

Group Buying Deals

November 2010

WagJag.com

- ☐ Launched first deals in December 2009
 - Rapidly growing to current presence in 25+
 Canadian markets
- ☐ Partnered with Torstar in June 2010
 - Supporting rapid growth
 - Leveraging digital assets

Case Study 1 – Fast Food

Goal

 To promote trial to new prospective customers across multiple Southern Ontario markets

Offer

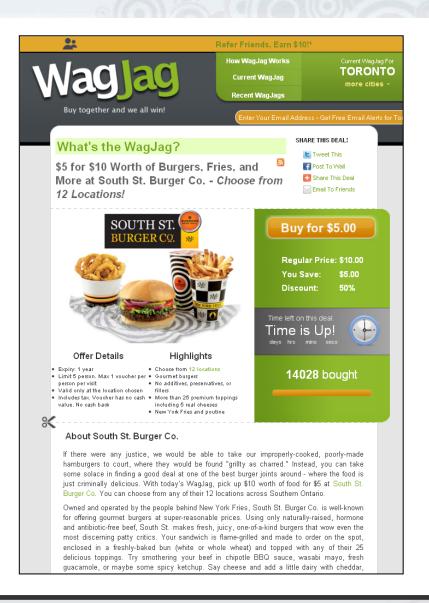
• \$5 for \$10 Worth of Burgers , Fries & More from South St. Burger Co.

Discount / Quantity / Transaction Value

50% 14,028 \$70,0140

Strategic Insight

- This deal went viral FAST!
 - Most vouchers ever sold for a flash sales deal in Canada
 - o 900 vouchers were purchased in the peak hour
 - 53% of purchases came from new WagJag customers



Case Study 2 – Local Retailer

Goal

 Increase customer traffic to the flagship Umbra retail store on Queen Street in Toronto

Offer

 \$25 for a \$50 gift card valid on anything in the store

Discount / Quantity / Transaction Value

50% 1,476 \$36,900

Strategic Insight

- \$50 of credit is enough to buy certain products but is also likely to result in meaningful overspend
- Resulted in many people visiting the store who otherwise would not have visited



Case Study 3 – Specialty Product

Goal

 New business wanted to create trial generation and drive volume

Offer

• \$65 for a 16" x 20" custom printed canvas

Discount / Quantity / Transaction Value

70% 911 \$59,215

Strategic Insight

- Specialty item with mass appeal: where else do you get these?
- Very social item (likely to share)
- High margin product with ample opportunity for up-sell and repeat business]





Thank you!