

## Groupon Expands Build-Your-Own-Deal Tool for Merchants, Announces 25,000 Deals Built Milestone

*Updates extend Deal Builder to restaurants and provide all businesses with greater control over their Groupon promotion*

CHICAGO--(BUSINESS WIRE)-- Today, Groupon announced several additions to its popular Deal Builder tool for merchants that expand the platform to include restaurants and provide all businesses with greater control over the appearance and structure of their promotion. Deal Builder, which launched earlier this year and lives on [GrouponWorks.com](http://GrouponWorks.com), is a convenient, 24/7 self-service option for merchants to construct their own Groupon deal and has been used to create more than 25,000 deals by local businesses in all 50 U.S. states and Canada.

"Deal Builder has enabled us to vastly expand the number of merchants with whom we work and enhance the ways we help them promote and build their business through Groupon," said Julie Szudarek, senior vice president, Local Deals. "More than 95 percent of the businesses that have built deals through the platform have been new to Groupon, which has helped us expand the selection and geographic reach of our marketplace."

Deal Builder now empowers all local businesses--with the new addition of restaurants--to do the following:

- **Select an Image** - Choose a deal image from more than 5,000 category-specific stock photos.
- **Write a Summary** - Tell potential customers the key things they need to know about the business to make an offer standout.
- **More Flexible Deal Structures** - Choose from a greater number of deal examples to

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- **Conduct an Interview** - Fill out a brief question and answer interview that gets added to the live Groupon deal page, highlighting the unique aspects of the business and adding a personal touch to the promotion.

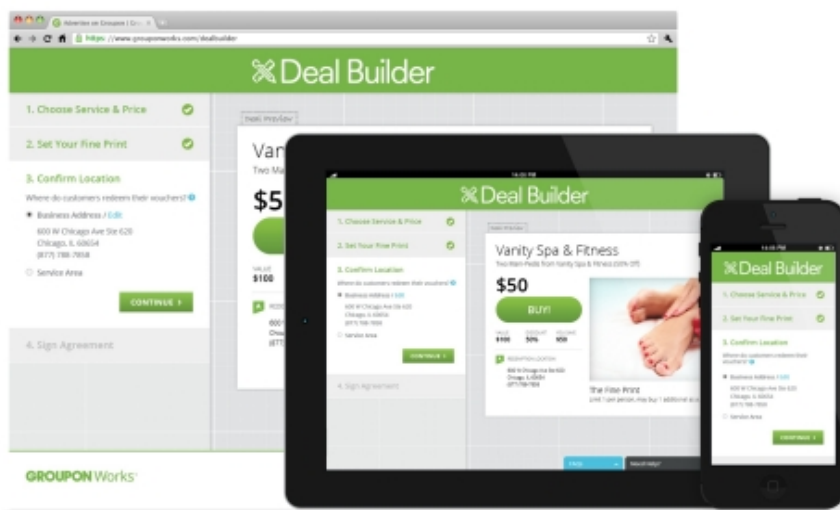
With the addition of restaurants, Deal Builder is now available to all local businesses. The most popular categories since the platform's debut are services (photography, automotive, cleaning), beauty and wellness (salons and spas), leisure and activities (fitness) and retail and shopping.

Groupon's local ecommerce marketplace had more than 240,000 active deals globally and more than 105,000 in North America at the end of Q2. To get started with building a Groupon deal, merchants can visit <https://www.grouponworks.com/get-featured>.

### 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](http://www.Groupon.com). To download Groupon's five-star mobile apps, visit [www.groupon.com/mobile](http://www.groupon.com/mobile). To learn more about the company's merchant solutions and how to work with Groupon, visit [www.GrouponWorks.com](http://www.GrouponWorks.com).

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

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140923005806/en/>

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