



ADDING MULTIMEDIA Groupon Unveils New Online Merchant Center

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) today announced the release of its new Merchant Center, giving merchants a comprehensive view of performance across feature deals, Groupon Now! and Groupon Rewards. Boasting a detailed performance dashboard and the addition of real-time customer feedback, the new Merchant Center makes it simple for businesses to track customer comments, customer acquisition, incremental customer spending and ROI from Groupon marketing services.

"As a business owner running multiple offers through Groupon's feature deals, Groupon Now! and Groupon Rewards, it's now easier to see the whole picture while my deals are progressing," said Susan Han, owner of Cranberry Café, Philadelphia. Since opening Cranberry Café in 2006, Susan had only tried one advertising method before Groupon: a local coupon book. Han ran her first deal with Groupon in July 2011.

"Our merchants' needs are evolving," said Mihir Shah, Vice President of Product at Groupon. "More and more businesses are incorporating all three of Groupon's core services — feature deals, Groupon Now! deals and Groupon Rewards — into their marketing mixes. Groupon's new Merchant Center brings the 'big picture' to the forefront while delivering granular data for each Groupon service, as well as insight into how they're performing with customers. It's an easier way to evaluate the success of Groupon campaigns at multiple levels, which is critical for busy merchants."

A highlight of the new dashboard is the addition of customer feedback. Groupon recently began surveying all consumers about their Groupon experiences immediately after redemption. In the new Merchant Center, direct quotes and overall recommendation ratings from customers who have recently redeemed Groupons are updated in real time, further helping merchants understand how they're performing with customers and how to think about repeat business potential. To date, nearly one million consumers have provided feedback to Groupon merchants.

Han continued, "I access the site daily and the new customer feedback is invaluable. Also, the ability to see purchaser demographics across gender, ages and Zip codes has changed the way I market my business. No other marketing tool provides that level of detail during and after your promotion." Over 90% of Han's customers say they'll return to the business. Han said, "Of course, I'm shooting for 100%, and my customers have given me great ideas on how to improve their experience."

The new Merchant Center joins a series of recent product launches from Groupon designed to improve ease of use, increase ROI transparency, and deepen merchant-to-customer relationships. These include the free online scheduling tool Groupon Scheduler (<http://www.groupon.com/scheduler>) as well as the company's loyalty program for businesses, Groupon Rewards (<http://www.groupon.com/rewards>). Merchants can also use Groupon's free iPhone and Android applications to redeem vouchers and track deal performance.

About Groupon

Groupon (NASDAQ: GRPN) launched in November 2008 in Chicago, features a daily deal on the best stuff to do, eat, see and buy in 45 countries around the world. Groupon uses collective buying power to offer huge discounts and provide a win-win for business and consumers, delivering more than 1,000 daily deals globally. To subscribe for the best deals in your city, visit <http://www.groupon.com>. To learn how to become a featured business, visit <http://www.grouponworks.com>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50113356&lang=en>

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