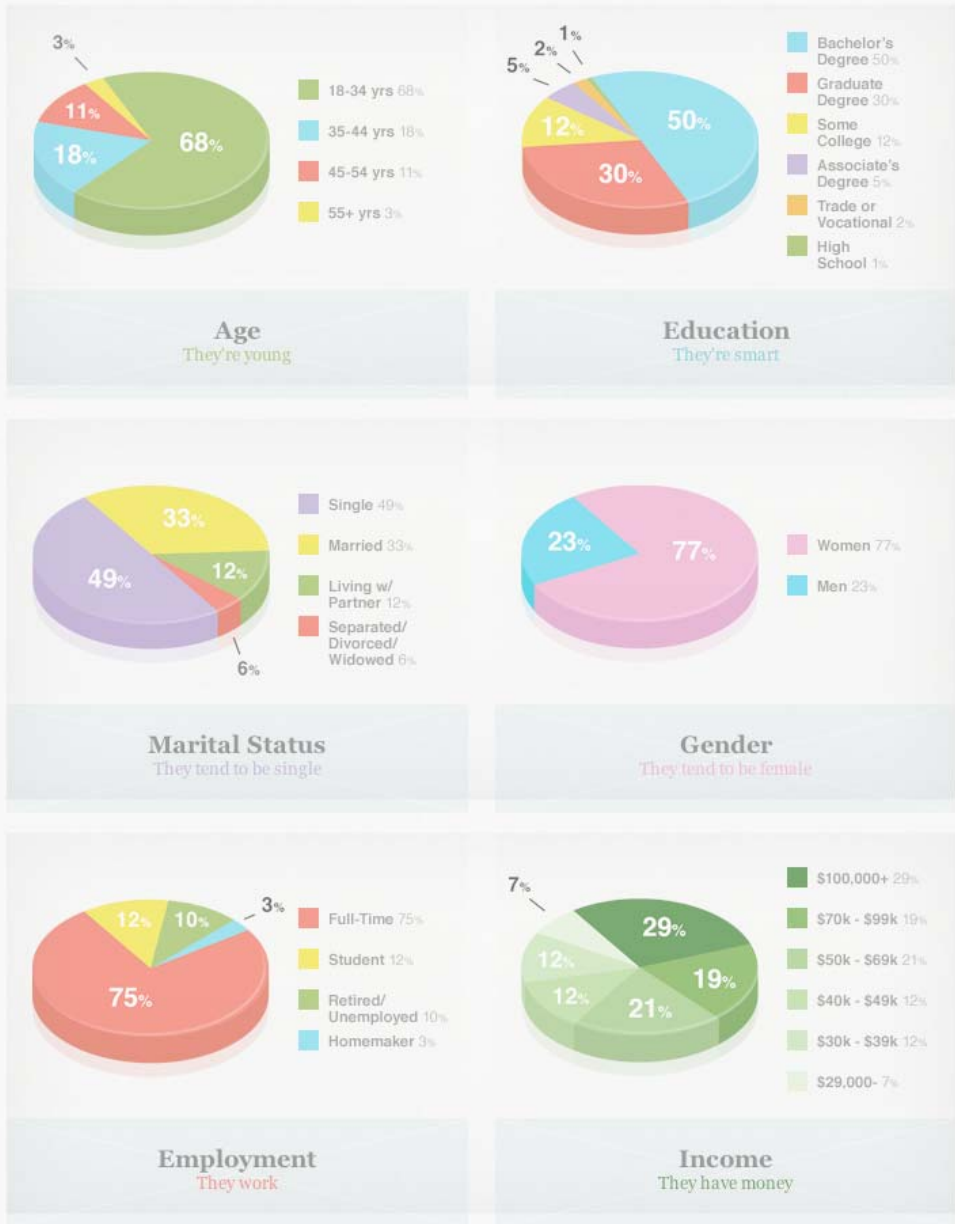
- Medical Office Assistant** [cdicollege.ca](#)
Train at Medical Office Assistant program offered at CDI College in Richmond to get employment in the medical office.
- Buy 1, get 1 Free** [mcdonalds.ca](#)
Get a coupon at [mcdonaldsdeals.ca](#) for a Big Mac® or other sandwich with medium fries or side salad and get a 2nd sandwich free.
- Year of the Rabbit Offer:** [moveuptown.ca](#)
Save big on a new home! Plus receive a \$500 gift card and a chance to win 1 of 10 pure gold rabbits. It's time to take the leap!
- Hot Shoes. Just \$39.95**

