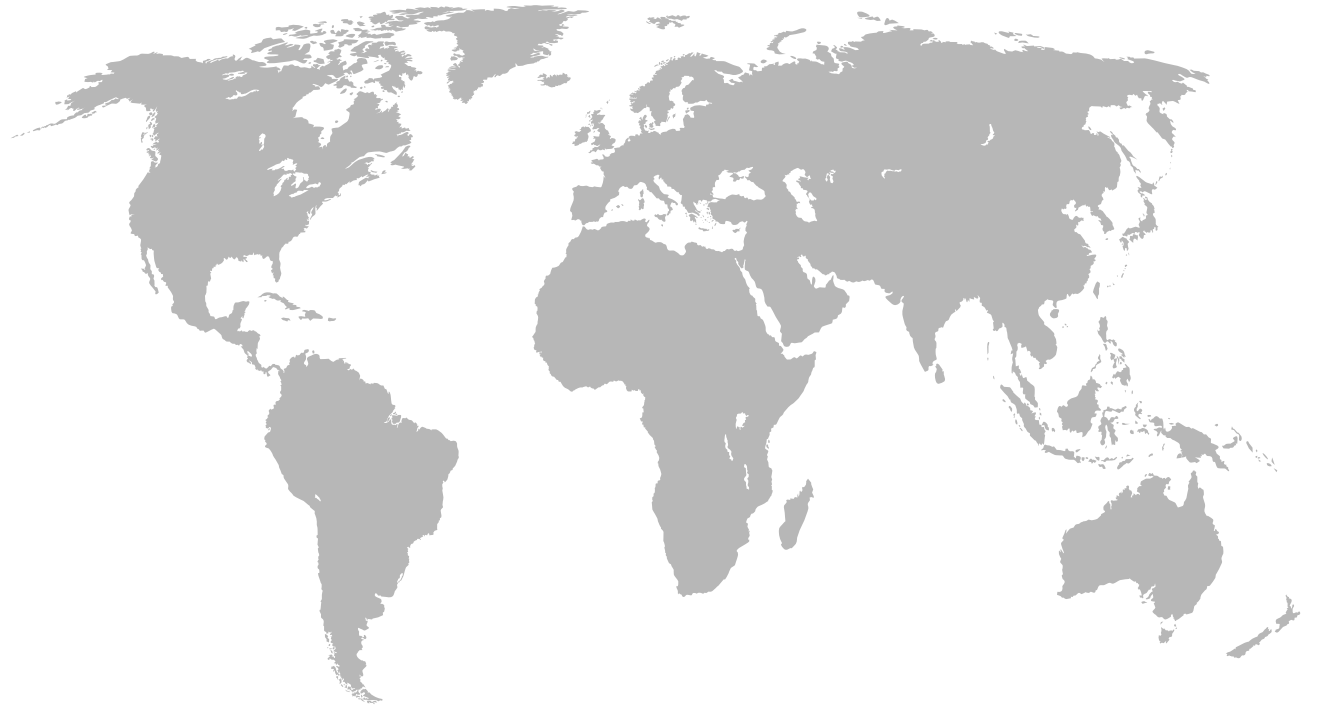


Welcome to
GROUPON



Groupon's Global Presence

Australia
Belgium
Canada
France
Germany
Ireland
Italy
Netherlands
Poland
Spain
United Arab Emirates
United Kingdom
United States of America



13

Countries

+200 Million

App Downloads

24 Million

Active Customers
Worldwide

3rd Place

Best Product Quality
Shopping App on
UnitQ

+1.5 Billion

Coupons Sold

4,7/5

iOS Rating

Meet Our New Customers

Get to Know The Everyday Explorers

Our customers are **active, optimistic and down for fun**. In fact, they believe just about anything can be thrilling with the right attitude.

Our Everyday Explorers appreciate the simple pleasures in life. For them, it's not about living large—it's about loving life.



54%

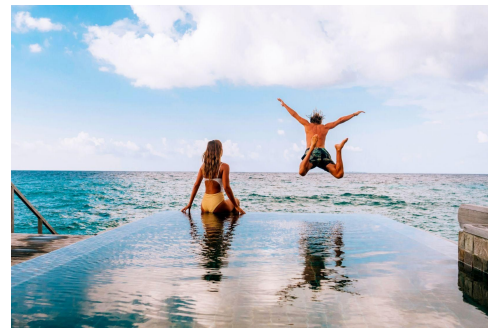
are female



60%

are between 24-55 years old.

31% have children
under 18 years of age*



\$118K+

income on average

We're Making Moves

A lot happens in three and a half years—boy, does it ever—and in looking at the world around us, and thinking about our own goals as a company, we knew some changes in how we approached our business were in order. To this end, we've reevaluated where we've been since 2018, and made changes from the top down.

