



May 17, 2013

Groupon and National Restaurant Association Offer Best Practices for Daily Deal Success

CHICAGO--(BUSINESS WIRE)-- Based on polling more than 500 restaurant decision makers, including 152 who have participated in daily deal campaigns, and taking into consideration what prior research has shown, Groupon (NASDAQ: GRPN) and the National Restaurant Association are providing restaurateurs with some of the top tactics for success with daily deal marketing campaigns.



Research shows that best practices for restaurateurs to help ensure daily deal success include:

- Prepare staff to focus on customer service, look for upsell opportunities and track offer redemption
- Schedule daily deal timing based on business needs and seasonality
- Estimate and understand the promotion's impact on profitability
- Measure success by using free tools provided by daily deal company
- Encourage repeat visitors with a customer loyalty program

Results from the recent online survey conducted by Ipsos MediaCT showed restaurateurs who had successful daily deal experiences stood out as experimental marketers that use a variety of different channels and tactics to drive customer acquisition and retention:

- 94 percent engage with customers via social media (vs. 75 percent of non-daily deal users)
- 77 percent have run more than one daily deal
- 73 percent connect with customers via email (vs. 59 percent of non-daily deal users)
- 79 percent monitor online review sites to see what others are saying about their business (vs. 68 percent of non-daily deal users)
- 71 percent have promoted their business with traditional newspaper and magazine ads (vs. 58 percent of non-daily deal users)

"Daily deals remain a very popular form of marketing for our members, and these are some important steps restaurateurs can take to help ensure a greater return on their investment," said Julia Kanouse, VP, Strategic Marketing, National Restaurant Association.

"This study reveals how daily deals and the analytical tools that Groupon provides have become a powerful and measurable part of an active restaurateur's marketing mix," said Sanjay Gupta, VP, Merchant Marketing, Groupon.

Groupon and the National Restaurant Association are providing restaurateurs with best practices to help ensure daily deal success (Photo: Business Wire)

Groupon and the National Restaurant Association have an ongoing partnership to provide restaurateurs with educational content and important marketing resources to help their businesses grow. This content will reside on www.grouponworks.com and <http://www.restaurant.org>.

The survey of 513 restaurant decision-makers was conducted by Ipsos MediaCT between February — March 2013 and was commissioned by Groupon. The data shown here focuses primarily on the total restaurateur daily deals users subgroup of n=152 and restaurateurs that were successful with daily deals n=78. All sample surveys and polls may be subject to other sources of error, including, but not limited to, coverage error and measurement error. Additional research includes the Groupon Merchant Satisfaction Study run continuously by ForeSee.

About National Restaurant Association

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which

comprises 980,000 restaurant and foodservice outlets and a workforce of more than 13 million employees. We represent the industry in Washington, D.C., and advocate on its behalf. We operate the industry's largest trade show ([NRA Show](#) May 18-21, 2013, in Chicago); leading food safety training and certification program ([ServSafe](#)); unique career-building high school program (the NRAEF's [ProStart](#)); as well as the [Kids LiveWell](#) program promoting healthful kids' menu options. For more information, visit [Restaurant.org](#) and find us on Twitter [@WeRRestaurants](#), [Facebook](#) and [YouTube](#).

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](#).

Groupon will be at the National Restaurant Association Show May 18—21.

Let us know if you'll be there, too. We'd love to meet you at booth #9510.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130517005623/en/>

Groupon
Nick Halliwell, 312.999.3806
nhalliwell@groupon.com
or
NRA
Annika Stensson, 202.973.3677
astensson@restaurant.org

Source: Groupon

News Provided by Acquire Media