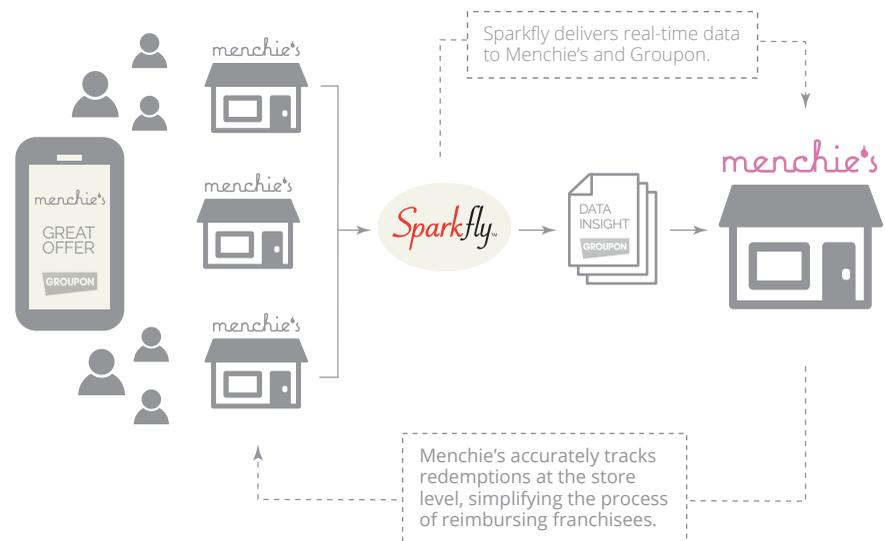


SPARKFLY ENABLES MENCHIE'S AND GROUPON TO IMMEDIATELY TRACK ROI OF DAILY DEALS

THE CHALLENGE

Menchie's wanted to run a promotion on Groupon's online and mobile properties, but they realized that there was no easy way to assess the effectiveness of the promotion without waiting months to gain visibility into redemptions by individual store locations.

Menchie's wanted a solution to track the efficacy and ROI of the promotion in real time, and to simplify accounting challenges associated with third-party daily deals.



THE SPARKFLY TECHNOLOGY SOLUTION

Sparkfly integrated its proprietary technology into Menchie's Point-Of-Sale systems to track offer redemptions, and deliver real-time transaction data down to the item level. With Sparkfly's technology in place, Groupon and Menchie's were able to:

- Track and analyze the complete path to purchase
- Measure the return on investment
- Analyze customer behavior by unique purchase amount, time of day and location
- Enhance operational simplicity and efficiency by tracking redemptions at each retail location

THE RESULTS

- The campaign ran across 35 Menchie's locations in Canada, and integration was fast and simple, averaging 15 minutes per location to set up
- More than 10,000 Groupons were redeemed
- Menchie's experienced a sales lift beyond the value of the voucher, and accurately tracked redemptions at the store level, simplifying the process of reimbursing franchisees
- The real-time look into redemptions gave Menchie's early visibility into tax calculations, vastly simplifying accounting and admin work

"The process worked and really did improve the redemption issues. I think using Sparkfly by far is the only option to redeem the coupons. Using Sparkfly should be mandatory in all Groupon promotions, locally or nationally."

Al Montag
Director of Marketing
for Menchie's Canada