

# **GROUPON**

**SQUASH AUSTRALIA PARTNERSHIP**

March 2019

## WHERE GROUPON CAN HELP YOU



**INCREASING  
FOOT TRAFFIC**



**COUNTERING  
SEASONALITY**



**AMPLIFYING  
DEMAND**



**PROVIDING  
BRANDS  
NATIONAL  
EXPOSURE &  
REACH**



**INCREASING  
LOYALTY**

# SQUASH AUSTRALIA

## OFFER

- **Promo:**  
1 hour use of squash courts for \$9

Excludes racquet hire fees

Limit of 3 vouchers per person

## BENEFITS

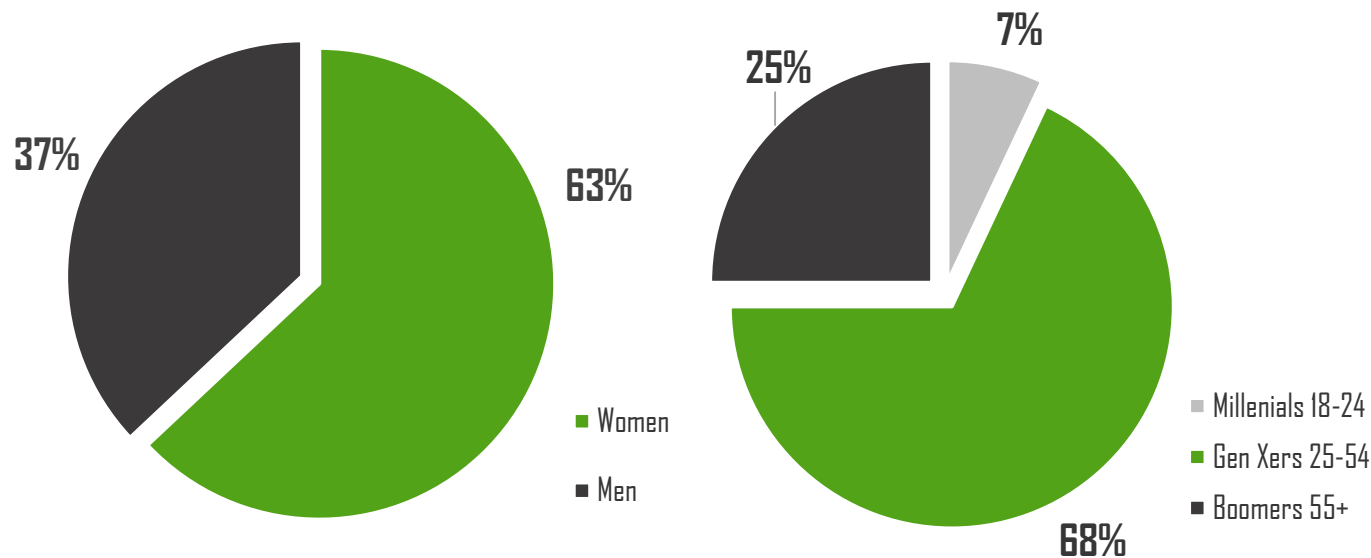
- **National Marketing Exposure:**  
No fees for exposure across all our digital assets including mobile, desktop & eDM
- **Increased membership growth**  
Campaign attracts people to visit your centre and experience the facilities
- **Increased engagement:**  
Low barrier to entry in terms of initial 'hook' to engage customers
- **Up-sell / cross-sell opportunities:**  
Utilise this to up & cross sell to customers & extend visits beyond campaign

# OUR DEMOGRAPHICS

## QUALITY CUSTOMERS

Groupon customers are incremental, influential and highly engaged. They use Groupon as a discovery platform and are proud advocates of their experiences

## DEMOGRAPHICS



## AFFLUENT & ACTIVE

**79%** University educated

**1.3M** earn \$100K+ per annum

**55%** purchase to find new things to do

## LOYAL & SOCIAL

**84%** are likely to return again

**79%** have referred someone to the business

**65%** spend beyond the voucher price

**67%** bring a companion when redeeming

## DEDICATED NATIONAL EXPOSURE, SUPPORT & INSIGHT

	OUT OF HOME (Billboards etc)	DISPLAY (Online Banner)	GOOGLE / FACEBOOK	TV / RADIO	PRINT (Flyer, Ads etc)	GROUPON
No marketing cost						✓
Measurable results		✓	✓			✓
Tailored to demographic		✓	✓			✓
Tailored to location	✓		✓	✓	✓	✓
No layout or agency costs		✓	✓			✓
Short term planning and fast launch					✓	✓
Tools: Merchant Center, Mobile Redemption, Reporting						✓

With Groupon you get a marketing campaign that is tailored, targeted,  
and measurable like no other



