



Efficient, Measurable, Risk-Free Marketing

Being featured on [InDeals](#) is free. The money from the completed deals is split between our company, and you, the Deal Sponsor. We only make money when you do: we only make money on Deals sold.

An Exclusive Spotlight for Your Business

When you're featured on [InDeals](#), your business is the star! We run no other deals for that day. It's just you selling directly to an eager audience.

Valuable New Customers, Guaranteed

We have found that group buying customers are not just looking for a great deal, they are looking for an excuse to try something new. The average customer delivered via a group buying site spends 60% more than the simple value of the [InDeals](#) coupon. Should you wish to restrict the amount of Deals offered or only have a Deal active after a certain amount are sold, we can build in a "Tipping point." This allows businesses to specify a minimum (or maximum) number of new customers before offering the discount. If the deal doesn't tip, you've still gained exposure to thousands of our customers, for free.

Big Exposure, Bigger Word of Mouth

An [InDeals](#) feature puts you in front of thousands of subscribers all over the Santa Barbara area. Our subscribers are spontaneous and social. They share your offer with people they know via Facebook, Twitter, and email. The effect of this will often be felt some time after the deal has closed.

What [InDeals](#) brings to the Table

[InDeals](#), by the very definition of the sale, gives you a fast, easy, risk-free alternative that achieves marketing goals far beyond the scope of traditional media sales. The split between you and *The Independent* guarantees you only pay for what you sell, the new customers have already paid and are pre-qualified to become return customers. And your returning customers will be pleased with the great deal you have provided!

Please call us at 805-965-5205 to schedule your next inDeal.

