Welcome to Groupon!

The Merchant Center is designed to be your one-stop shop to manage your Groupon deals. Here you can track redemption, view statistics and demographic information, and record thoughts on your new customers.
Using the Merchant Center

1. Log into Your Account

About a week before your deal runs, you’ll receive an email with important information to help you prepare for your deal, including login credentials to access your Merchant account on Groupon.com.

Go to Groupon.com and in the upper right-hand corner, click “Sign In”. Enter the login credentials you received in the “Getting Ready” email.

If you have not received your password five days before your deal, contact your account representative or your Merchant Manager.

2. Go to Merchant Center

On the right-hand side of the screen, you’ll see the Admin Panel. Underneath the black header, click on “Go to Merchant Center”.

You can also access the Merchant Center by clicking on the drop down menu in the top right-hand corner of the screen. Click on the arrow next to your name and scroll down to select any of the five sections.

3. The Dashboard Tab

The Dashboard is the homepage for the Merchant Center. Here you’ll see all of the tools available to help you keep track of your deals and make the most out of your Groupon experience.
Using the Merchant Center

4. Daily Deals Tab

The Daily Deals tab will list data on all of your featured Groupon deals, including the number of Groupons sold per deal, and the number of Groupons redeemed per deal.

Please note that if you are not using the mobile redemption option or redeeming Groupons within the Merchant Center, the number in the “units redeemed” field will be zero.

If you would like this field to reflect the actual number of Groupons redeemed, you can visit Section Seven: “Redeem Groupons”.

Below each feature is a prompt to “View Deal Analytics”. Click on this to see a high-level overview of your deal. This page will give you:

- The total number of purchases
- The demographics of purchasers
- The deal details, including date and time of when the deal was launched and closed
- A map that demonstrates the location of purchasers
- A graph showing the peak purchase times of your deal

You can also click on “Calculate Deal ROI” to visit the ROI Calculator- a step-by-step wizard that estimates the return on investment (ROI) from your Groupon deal. For more information and instructions on how to use this tool, check out the ROI Calculator User Guide.

5. Now! Deals Tab

Groupon Now! is a new tool that lets you easily create and schedule your own deals, so you can get customers whenever you need them. Follow these steps to create a Now! deal:

A. Create Your Now! Deal
Go to the Now! deals tab and click “New Deal.” Define the
specifics of your deal, including:

- The retail value
- The discount
- The title
- The locations where customers can redeem their Groupons
- Any restrictions

B. Schedule Your Deal
Here you will specify:

- When you want your deal to run
- How long you want your deal to last
- How many deals you want to sell
- Whether you want a deal to run once, or automate it to repeat

If you’d like to include your own image, please keep it simple—do not include logos, tags or any additional text. Our image dimensions are 440 x 267 pixels.

Please note that if you are not using the mobile redemption option or redeeming Groupons within the Merchant Center, the number in the “units redeemed” field will be zero. If everything looks good, click “Launch Deal!” and you’ll see it updated on your calendar. If you need to make any changes, you can click “go back” to return to the previous page and edit the deal.

After your deal is launched, here are some easy ways to manage your deal going forward:

1. **Edit:** Once your deal has launched, you can always go back and edit the schedule. Just click “edit” under current deals. You cannot change the terms of your deal while the deal is running, but you can change the days and times the deal will run.

2. **Preview:** Click “preview” whenever you want to see what your deal looks like to nearby Groupon subscribers.

3. **Pause/Resume:** If you want to stop your deal from appearing to customers, you can pause it. Simply click on “Pause” and your deal will be placed on hold until
you decide to resume. However, please remember that any Groupons purchased while your deal was live must be accepted for redemption. Once you’re ready to resume your deal, simply click on “Resume”. Please note that if you pause a deal during the redemption window, clicking “Resume” will cause it to resume in the next scheduled window.

Example: If your deal runs on Monday and Wednesday afternoons from 1-4, and you pause the deal on Monday at 1:30 but resume it at 2:00 the deal will remain paused on Monday and will become active again for Wednesday.

4. **Copy:** If you’d like to schedule another deal similar to the previous template you created, click “copy.” This will allow you to use the same details while making edits to the terms and schedule. Use the “copy” function to quickly create multiple deals with similar terms.

5. **Close:** If you wish to terminate your deal forever, click “close.” The deal will then be removed from your calendar and from the view of nearby subscribers. If you decide you’d like to launch the deal again later, you’ll have to click “new deal” and start again to re-create your deal.

C. **Redemption** In the upper-right-hand corner you’ll notice a link to “Download Now! Groupon Numbers.” These numbers are allocated specifically to customers who buy your deal. You have the option to use this list to crosscheck Groupons redeemed at your business.

Groupon Now! deals are marked automatically as redeemed when a customer prints a Now! deal or pulls it up on their mobile phone. Any questions about redemption for Now! deals can be directed to your Now! coordinator.

6. **My Earnings**

The My Earnings section details when you can expect your Groupon payments and the estimated value of each check. For more information on payment schedule, check with your account representative or merchant manager.
Using the Merchant Center

7. Redeem Groupons Tab

Under this section, you are able to manually enter individual codes or enter a list of multiple codes. If you’re using the mobile redemption application, your mobile application will sync automatically with the Merchant Center, so you don’t need to worry about entering codes manually. When entering a code individually, you can also enter the total amount the customer spent. Entering this number allows you to track how much Groupon customers are spending at your business, enabling a better calculation of your deal’s ROI through the Merchant Center’s ROI Calculator.

Tip: Please note that we strongly encourage you to at least track a sample of your Groupon customers. Entering the dollar amounts of 100 Groupon bills within the Merchant Center will allow the calculator to deliver a more representative example of your ROI.

On the right-hand side, the statistics for all deals are listed in the “All Deals Summary” panel. Here, you can generate separate spreadsheets for all Groupon customers, all redeemed Groupon customers, or all unredeemed Groupon customers. The spreadsheets generated will include all of the Groupon numbers, as well as the total spend per customer if you’ve been tracking this information.

8. Business Profile Tab

Fill out your business profile, including the location(s) that are valid for the deal, and your payment information. The more information you provide, the better customers can imagine your business, and the more likely they’ll be to buy your deals.