

Groupon Case Study

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What features of contemporary e-commerce does Groupon utilize?

The contemporary e-commerce features that Groupon utilize include offering discounts and offers to various customers via the internet. Groupon uses email to communicate to customers about discounts and offers from various merchants. The information is filtered based on the consumer's location and preferences. Groupon's target partner was Pizza Place. The firm sends email communications to consumers on offers that were valid for 24 hours or a week on various products and services (Valuement, n.d). The deals included facts on how customers could redeem the coupons directly from the merchant or through the Groupon website. As time passed, Groupon developed a mobile app that made it possible for consumers to communicate with the merchant. A mobile app is very convenient because it makes it easier for consumers to make purchases anytime and anywhere (Laudon, & Traver, 2017). Besides, it makes it easier for people to share the offers on social platforms providing the merchant with an opportunity of receiving more offers.

2. What value does this service provide subscribing merchants? What value does it provide customers?

Groupon provides an extensive database for subscribing merchants. The firm have a database showing the history of the purchase of customers and email addresses. Access to this platform is essential for businesses because it allows them to estimate the revenue, they will generate from a given offer. Besides, businesses are also positioned to evaluate if they made a profit from the partnership (Laudon, & Traver, 2017). The platform also helps the company save money because it is a cheaper way of reaching out to the customer than putting on advertisements. Groupon offers consumers the opportunity to learn about existing offers in real

time. The service also allows consumers to get many products at discounted prices. Further, it allows consumers to taste new products at reduced costs.

References

Laudon, C. K. & Traver, G. C. (2017). *E-commerce 2017: Business, technology, society*.

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Valuement. (n.d). The Groupon Disaster - A Case Study for Entrepreneurs.

<https://www.youtube.com/watch?v=zeNQE3VBRnQ>