



The Client

Groupon is a global leader of local commerce offering consumers a vast marketplace of deals all over the world.



The Situation

Groupon needed to get exposure online among influencers in the couponing space.

They were looking to increase traffic and sales year over year through the marketing of specific offerings. The traffic need was based around organic channels, including direct traffic and traffic from search engines.



The Solution

CopyPress created an influencer program that leveraged “Mommy Bloggers.”

“Mommy Bloggers” make up a very specific niche of influencers and share a demographic makeup with Groupon’s target customer. What makes “Mommy Bloggers” even more interesting is that their readers openly welcome more commercial information and use the content from these influencers to inform their purchasing decisions.

Influencer Examples: couponsandfriends.com heavenlyavings.net



The Results

In a six week span, CopyPress was able to identify and leverage over 60 influencers in the niche on behalf of Groupon. The result was a 48% increase in traffic from organic sources for the categorical areas of focus. This traffic was from direct blog readers as well as organic ranking increases in Google.

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