Typical Groupon Customer





Typical Groupon Customer

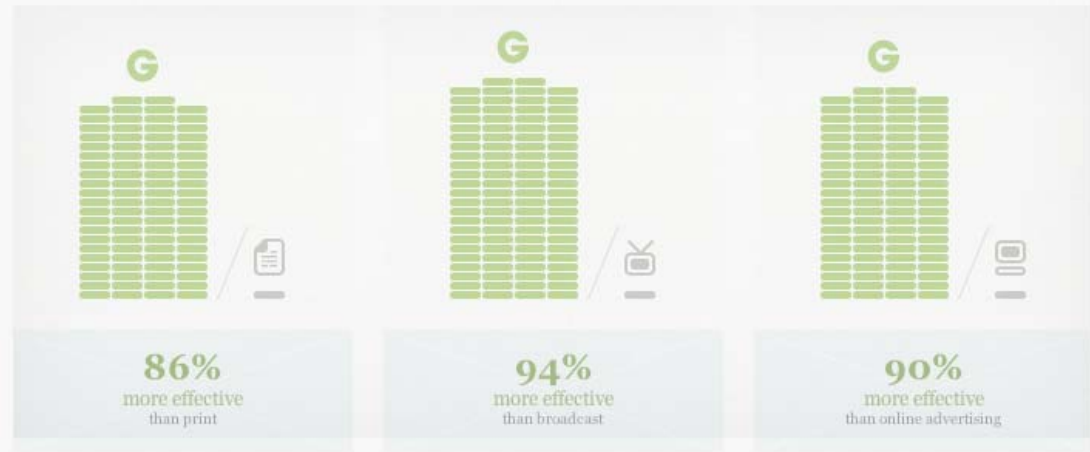


How Large Has Groupon Become?





What Are the Advantages vs. Traditional Marketing?



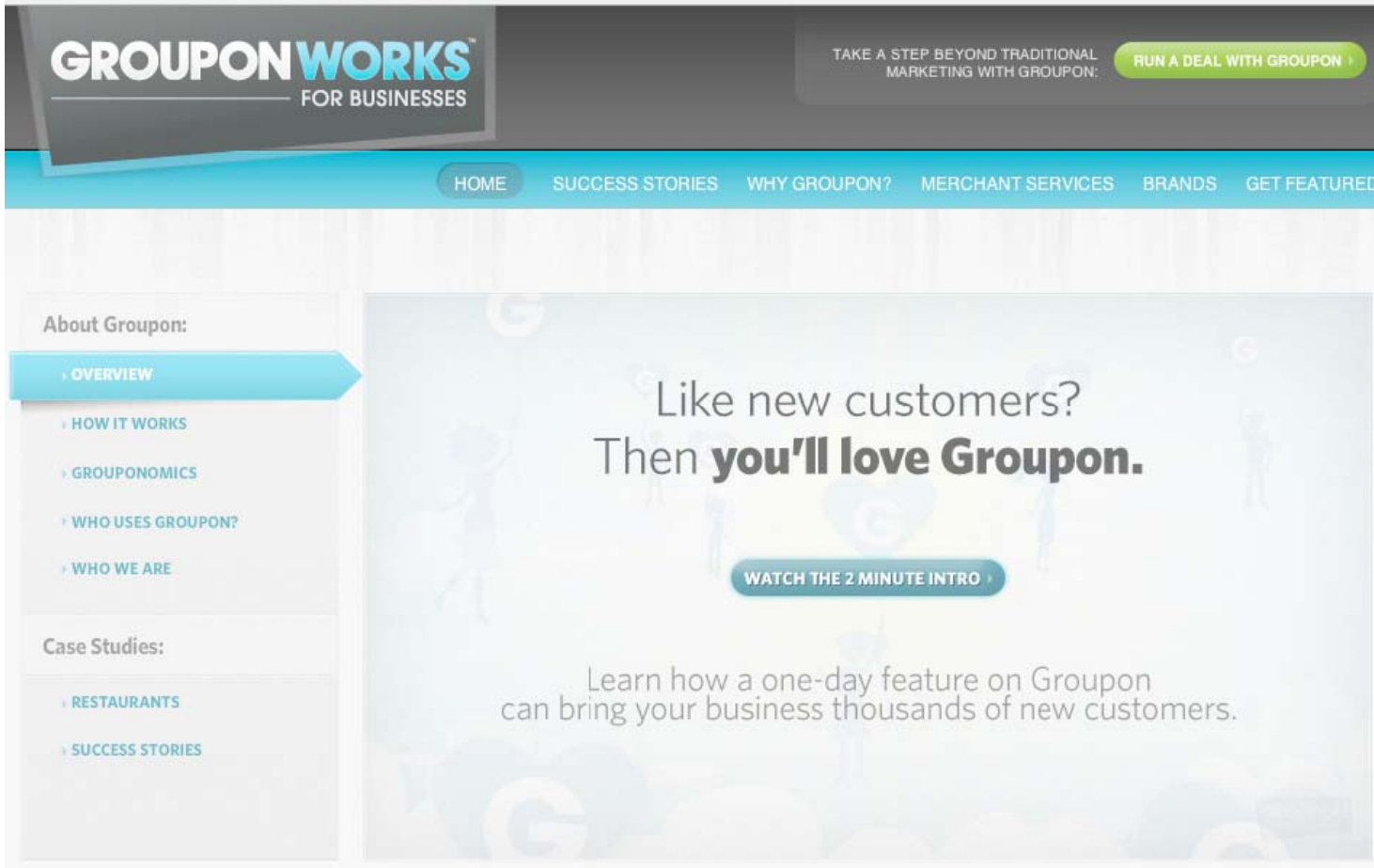
* This isn't what Groupon is saying. This is what our clients are saying.

