

## **Groupon signs exclusive agreement with AdParlor to manage Facebook Advertising**

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Today AdParlor announces an exclusive agreement with Groupon to manage their entire advertising spend on Facebook®. This exclusivity will allow AdParlor to run Groupon ads on the right-hand-column of Facebook through a variety of campaigns - generic ads driving users to sign-up for daily emails, as well as deal specific ads with a focus on driving sales.

Currently, AdParlor works with the largest advertisers on Facebook – managing over 15 Billion monthly impressions using their proprietary technology. Through dynamic ad creation and bid optimization, AdParlor can buy Facebook Ads much more effectively than any other source.

Through a deep integration with Groupon’s API, AdParlor can instantly create and micro-target effective ads to Facebook users the minute a deal goes live. “We have built a powerful layer of artificial intelligence connecting the Groupon API and the Facebook Ads API,” said Kristaps Ronka, Chief Technology Officer, AdParlor Inc. “This allows us to dynamically build effective creatives for every Groupon deal and then micro-target them to the users who would be most interested in them.”

At any particular time, AdParlor may be running tens of thousands of ad variations concurrently on Facebook to maximize reach and relevance. “AdParlor has allowed us to significantly increase our spend on Facebook as a user acquisition channel,” said Zac Goldberg, VP of Online Marketing, Groupon. “Markets that we thought were saturated are being re-discovered through AdParlor’s effective and precise advertising on Facebook.”

### **About AdParlor Inc.**

AdParlor provides solutions to large Facebook advertisers – helping them effectively buy advertising typically on a CPA model. Working with hundreds of advertisers, AdParlor manages over 15 billion monthly impressions for clients such as Groupon, Ubisoft, Playfirst and many others. AdParlor Inc. has official access to the Facebook Ads API. The Facebook Ads API allows developers to integrate into the Facebook Ads system and provide marketers with new solutions to manage Facebook Ads. Facebook® is a registered trademark of Facebook Inc.

### **About Groupon**

Groupon, launched in November 2008 in Chicago, features a daily deal on the best stuff to do, eat, see and buy in more than 500 markets around the world. Groupon uses collective buying power to offer unbeatable prices and provide a win-win for businesses and consumers, delivering more than 650 daily deals globally. For more information, visit <http://www.groupon.com>.