

**FOR IMMEDIATE RELEASE**

## **Sparkfly and Groupon Partner to Give Merchants Real-Time, Item-Level Data on Purchases Made Through Deals**

*Sparkfly Technology Platform Provides Groupon's National Merchants; Greatly Expanded Insight Into What Was Purchased at the Point of Sale.*

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Through the integration of Sparkfly's patented platform that gathers first-party, real-time media attribution and item-level purchase data at the point of sale, Groupon, a global leader in local commerce, can now offer its large retail accounts the ability to measure the effectiveness and provide deep consumer insights into Groupon's offer redemption.

Groupon is the first national partner in the local commerce space to integrate the capabilities provided by Sparkfly, the leading point-of-sale (POS) offer redemption technology platform. Under the partnership, Groupon will integrate its mobile app with Sparkfly's platform for in-store, real-time redemption of Groupon deals. The two companies will test the integrated platform with several major national retail and restaurant outlets, with plans to ultimately roll out the solution to a broad range of national chains.

The in-depth data that Groupon and its merchant partners will gather from Sparkfly's platform will allow them to optimize offers based on actual results and provide far more visibility into the effectiveness of a given offer.

"Groupon is gaining a true strategic advantage by providing its national merchants with access to first party redemption data that they can't get anywhere else," said Catherine Tabor, CEO and founder of Sparkfly. "Integrating this capability into the Groupon app not only upgrades the redemption experience for both consumers and merchants, it also provides Groupon and its merchants with a simple and elegant solution for addressing fraud by being able to track all the details of how and when offers are redeemed in real-time."

Sparkfly's patented technology enables secure real-time validation and redemption of offers through integration with in-store point-of-sale (POS) systems. Sparkfly tracks the entire

lifecycle of a digital offer or promotion from the moment it is distributed, all the way to its redemption. The Groupon partnership will expand Sparkfly's network of retailers as Groupon merchants implement the solution in their POS systems.

### **ABOUT SPARKFLY**

Sparkfly's patented technology enables the creation and tracking of personalized offers via the web or mobile devices that can be redeemed in real-time at the point-of-sale. Detailed SKU level reporting is available for the evaluation of marketing campaigns. Existing point-of-sale systems are used without the need for additional in-store hardware or software. Sparkfly's technology has successfully been integrated with NCR, Micros, Retailix, etc. Visit [www.sparkfly.com](http://www.sparkfly.com) for more information.