**GROUPON**

# PLATFORM

## MOBILE

**70%**

Of transactions  
completed on mobile

## TRAFFIC

**7.5M+**

Unique visitors hit our  
app / web every month

## APP

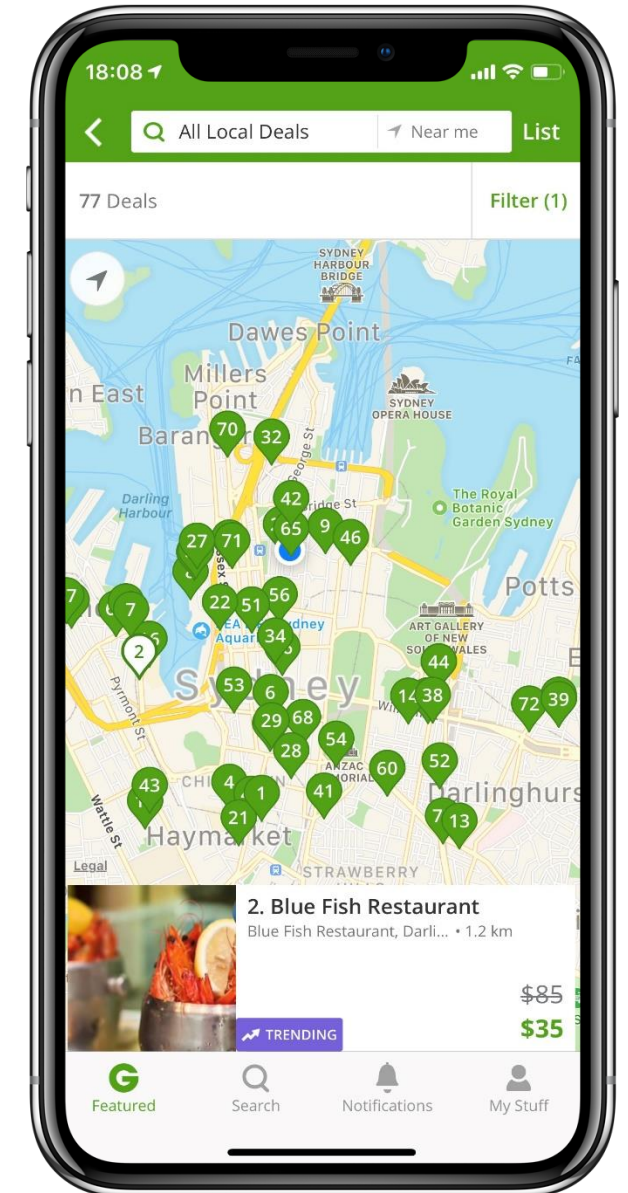
**4.5M+**

Lifetime app downloads  
across ANZ

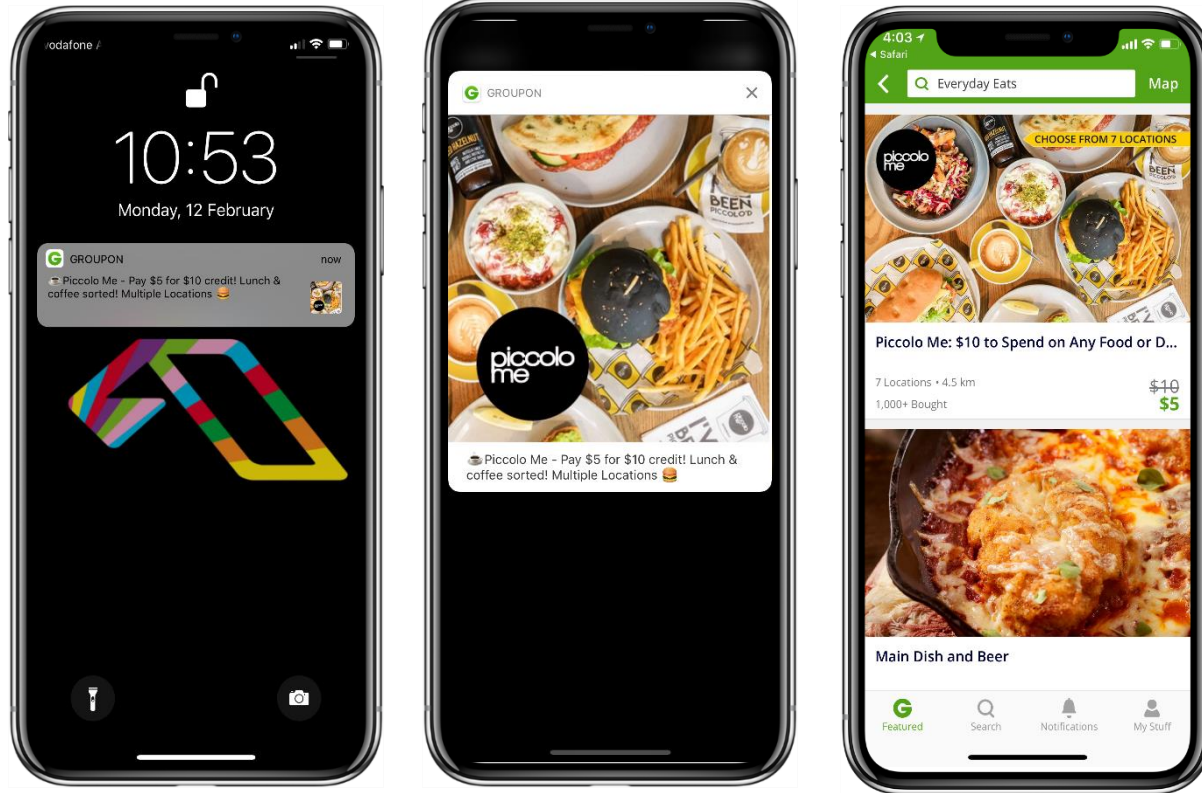
## REACH

**5M+**

Subscribers across ANZ



# ASSETS



## MOBILE

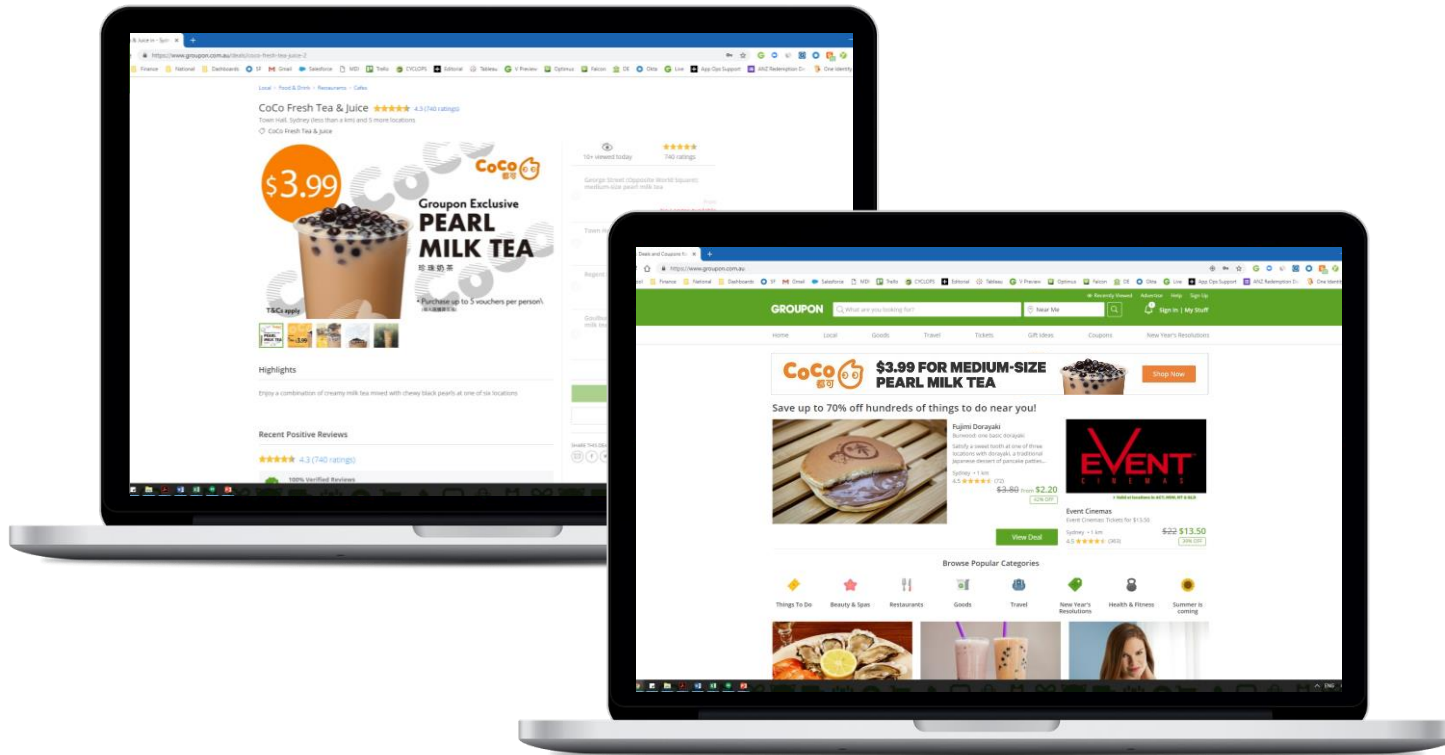
- App Presence
- App Searchable
- Push Notification
  - *500,000 impressions*
- Triggered Push
- In App Message
  - *120,000 impressions*
- Touch Site Presence
  - *80,000 impressions*



## EMAIL

- Daily Algorithm Sorted EDMs
- Groupon Curated EDMs
  - Weekly 'Best Of'
  - National 'Big Brands'
  - New to Groupon
  - Taste of Groupon
  - Groupon Birthday
  - Everyday Eats
    - *165,000 impressions*
- EDM Banner Placement
  - *150,000 impressions*
- SOLUS EDM
  - *200,000 impressions*





## DESKTOP

- Desktop Presence
- Desktop Banner
  - 130,000 impressions
- Homepage Icon
- Social Media Push

## OTHER

- Inclusion in Groupon Funded Promo Activity
- Inclusion in Thematic Push Activities (i.e. Monday Lunch Sorted!)
- Strategic Messaging (i.e. ENDING SOON)

## WE PARTNER WITH LEADING NATIONAL BRANDS

We feature leading National brands offering best in market and exclusive value propositions to customers



moments made better



