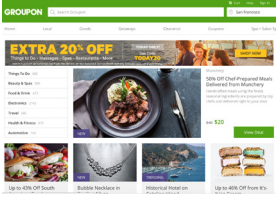
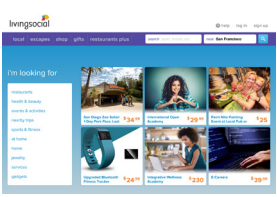
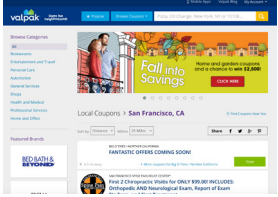
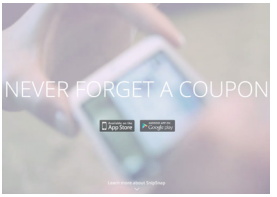
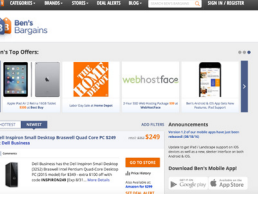


| | Direct | | | Indirect | |
|--------------------------|--|--|---|---|--|
| | GROUPON | Livingsocial | valpak | Snipsnap | Ben's Bargains |
| Screenshot |  |  |  |  |  |
| Main function | Coupons/online and print | Coupons/online and print | Coupons/online and print | Coupons/only mobile phone | Online deals |
| Focused on featured deal | Yes | No | Yes | No | Yes |
| Serch for local deals | Yes | Yes | Yes | Yes | No |
| Deals offered | Huge selection of deals. | Focused on events and activities. | Offered various kind of in-store coupons. | Many kinds | Many kinds, focused on deals for male. |
| Navigation | Very clear. Secondary navigation gives you clear idea. | Unclear. Need to organize. | Difficult to search what you want. They don't have secondary navigation. | Simple and clear. | Easy to use and very clear navigation. |
| Share via social network | Yes | Yes | Yes | No | No |
| Content Quantity (deals) | 6,703 | 1,026 | 2,780 | more than 7,000 (Search the biggest database of printed coupons on the planet.) | more than 3,000 |
| Interaction elements | Very clear and easy. "view deal", "shop now" buttons are standing out. Also serch box is top of website. | Serach deals and loca-tion box are at the top of webpage. | "view" buttons are clear, but users have to scroll down to see them. | Their website is only for inviting users to download their mobil app. "Get SNIPSnap!" button is on the top, very clear. | Search box is top of website, but it's not big enough. "Go to store" buttons are clear and standing out. |

| | Direct | | | Indirect | |
|-------------------------------------|---|--|---|---|--|
| | GROUPON | Livingsocial | valpak | Snipsnap | Ben's Bargains |
| Sign up with social network account | Yes | Yes | No | Yes | Yes |
| Visula hierarchy | Very clear and strong. User's eyes goes deals and prices. | Prices and deals are very clear. Easy to find what you want. | Does not show prices. Users have to read the deals carefully. | Clear. Well organized information. User's eyes go through top to bottom. | Image of deals are too small. User's eyes goes to top offers first, then get confused. |
| Responsive mobile app | Yes | Yes | Yes | Yes | Yes |
| Branding | Green, feels fresh. Inviting. Professional looking. | Purple and blue. Feels urban. | Navy. Casual. | White background. Clean. | Their website is simple gray background. Blue and orange for logo mark. |
| Overall strengths | Well created website, a lot of variety of choises. | Welcoming, cool design. | Family friendly. Variety deals, fun to serch. | Their database is the biggest among others. | Masculine, Apealing to men |
| Overall weaknesses | Hard to localize/personalize. | Mostly for young single. Not family friendly. | Visual design is not apealing. | Coupons only mobile phones. Can't print out. | Showing expired deals. Website looks too plain. |
| Launched | November 2008 | July 2012 | 1968 (mails 14 coupons in local) 2006 (starts online delas partner with Google) | 2014 | January 2000 |
| Reviews (App store) | ★★★★★ (374) | ★★★★★ (11) | (4+) | (4+) | (4+) |
| Reviews (Google Play) | ★★★★★ (1,042,601) | ★★★★★ (25,921) | ★★★★★ (1,518) | ★★★★★ (9,678) | ★★★★★ (87) |
| Screenshot (mobile app) |  |  |  |  |  |