



Fast Facts

What are inDeals?

InDeals are deeply discounted offers from local merchants sold online through our website.

How does the program work?

A discounted gift card to a local merchant is posted on our inDeals website. An email is sent to your audience at the beginning of the deal announcing the deal. The deal is usually only available until a certain deadline. Consumers go to your site, purchase the deal, and print the gift card. Consumers then patronize your business. New deals are posted regularly.

How much does it cost to run an inDeal?

There is no upfront cost to participate. This is a revenue share program – the merchant splits the sales with us. Your first step is to suggest a generous deal on a popular service or item.

How do you promote inDeals?

The first line of promotion comes from the morning email announcements sent to registered inDeals users, directing them to the deals. The dedicated group buying website features the inDeal of the day, and our news and information website, independent.com, also runs links and banner ads promoting the deal.

Additionally, our Monday, Wednesday, and Friday newsletter features the inDeals, and our flagship newspaper, *The Santa Barbara Independent*, has prominent display advertising promoting inDeals.

What's the merchant payout?

The merchant gets 55% of every dollar sold through an inDeal. As your partner, we are paying for the accounting, credit card processing, promotion and advertising, commissions and overhead, and the online store-front for the development and completion of these deals.

When do they run?

We promote the deals as they become available, typically on a daily basis, Monday through Friday.

What is the payment schedule for the advertiser once the deal tips?

The advertiser will receive 1/3 within 3 days after the deal closes, 1/3 within 15 days, and 1/3 within 30 days

Are there restrictions on the inDeals?

There can be: our main goal is to create a successful inDeal for you, so we will help you create and structure the best deal possible for your customers and for your bottom line. Some deals need restrictions on the number of buyers, or deeper discounts, or a minimum amount of Buyers. In order to get your deal just right, we may suggest any number of changes and strategies.

What types of deals are a good fit for inDeals?

Businesses that are interested in gaining new customers are a great match for inDeals. Restaurants, Health, Beauty, and Fitness establishments, Entertainment & Special Events, Services, and Travel Leisure have been most successful around the country; we believe a providing good value for your customers is always a successful strategy, and will approach your deal with that in mind. Seasonal vacancies, excess inventory, or less-than-full schedules are also ideal.

Restaurants and Family Activities (such as movies, concerts, museums, day trips) are the types of deals that also do well. Travel Deals, such as weekend resort stays, can also be very successful. Generally, planned purchases dependent upon an individual's style or taste should be avoided.

What makes a good deal?

These are only guidelines – because success in group deal websites has been across the board – the deal is the thing! That said, many successful deals are 50% off or better, with few restrictions and disclaimers. The cost to the consumer should be between \$10-\$40. Ideally, the inDeal is one that the consumer could not find anywhere else – either as an exclusive product or service, or a startlingly deep discount on a familiar item which begs to be bought.

What kinds of deals do you support?

We support all kinds of deals. You can set up your deals with any combination of the following: Inventory Limits, Time Limits, Tipping Points (minimum number of purchasers), Multiple Merchant Locations, and Multiple Deals.

What time does the e-mail with inDeals go out in the morning?

The inDeals e-mail will be sent out at 1:30am to our registered users. The IndyInsider goes out at 12:03am.

How many people are e-mailed each day?

The subscribers to the inDeals e-mail database will receive a Deadline Deals e-mail each day. As of this moment, the e-mail list is up to 4,500.

How many people will see the deal of the day outside of e-mail?

The website homepage at *independent.com* has a link with the deal of the day on display, and other promotional banner ads are throughout the website. On average, the homepage of our website gets over 10,000 visitors per day (the County's busiest). And inDeals featured in our newspaper will benefit from the 40,000 circulation, also the County's largest.

What is the difference between inDeals compared to Groupon and other similar sites?

First, we can reach a larger audience than Groupon through our online and print / e-newsletter platforms. Second, we offer a better revenue share than Groupon (we give 55% to the merchant versus Groupon's 52.5/47.5 on all deals). Lastly, unlike some other deal companies, we do not require a multi-date or exclusive commitment.

What steps do the merchants take to receive payment?

We will provide you with a W-9 form to fill out in order to be paid. If you want to be paid via ACH/Direct Deposit, please provide us a voided check and a completed copy of our ACH Authorization Form.

What is the cancellation policy for inDeals?

You can stop running your deals at any time without penalty.

Do the gift cards expire? Are there laws against the expiration of gift cards?

The gift cards can be setup to expire by a certain date. A year is common. The amount paid for the deal does not expire.

How does the merchant handle the redemption of the inDeals vouchers?

The advertiser will be sent a spreadsheet, of the unique code and name on each coupon. That way, no coupon holder can try to use his/her coupon more than once.

The merchant will also receive a link to our website which allows them to log into their account, and redeem the vouchers online. The voucher spreadsheets can also be downloaded in the Merchant center.

The Buyer can also show their inDeal on their cell phone, and have the merchant mark the inDeal as 'redeemed' on their cell phone screen.

We also provide QR codes on vouchers, for merchants who use this technology. [*please see our separate sheet on Redeeming Vouchers*].

What Are inDeal Benefits?

- Specialized for local business, by a long-time local business, *The Santa Barbara Independent*.
- No upfront costs. You ONLY pay when customers purchase your deals,
- Guaranteed revenue
- Measureable results
- New Customers (to turn into Repeat Customers)
- Increased foot traffic:
- New word of mouth, before and after the sale
- The only advertiser for the day: unique, strong, attention-getting exposure
- Email Support
- Newspaper support
- Newsletter (IndyInsider) support

What other features do you offer?

We offer online Merchant support, Maps, Daily Email Blast, Direct to Merchant Payments, Credit Card Processing, Denominations (how the vouchers are delivered), and Fully Customizable Branding, Gift Card Design



More service, from the **independent**
Santa Barbara
independent.com

Please call us at 805-965-5205 or email inDeals@independent.com