🏆 Get Perk’d vs Groupon – Competitive Battlecard

This battlecard outlines why Get Perk’d is the superior choice for students, businesses, and partners in the campus market.

# 📊 Key Comparison

| Feature | Groupon | Get Perk’d |  
|----------------------------|------------------------------------------|------------------------------------------------------------|  
| Target Audience | General consumers | Verified college students |  
| Business Model | 50% commission from merchants | Monthly flat-rate, no commission |  
| Merchant Experience | No personal support | Local onboarding & real-time analytics |  
| Campus Engagement | None | Ambassador-driven, QR posters, gamified campaigns |  
| Deal Intelligence | Static deal listings | AI recommendations, student behavior insights |  
| Brand Affinity | Transactional | Community-focused with emotional brand connection |  
| Gamification & Loyalty | None | XP, milestones, ambassador leaderboard |  
| Customization | Limited | Full customization by business or city |

# ✅ Why Get Perk’d Wins

- Built specifically for students, not general public  
- Better value proposition for merchants  
- More relevant data, behavior tracking, and relationship depth  
- Faster to adapt to local trends  
- Lower friction to onboard new businesses