

GROUPON

THE MARKET

With an international online and mobile presence, Groupon is redefining how small businesses attract and retain customers by providing them with customisable and scalable marketing tools and services to profitably grow their businesses. In turn, Groupon provides customers with a central online destination where they can discover and save on things to do, see and eat. As the business develops, Groupon's vision remains clear – to become the global experiences marketplace for local services, things to do, and travel.

ACHIEVEMENTS

Over its lifetime, Groupon has been consistently recognised for its work. In 2011, it won the Webby Breakout of the Year award when it was still in its infancy. 2015 saw Groupon receive a Mobile Commerce Award in the Internet Retailer category and the following year, it was recognised as one of the Best Places to Work for LGBT in Equality and Human Rights Campaign's (HRC) Corporate Equality Index.

More recently, in 2018 Groupon received the Best Marketing Innovation award from Button-Performance Marketing, Best YouTube Bumper Ad from YouTube and The Webby Awards. Groupon was also rated as the Top Six Ranked App Of All Time on iOS by app store users and accredited as a Great Place To Work in Australia.

HISTORY

2007 - The Point is launched, a tipping point based collective action website dedicated to getting people together to accomplish a goal.

2008 - An offshoot of the business, named Groupon, is formed, a site dedicated to advertising local businesses by offering deals for a limited time.

2009 - Groupon sees rapid expansion across the US and around the world, now serving over 150 markets domestically and 100 more worldwide.

2010 - Groupon launches its mobile app to enable the discovery of local experiences on the go, has several thousand employees, revenues in the hundreds of millions of dollars, and businesses in more than a dozen countries.

2011 - Groupon Goods and Groupon Travel are launched, adding products and travel to the ever-growing Groupon business.

2012 - Groupon moves away from the daily deal model and relaunches as a full global marketplace.

2016 - Groupon hits a huge milestone – the sale of its one billionth Groupon.

THE PRODUCT

The idea for Groupon was born from The Point, a website for organising group actions. Its goal



was to help people congregate around the issues they care about and combine forces to make things happen. Only once a critical mass of people has committed to the cause, the combined force will 'tip' the issue to push for change.

In 2008, an offshoot company developed, leveraging people's collective bargaining power to purchase, and this became Groupon. A combination of Group and Coupon, Groupon's belief was that pooling consumer buying power together could achieve the very best savings with local businesses.

Groupon's first deal was a half-price offer for pizza at a restaurant on the first floor of its building in Chicago, USA. By 2020, the business had celebrated its 11th anniversary, worked with more than one million merchants, had more than 43 million active customers worldwide, sold more than 1.5 billion Groupons, and saved consumers more than \$35 billion.

RECENT DEVELOPMENTS

In 2016, the one billionth Groupon was sold, putting the company amongst Apple, McDonald's, Elvis and the Beatles as other brands that have achieved the billion-sold milestone. Amazingly, the billionth deal sold was for a local family-owned Pizzeria in St Louis, very similar to the first Groupon ever sold when the business started.

As the marketplace has grown, so too has the Groupon app. Its 2018 'Top Six Ranked App of All Time on iOS' by app store users milestone shows the shift that the business has taken from a discounted deal email model to a thriving marketplace where over 80% of user traffic is on mobile. Groupon mobile apps have now been downloaded more than 200 million times.

PROMOTION

In 2019, the 'Groupon 24/7' marketing campaign encouraged people to explore a week of 'new deals, big discounts and amazing giveaways'. The campaign was rolled out throughout Australia across digital and social media platforms, showcasing the best things to do, see, eat and buy, and putting quality businesses and big brand merchants at the very forefront.

Humour is firmly embedded in Groupon's DNA, which provides great scope for quirky and fun communications. With an approach that is bold, witty and often tongue-in-cheek, Groupon likes to go against the grain to surprise and excite with refreshing stories and themes that inspire its customers to try new things.

Groupon's creative stories have included the making of the world's most expensive pie, a

Christmas ‘gift face’ acting program, a ‘Beat the Winter Fitness Blues’ workout in partnership with fitness entrepreneur Rachael Finch, the world’s first standing nap desk (for April Fools’ Day), and the creation of a lipstick range infused with cocktail flavours.

During the summer of 2019/20, Groupon focused on one of its key audiences – parents – who were looking for fun, connecting ways to keep their relationships thriving over the summer holiday period when the kids were off school. The brand showcased SOS (Save Our Soulmates) experiences that could help couples make - and not break - their relationships



BRAND VALUES

Groupon is an experiences marketplace that brings people more ways to get the most out of their city or wherever they may be. By enabling real-time mobile commerce across local businesses, live events and travel destinations, Groupon helps people find and discover experiences, big and small, new and familiar that make for a full, fun



and rewarding life. Groupon helps local businesses grow and strengthen customer relationships resulting in strong, vibrant communities.

The Groupon brand is built around the belief in great communities, specifically the belief that successful local businesses are the backbone of vibrant spaces and great neighborhoods. It is the combination of interesting and thriving businesses coupled with people who visit frequently. So far, we have pumped more than \$20 billion into local

businesses.

Groupon celebrates experiences, everyday things that it believes makes life more meaningful. It is all about discovering new places and new things to do. Groupon wants to give its customers the extra nudge that they might need to try something new whilst knowing they are supporting their local community.

Volunteering is also at the heart of Groupon’s values, and we take every opportunity to support our community partners in many ways. To date, Groupon has served more than 135,000 volunteer hours across the globe.



THINGS YOU DIDN'T KNOW ABOUT GROUPON

- The world’s first Groupon was a pizza deal for Motel Bar, located downstairs from Groupon headquarters in Chicago, USA. Since that first deal went live, Groupon has sold more than 85 million pizza slices.
- In 2016, the one billionth Groupon was sold, putting the company amongst Apple, McDonald’s, Elvis and the Beatles as a brand that have achieved the billion-sold milestone
- To date, Groupon has sold tickets for 47 million hours of live music and has been responsible for more than 1.8 billion grams of steak being served, 15 million fitness classes survived, 375 years of yoga poses, and 6.8 billion grams of coffee brewed.