



Online Group Deals and Other Savings



**Presentation to APCUG 2014 Summer Virtual
Technology Conference - 8/16/14**

Greg Skalka

President, Under the Computer Hood User Group



Group Deal Sites

- Groupon.com
- LivingSocial.com
- Amazon Local (local.amazon.com)
- TravelZoo.com
- U-T San Diego Deals (deals.utsandiego.com)
 - Your local newspaper or TV station may have one
- Moolala.com*
- SuddenValues.com*

*sites I have not purchased from

What's the Deal?

- Meals
- Hotel Stays
- Goods
- Travel
- Entertainment
- Services
- Experiences



What is the Benefit?

- Savings
 - Buy certificate that gives $\$X$ for $\$X/2$
 - Typically 40% to 50% or more off on hotels, tickets, events
- Recreational ideas
- Benefits can vary - be a savvy shopper



How Do Deals Work?

- Purchase online
 - Limited time or quantity
- Print voucher
 - Sometimes deal is booked directly - no voucher
- Reserve
- Redeem at vendor by expiration date
 - Additional payments (tax) may apply
- After expiration, voucher is still good for paid value at vendor

Are There Restrictions?

- Each site and deal is unique
- Expiration (to use)
 - Paid value is always available
- Black-outs
- Can have redemption rush near expiration date
- Be sure to research rules for refunds
 - Deal sites will usually refund paid value if merchant refuses voucher

Groupon Number

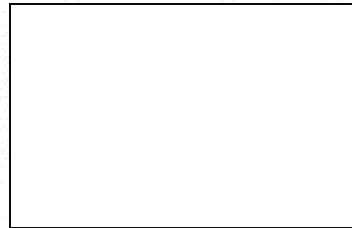
GROUPON

One roundtrip ticket from Newport Beach to Catalina

Catalina Flyer

The amount paid for this voucher (\$37.00) with Catalina Flyer NEVER EXPIRES.

The promotional value expires November 09, 2014.



The Fine Print

Limit 10 per person, may buy 10 additional as gifts. Travel must be completed by expiration date on your Groupon. Advanced phone reservation required; weekend reservations required 1 month or more prior to travel. Subject to availability. Not valid for travel 5/23/14-5/26/14, 7/4/14-7/6/14, and 8/29/14-9/1/14. Subject to weather and boat capacity. Must check in by 8:00 a.m. Valid for same day or multiple overnight travel. **\$6 tax not included.** Expired value may only be applied to adult trips to Catalina Island. Valid only for the 2014 season.

Redeem at

Newport Beach
400 Main Street
Newport Beach California 92661

800-830-7744

How To Use This

1. Print out Groupon (recommended) or pull up on mobile app.
2. Reservation required, call (949) 673-5247 and mention your Groupon.
3. Present Groupon upon arrival.
4. Enjoy!



PROMOTIONAL OFFER

\$30 for \$60 of Traditional German Fare at Kaiserhof

Kaiserhof Restaurant & Biergarten

	Value	Savings	Discount
\$30	\$60	\$30	50%

\$30 for \$60 of Traditional German Fare at Kaiserhof

Redeemable After:

September 7th, 2012 - 6 a.m.

Recipients:

Greg Skalka

TOTAL VALUE: \$60.00

Instructions:

1. Print out this U-T San Diego deal.
2. Present your deal at a redeemable location.
3. Enjoy! Then come back for another U-T San Diego deal.

Purchase Value: \$30.00

(Does not expire until redeemed or refunded.)

Promotional Value: \$30.00

EXPIRES: DECEMBER 6TH, 2012 - 11:59 P.M.

Restrictions:

- Promotional period ends December 6, 2012.
- Limit one voucher purchase per person.
- Limit one voucher use per table.
- Not valid toward merchandise purchases.
- Not valid toward special holiday menu items or happy hour prices.
- Dine-in only; tax and gratuity not included. Please tip on full value of meal.
- No cash back or cash value.
- May not be combined with any other offers or discounts.

