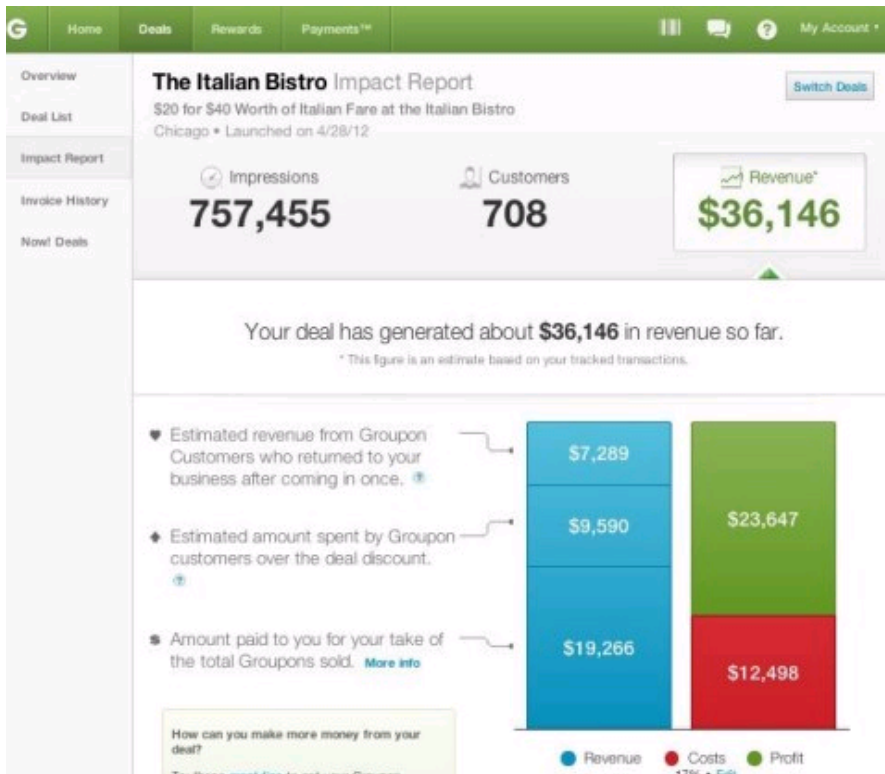




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Groupon Unveils Free Merchant Impact Report, Helping Local Businesses Measure the Performance of their Groupon Deal

CHICAGO--(BUSINESS WIRE)-- Today Groupon (www.groupon.com) (NASDAQ: GRPN) launched the [Merchant Impact Report](https://merchants.groupon.com/demo/-/deals/impact) (<https://merchants.groupon.com/demo/-/deals/impact>), a free tool built into the Groupon Merchant Center that offers merchants a clear view of how Groupon is driving their business by making it possible to evaluate the performance of their promotion.



After a successful trial among more than 1,000 merchants, the Merchant Impact Report is now available to U.S. and Canadian merchants with a Groupon Merchant Center account. Highlights of the new tool include:

- **Marketing Analytics** — Reveals the total number of Groupon subscribers who received a merchant's deal via Groupon as well as analytics on which subscribers are purchasing the offer, broken down by geography, gender and age
- **Customer Insights** — Shows the percentage of customers new to the business or reactivated as a result of working with Groupon and the estimated percentage expected to return within 90 days
- **Profit Calculator** — Helps a merchant estimate the cost-effectiveness of each Groupon promotion, which includes payments from Groupon, overspend above the value of the Groupon, revenue generated by returning customers and the merchants' costs

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the largest companies had access to this kind of information, and now we're providing these powerful analytics to every local business that works with Groupon."

"As a small business owner, I appreciate the depth of information provided and how convenient and easy it is to review the success of my Groupon deal," said Jake Parks of Jake's Coffee, Tea & Sandwiches in Ripon, Calif. "Seeing the extra dollars spent over the deal value and the amount of repeat customers provides tangible proof that Groupon works."

Groupon merchants can visit (<https://www.grouponworks.com/merchant-resources/merchant-center>) to learn more about the Merchant Impact Report or by logging into their Groupon Merchant Center account.

About Groupon

[Groupon](http://www.groupon.com) (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 deal campaigns, [credit card payments processing capabilities](#) and [point-of-sale solutions](#) to help them attract more customers and run their operations more effectively. By

"The Merchant Impact Report was created as a result of our merchants' feedback and is designed to provide a clear, concise view into the effectiveness of their Groupon promotions," said Amit Koren, Director of Merchant Products, Groupon. "Until today only

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/20130116005980/en/>

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