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Groupon Launches Groupon Partner Network, a Global Affiliate Marketing Platform to Help Partners Better Monetize Online Presence

Groupon Partner Network (GPN) leverages a network of more than 10,000 online content publishers to increase the visibility and distribution of Groupon deals

CHICAGO--(BUSINESS WIRE)-- Groupon (www.groupon.com) (NASDAQ: GRPN) today announced the launch of the Groupon Partner Network, the first proprietary local e-commerce affiliate marketing platform designed to help online publishers better monetize their online presence through the promotion of Groupon deals. Through retargeting and an extensive suite of publishing tools, GPN distributes the most relevant Groupon deals across partner websites and apps, helping to increase the visibility and distribution of merchants' deals and drive purchases through Groupon.

As an introductory promotion until Sept. 30, 2013, Groupon is increasing potential commission levels for affiliate partners for purchases made through their digital assets from 10 to 12 percent for Groupon Local, 6 to 8 percent for Groupon Getaways and 5 to 8 percent for Groupon Goods.

After a successful pilot with affiliate marketers around the world, GPN is now available in more than 30 countries. Partners using GPN have access to the following resources to help them market Groupon, track their performance and gross higher commissions:

- **Real-time Reports** - run 24/7 reports on daily sales volume, impressions, click-through rates from anywhere in the world with an Internet connection and export them into Excel spreadsheets
- **Link Creation Wizard** - multiple tools for creating high-converting links to Groupon, including browser bookmarklets, as well as smart widgets based on category, geolocation and retargeting
- **Open APIs** - instant access to thousands of deals from the Groupon marketplace, as well as orders and commissions

"With affiliate presence in every U.S. state and dozens of countries around the world, affiliate marketing sends more and more customers to Groupon merchants every month," said Sean Smyth, VP of Global Partner Marketing and Business Development, Groupon. "GPN is the latest example of Groupon's dedication to provide a comprehensive, effective and large-scale marketing platform for local and national merchants to help grow their business."

Groupon counts some of the most popular websites, blogs and apps as partners. Some of these partners include: Ebates, Upromise by Sallie Mae, Dealnews, Fat Wallet, ShopAtHome.com and Slickdeals.net.

"The tools and features built into GPN help us provide the most relevant Groupon deals for our members — driving greater revenues as a result," said Kevin H. Johnson, Chief Executive Officer, Ebates.com. "GPN's reporting is extremely fast and accurate, and we appreciate the opportunity to partner with Groupon in growing their business and ours."

Groupon expects to migrate most content publishers in their current affiliate program to GPN by the end of the year.

Affiliates interested working with Groupon via GPN can learn more by visiting <http://partner.groupon.com>.

About Groupon

Groupon (NASDAQ: GRPN) is a global leader in local commerce, making it easy for people around the world to search and discover great businesses at unbeatable prices. Groupon is reinventing the traditional small business world by providing merchants with a suite of products and services, including customizable deals, payments processing capabilities and point-of-sale solutions to help them attract more customers and run their operations more effectively. By leveraging the company's global relationships and scale, Groupon offers consumers incredible deals on the best stuff to eat, see, do, and buy in 48 countries. With Groupon, shoppers discover the best a city has to offer with [Groupon Local](#), enjoy vacations with [Groupon Getaways](#), and find a curated selection of electronics, fashion, home furnishings and more with [Groupon Goods](#). To subscribe to Groupon emails, visit www.Groupon.com. 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/20130819005863/en/>

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