

**“ It’s an intuitive and easily scalable platform. ”**

—Adam Rubin, Creative Manager at Groupon

## Groupon selects OpenX Enterprise



Creative Manager at Groupon, Adam Rubin

Only two years old, Groupon is already the world’s most popular daily deal site. Groupon sends out hundreds of millions of emails per month, connecting consumers around the globe with unbeatable deals from the best merchants in their area.

But according to Adam Rubin, Creative Manager at Groupon, their manual approach to scheduling advertisements in their daily emails to consumers had become slow and cumbersome.

“We needed a huge amount of lead time to get any non-deal specific content out to users,” Rubin said. “Our manual system was very inefficient, complicated by the fact that we were growing every week.”

### Fast, Affordable and Flexible

Groupon was looking for an ad-server that was affordable and flexible enough to handle its explosive growth. Rubin shopped the markets for ad-servers, and found OpenX stood out as the standard for value, scalability and usability.

“The reputation and the pricing was right with OpenX, ” Rubin said.

### Summary

**GROUPON**

Groupon adopts OpenX Enterprise to serve ads in their daily emails

Using OpenX saves time and streamlines the process of updating content

Community groups raise big dollars and help raise awareness for Groupon locally

### Other OpenX Clients



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Groupon set up OpenX Enterprise on their website quickly, and the OpenX customer support team helped them with the few questions they had. Overnight, scheduling ads in the emails changed from a “behemoth” task for three staffers to a simple routine for one person, according to Rubin. “OpenX has saved us a huge amount of time,” he added.

The versatility of OpenX Enterprise has also helped Groupon promote more local organizations, expanding the company’s PR outreach and influence. “The ads are not just for information purposes, but we’ve also used them to drive revenue,” Rubin said.

## Connecting with Communities

With the increased efficiency, Groupon can promote more types of content to consumers. The company has expanded on its roots as a social action platform and regularly promotes both national and local charities in its emails and on its website.

“Our users have donated more than \$500,000 to worthy causes since we’ve implemented OpenX,” Rubin said. “It’s been a tremendous response.”

By allowing Groupon to connect better to the communities it serves, OpenX Enterprise has allowed the company to expand its mission as well as its customer base.

“For a business growing as rapidly as Groupon, OpenX has been a great solution. It’s an efficient, intuitive and easily scalable platform,” Rubin said.



The screenshot shows a Groupon website interface. On the left, there's a partial view of a menu item with a photo of oysters. The main content area is titled "More Great Deals Nearby". It features two deal cards. The first card is for "Lincoln \$50 for \$125 at Heritage Ballet", showing a "\$50" price tag, "\$125 value", and a "View It!" button. The second card is for "Online Deal: \$15 for \$30 at WhiteyBoard.com". Below these is a section titled "Swap Stuff - Save Lives" with a photo of two women and a "Click for More Info" button. At the bottom left of the screenshot, there is a "Like" button with a count of "19".

***Groupon raised over \$500,000 for groups like “Swap for Good” since they started using OpenX Enterprise***