What Groupon brings to the table...

For all the thousands a print ad, radio spot, or TV commercial will cost your business, you get no guarantee in return. Groupon, on the other hand, gives you a fast, easy alternative that achieves marketing goals far beyond the scope of traditional media.

Do you want to...	GROUPON	Print	TV / Radio	Online / Email
Bring in new customers, guaranteed?	✓	✗	✗	✗
Reach a subscriber base that's active, vast, and growing by the day?	✓	✗	✗	✗
Invest only in the customers your ad actually brings in?	✓	✗	✗	✗
Receive attention from both local and national media?	✓	✗	✗	✗
Create a promotion that achieves viral word-of-mouth?	✓	✗	✗	✗

How Do You Run a Groupon Deal?



GROUPONWORKS™
FOR BUSINESSES

TAKE A STEP BEYOND TRADITIONAL MARKETING WITH GROUPON: [RUN A DEAL WITH GROUPON](#)

[HOME](#) [SUCCESS STORIES](#) [WHY GROUPON?](#) [MERCHANT SERVICES](#) [BRANDS](#) [GET FEATURED](#)

About Groupon:

- [OVERVIEW](#)
- [HOW IT WORKS](#)
- [GROUPONOMICS](#)
- [WHO USES GROUPON?](#)
- [WHO WE ARE](#)

Case Studies:

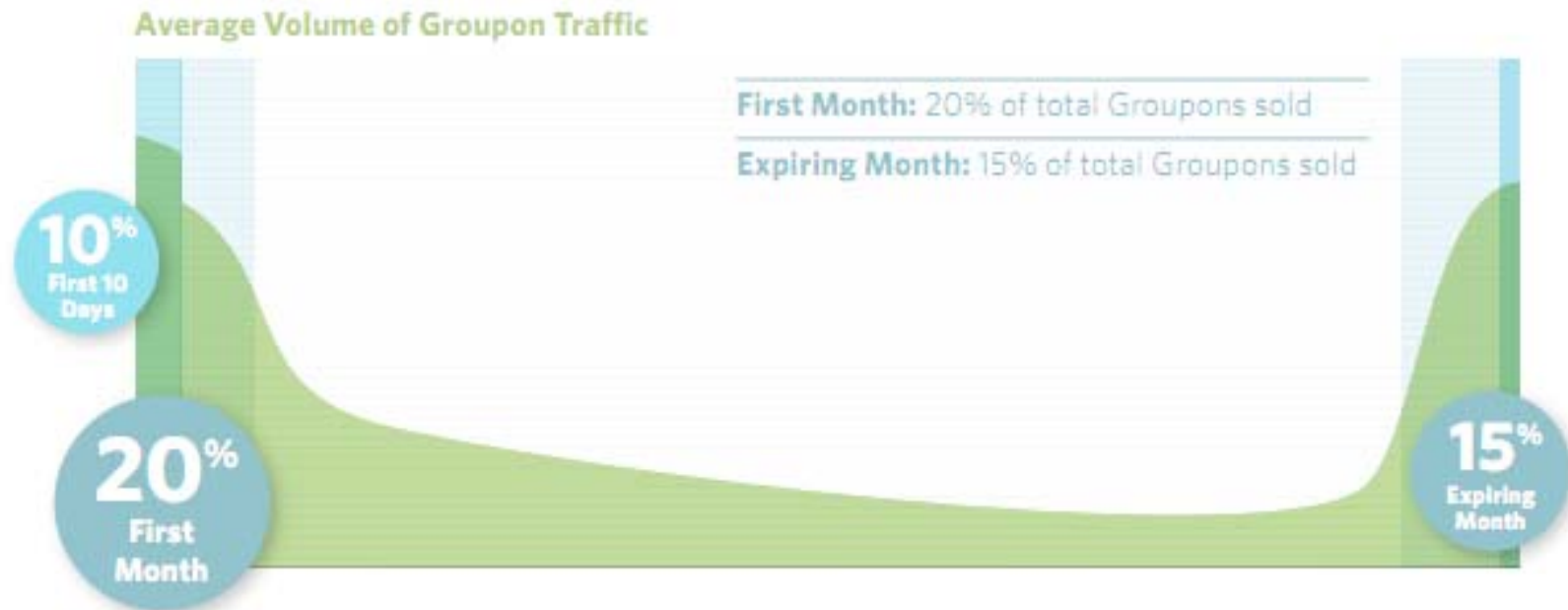
- [RESTAURANTS](#)
- [SUCCESS STORIES](#)

Like new customers?
Then **you'll love Groupon.**

[WATCH THE 2 MINUTE INTRO](#)

Learn how a one-day feature on Groupon can bring your business thousands of new customers.

Typical Redemption Timeline



How To Collect Groupons



Mobile App

- 1 Download Groupon's merchant application on your iPhone, iPod Touch, or Android phone. Sign in with your merchant credentials and your master list of Groupon customers will download to your mobile phone.
- 2 Scan the barcode on each Groupon with your phone's camera. The app will log the Groupon as redeemed and automatically update our online database.
- 3 Track additional information such as the total amount each customer spent.



Online

- 1 Log into your Groupon Account and click on the Merchant Center in the drop-down menu under "My Stuff."
- 2 Click on "Manage Redemptions."
- 3 Enter each Groupon's redemption code (without spaces) and submit.



Paper

- 1 Log into your Groupon Account and go to the Merchant Center and select your deal.
- 2 Print out a PDF of your master list, which you can sort by name or number.
- 3 Cross-check each Groupon against this list and mark them off as they are redeemed.

Success Story

GROUPON

[Featured Deal](#)
[All Deals](#)
[How It Works](#)

Chicago

[Get Deals By Email](#)

\$1,900 for Lasik Surgery at Vision One Lasik Center (\$2,800 Value). Available at Four Chicago-Area Locations.

\$1,900

No Longer Available

Value	Discount	You Save
\$2,800	32%	\$900

VISION ONE
LASIK
CENTER

👤
Buy it for a friend!

⌚

Time Left To Buy

2 days 12:00:59

287 bought

✔

The deal is on!

Tipped at 6:56AM with 3 bought

Share:

🐦
✉
👍 Like

The Fine Print

Expires Feb 1, 2012
Limit 1 per person, may buy multiple as gifts. **By appointment only; subject to availability. Must be 18 or older. Free consultation required before surgery.**
[See the rules](#) that apply to all deals.

Highlights

- Private practice
- Total care given by a doctor
- Reduce or eliminate glasses use
- Four locations

More Great Deals Nearby [See All](#)

\$2 for Five Movie Rentals from Blockbuster Express (\$5 Value)

\$2

\$5 value

EXPRESS

View It!

View Chicago:

\$10 for \$20 Worth of Brazilian-Style Pizza and Drinks at Fogo 2 Go (or \$25 Worth Monday through Thursday)

View Multiple Locations:

\$12 for Glittery Glam Express Spa Package at Sweet & Sassy (\$24.95 Value)

View Chicago:

\$39 for a Spring-Cleaning Tune-Up at The Bike Lane (\$85 Value)

View Multiple Locations:

\$10 for Grap Stop

287 bought

✔

The deal is on!

Tipped at 6:56AM with 3 bought

GROUPON

Questions?

