

Groupon Launches Deal Builder, A Build-Your-Own-Deal Tool for Merchants

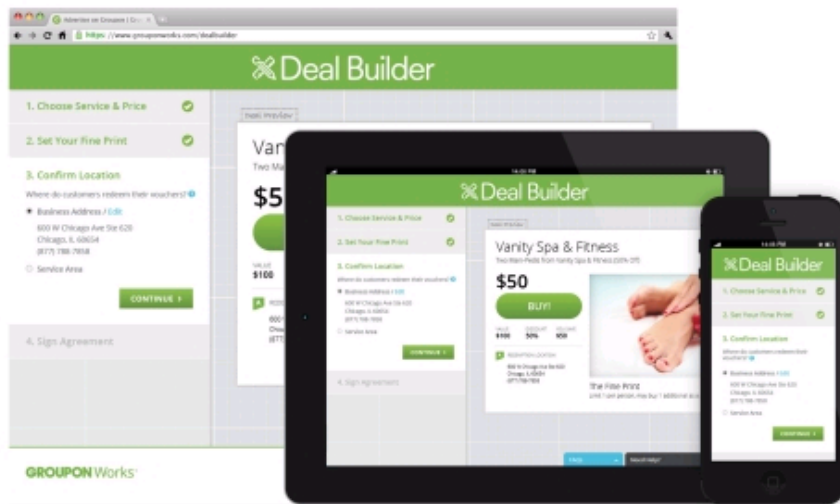
New feature expands the number of ways that local businesses can leverage working with Groupon

CHICAGO--(BUSINESS WIRE)-- Today, [Groupon](#) announced it is expanding the number of ways that it works with merchants by launching Deal Builder, a convenient, 24/7 self-service option for local businesses to build their own Groupon deal. The new Deal Builder platform, which lives on [GrouponWorks.com](#), guides merchants through a step-by-step process and enables them to choose from a series of popular deal templates to construct a promotion that best meets the needs of their business.

"With the launch of Deal Builder, we now have a customizable solution for the thousands of merchants that contact us directly every month wanting to run a deal," said Dan Roarty, vice president of product development at Groupon. "By expanding the number of ways that merchants can work with Groupon, we're providing our customers with even more great local business options when they want to do or buy just about anything, anywhere, anytime."

Piloted to an audience of more than 10,000 merchants, Deal Builder is now available to almost every local business in the United States. To begin the process, merchants fill out their basic information, and then choose the right deal structure and discount for their business.

Once a merchant is finished, and they have opportunity to review the final product, they e-sign their contract and the deal goes live after a short review process. If at any time throughout the process a merchant needs to speak with a Groupon sales representative,



Groupon is expanding the number of ways that it works with merchants by launching Deal Builder, a convenient, 24/7 self-service option for local businesses to build their own Groupon deal. (Photo: Business Wire)

they can reach someone via a live chat button.

"Merchants can tell us how many customers they need and what type of discount they want to offer, and we'll use our expertise from working with more than 500,000 businesses worldwide to help guide them to create an effective Groupon promotion for their business," Roarty added.

Deal Builder is available for almost all local businesses, including health and beauty, service-oriented and activities-based businesses. Merchants can even choose which of their products or services they want to feature as part of their Groupon deal. The platform will expand to food and beverage merchants later in 2014.

Groupon's local ecommerce marketplace had more than 65,000 active deals on average at the end of Q3 2013. To get started with building a Groupon deal, merchants can visit <https://www.grouponworks.com/get-featured>.

B-roll Available: <https://vimeo.com/86082928>

About Groupon

Groupon (NASDAQ: GRPN) is a global leader of local commerce and the place you start when you want to buy just about anything, anytime, anywhere. By leveraging the company's global relationships and scale, Groupon offers consumers a vast marketplace of unbeatable deals all over the world. Shoppers discover the best a city has to offer on the web or on mobile with Groupon Local, enjoy vacations with Groupon Getaways, and find a curated selection of electronics, fashion, home furnishings and more with Groupon Goods.

Groupon is redefining how traditional small businesses attract, retain and interact with customers by providing merchants with a suite of products and services, including customizable deal campaigns, credit card payment processing capabilities, and point-of-sale solutions that help businesses grow and operate more effectively. To search for great deals or subscribe to Groupon emails, visit www.Groupon.com. To download Groupon's five-star mobile apps, visit www.groupon.com/mobile. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140210005746/en/>

Groupon
Nick Halliwell, 312-999-3806
nhalliwell@groupon.com

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