	From	To
Consumer	Looking for a deal, or no clear need	→ Emotional resonance from personalized, relevant experiences
Merchant	Transactional/low-value relationships	→ Partnership customized to the merchant
Merchant Value Proposition	Low value, deals & flash sales	→ Highly relevant + valuable partnership
Customer Value Proposition	Great deals and discounts on all kinds of goods and services	→ Quality experiences & things to do, curated to individuals—all at an affordable price
Brand Purpose	Build strong communities with thriving small businesses; deliver the deals	→ Inspire our customers to people experience life lived to its fullest & empower them to try new things

What's New For Merchants

In the past year, we've made a number of merchant-friendly enhancements:

- **New economics mean greater profitability**
 - No requirement to discount.
 - Competitive commission structures with other distribution channels.
 - Options that align different capabilities and pricing, depending on your business needs
- **New tools mean greater flexibility and control**
 - Integration with Rezdy means customers can choose a date and time (if needed) and book with confidence.
 - No more vouchers mean less operational burden for guest services and a better experience for guests when they arrive.
 - Bookings do not retain residual value. They expire based on the parameters you set up.
 - Payment is twice per month based on chosen visit date.
 - Boost sales and exposure with *Sponsored Campaigns and Promotional Programs*
- **New customer experiences add value to your brand**
 - You'll be featured with meaningful experiential messages first and affordability messages second
 - You'll benefit from our increased marketing investment to drive more value to your campaign
 - We'll be spotlighting merchants, including in influencer collaborations and dedicated diverse merchant celebration campaigns

10% of campaigns on Groupon are low- or no-discount (<15%)

17% of "Things to Do" sales are low- or no-discount (<15%)

62% of merchants have used our new self-service tools to add or edit campaigns

60% increase in average services per merchant who leverage our new low-cost product in North America

Our New Branding

The new brand design is fresh, modern and fun, positioning Groupon as an elevated, more premium brand with our customers and merchants alike.



Groupon Attracts Visitors Ready to Be Wowed



Appeal to Locals and Travelers Alike

69% of our customers use Groupon to search for new local events and experiences, and **76% use it to search for travel-related services**. Feature your business and show them another side to your town, whether they're first-time visitors or longtime residents.

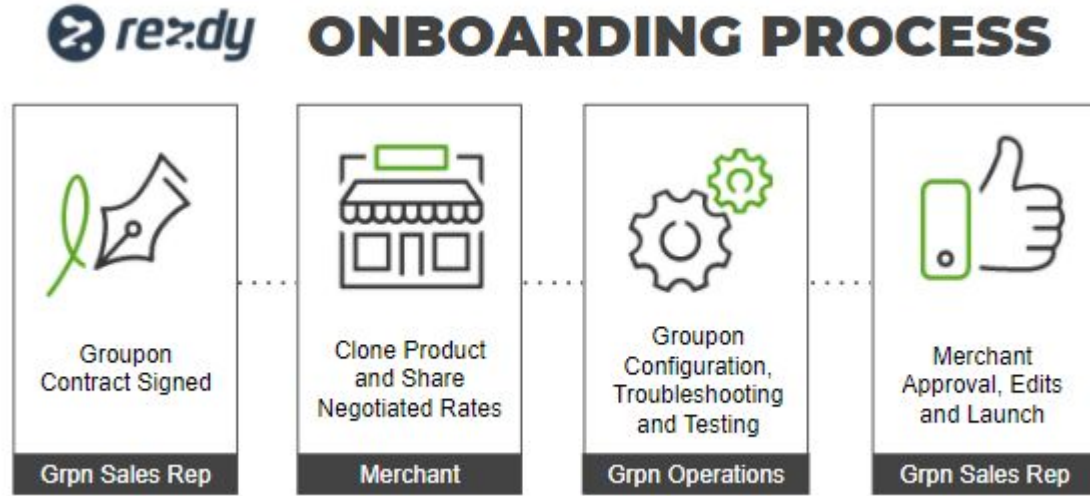


Reach Adventurous New Customers

More than **50% of consumers see Groupon as a discovery engine** which “is a great way to discover new things” and “allows me to experience things I otherwise wouldn't.” That’s more than Amazon, Google, or Facebook.

Groupon sign up process

The process to sign up and be listed on the Groupon marketplace is simple and straightforward. If you are already a Groupon merchant and want to start leveraging the Rezdy integration for your offer there is a resource guide available from Rezdy to help guide you through the process. If you are new to Groupon, you can click on the link below and ask for someone to reach out to you to discuss getting started.



[Groupon Sign Up Form](#)

[Rezdy Resource Guide - How to Connect to Groupon](#)

Rezdy - Groupon Partnership Examples

GROUPON

Red and White Fleet

Red & White Fleet has worked with Groupon for several years and during that time has sold over 25K cruises. In late 2020 we started to utilize the Rezdy connection to help manage capacity limits mandated by California. Now that customers have a guaranteed booking we have noticed refunds have dropped from an average of 8% to 3%.

Bridge 2 Bridge Cruise Admission for Adult or Child from Red and White Fleet

Red and White Fleet Fisherman's Wharf, San Francisco (2.4 mi) 4.8 ★★★★★ 3,845 Ratings



Bridge 2 Bridge Cruise Admission

~~\$48~~ From **\$46**

Over 30 views today, so act now!

See Dates

Share This Deal



Like 0

Grand Canyon Destinations

Grand Canyon Destinations started working with Groupon in 2018 and has sold over 20k trips. Customer were instructed to call once they had purchased on Groupon to confirm a date/time. The Rezdy integration improved the booking experience for both customers and the operator by reducing the need for post purchase support.

Book Now: \$94 for Full-Day Grand Canyon West Rim Tour from Grand Canyon Destinations (\$149 Value)

BOOK NOW: Grand Canyon Destinations 4.6 ★★★★★ 1,119 Ratings



This merchant is open for business and taking steps to help protect your health by following all applicable laws and regulations concerning COVID-19 safety.

Full-Day Grand Canyon West Premier Bus Tour
~~\$149~~ From **\$94** 36% Off
180+ bought

Over 200 views today, so act now!

See Dates

Share This Deal



Like 1

Questions?