



Location-Based Marketing

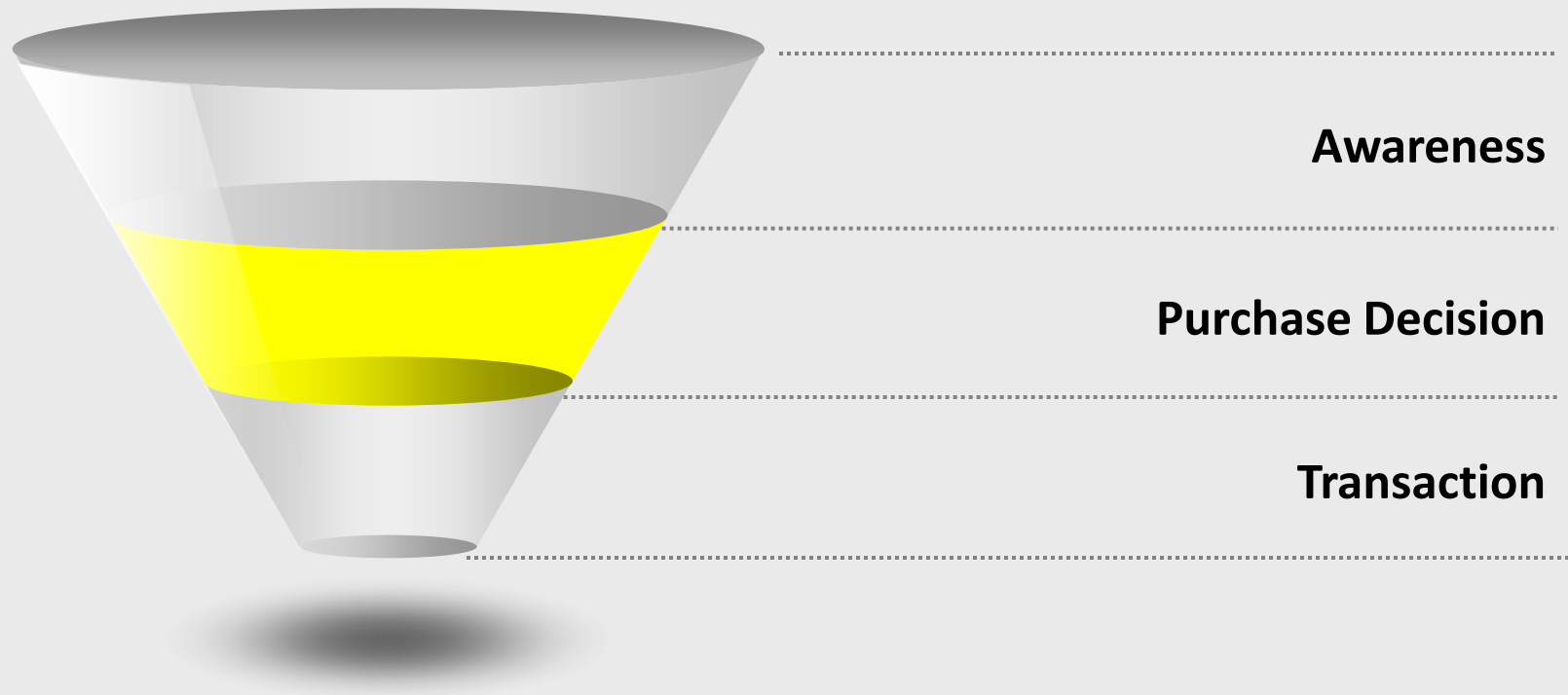
by @matthieuhoule

20%

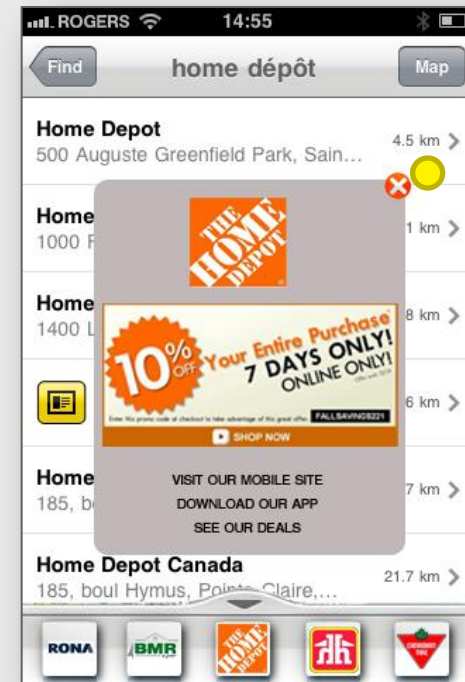
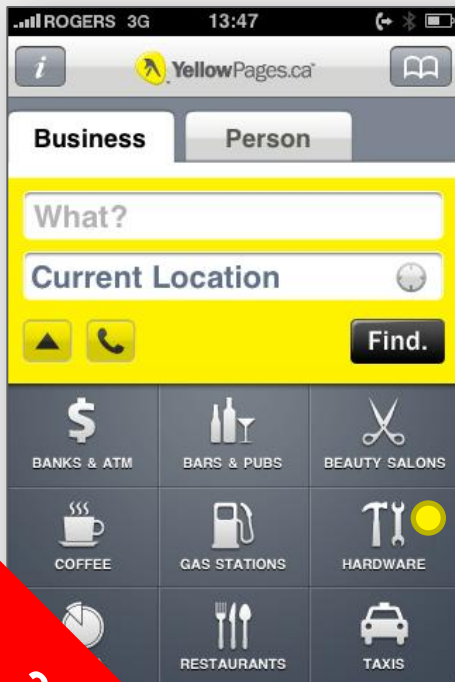
of our Searches Will be **Mobile** by the end of 2010



End-to-End Lead Funnel



The Basics: Get Found!



2011!!

The Basics: Content. Right **Here**. Right **Now**.



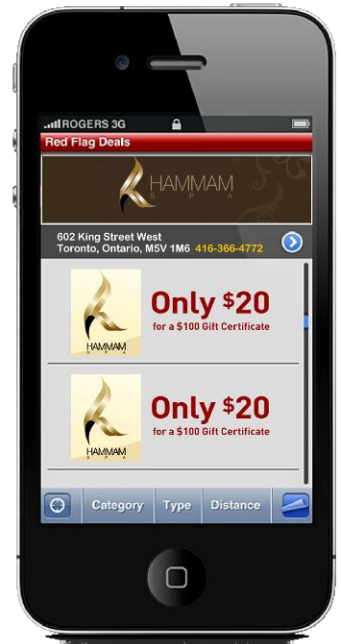
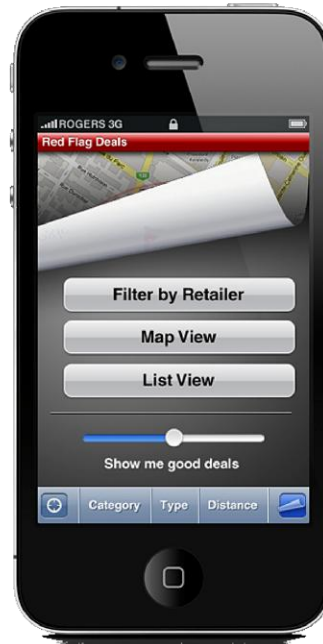
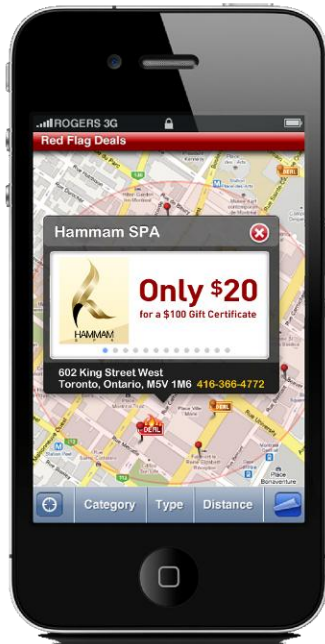
I'm Ready to Buy.
Are You Ready to Sell?

<i>Compare prices</i>	52%
<i>Read Reviews</i>	40%
<i>Promotions / Coupons</i>	38%
<i>Inventory</i>	34%
<i>Locate retailer</i>	37%
<i>Purchase</i>	23%

80% said they were likely
use app



Deals Around Me



2011!!

[Today's Deal](#)[Recent Deals](#)[See More Cities](#) ▾

Today's Deal: \$8 for \$20 Worth of Gourmet Goodies at About Cheese



Join the Group Buy

Time left: 0

\$8

The deal is over

* Limited Quantity

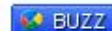
Deal ended at 8:59pm on 09/24/2010

Value
\$20

Discount
60%

Purchased
1036

Share:



0

Details:

- Unlimited number may be purchased for yourself and as gifts
- Can not be combined with other offers
- No cash value or cash back
- Offer available at the Church St. location only
- Entire voucher must be used in one visit
- Valid until September 24, 2011

Deal Description

Reviews

The bread is also to die for!



Gillian L, Yelp.ca

This place is friendly and offers a great selection of gourmet cheeses. The bread is also to die for. Sesame cheese sticks are rich and have a little kick

WOW!!!! This is the best new stores on Church Street!



TM

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