**Promotional Value Expiration Date:
DECEMBER 6TH, 2012 - 11:59 P.M.**

After that date, the voucher retains a value of **\$30.00**, which NEVER EXPIRES, until redeemed or refunded.

Redeemable At:

Kaiserhof Restaurant & Biergarten
2253 Sunset Cliffs Boulevard



Voucher for a Flight of Four Beers
and One Pint Each for Two at Saint
Archer Brewing Company

SAINT ARCHER BREWING COMPANY



VOUCHER NUMBER:

1000168855036

PURCHASED BY:
Gregory Skalka

PURCHASED ON:
October 11, 2013

ENJOY PROMOTIONAL VALUE \$13.00 BY
February 23, 2014

PAID VALUE (\$13.00) DOES NOT EXPIRE

Instructions

- 1) Present printed or smartphone voucher prior to ordering
- 2) Gratuity not included; please tip on the pre-discounted total
- 3) Enjoy!

location

9550 Distribution Avenue
San Diego, CA 92121
858-225-2337

Refund Policy

LivingSocial will provide a refund for this voucher if a request is made within seven days of purchase. Within that period, you can request a refund directly on your My Vouchers page at <https://www.livingsocial.com/vouchers>. After that, we provide refunds upon request only where the relevant merchant has gone out of business before the promotional period ends.

The Fine Print

Limit 1 per customer, up to 1 additional as gifts • Limit 1 per couple per visit • Must be 21+ to redeem and present valid ID • Reservations not required • Entire value must be used in a single visit • Discount apportioned among all items purchased. No item provided free

Except where noted in the Fine Print:

- Cannot be combined with any other offer or promotion
- Tax and gratuity are not included
- PAID VALUE (\$13.00) DOES NOT EXPIRE
- PROMOTIONAL VALUE (\$13.00) EXPIRES: 02/23/2014
- LivingSocial Terms and Conditions -

<https://www.livingsocial.com/terms>

Need Assistance?

<http://help.livingsocial.com/>

Call the Merchant: 858-225-2337 | Call LivingSocial: 877-521-4191

Other Group Deal Details

- Web sites
 - Deals listed by type
 - Deals listed geographically
- Emails
 - Daily Gems
- Additional savings
- Typically need to set up an account

Costco / Costco.com



- Restaurant and event gift cards at discount
- Typical deal: \$79.99 for \$100 in gift cards
- Restaurants
- Theme parks and attractions

ORDER DETAILS

Description



Dickey's Barbecue Restaurant Four \$25 Gift Cards

Item # 835363

\$59.99 After \$20 OFF & Free Shipping

Entertainment Book

- Discount coupon book
 - www.entertainment.com
- Available for many cities
- Additional coupons available online
- Dining, entertainment, travel, services
- Typical 2 for 1 on food
- Books list at around \$40 but are discounted
- 2014 book good from fall of 2013 to 11/1/14



Greg's Recommendations

- Shop around
- Check the actual prices before buying
- Check for competing deals
- Look for additional discounts
- Plan before buying (will you use it?)
- Be sure to use before expiration date
 - Keep track of your deals
- Have some fun experiences
- Save money!

Birthday Deals



- Deals you can get by joining merchant clubs
 - Discounted or free meals
 - Free dessert
 - Other freebies
- Most are valid for a week or so around birthday, others only on the day
- Some merchants offer deals for your anniversary as well
- Some deals are good, others not so exceptional

More Birthday Deals



- Deals you can get by joining merchant clubs
 - Rubio’s - free \$7 food credit
 - Jersey Mike’s - free sub and drink **ON YOUR BIRTHDAY**
 - Free trip to Catalina **ON YOUR BIRTHDAY**
 - Denny’s - free slam **ON YOUR BIRTHDAY**
 - Mimi’s - free dessert (birthday & anniversary)
 - Coco’s, Marie Callender's, Red Lobster and Red Robin offer birthday deals
- Find more by searching “birthday deals”