

Refreshed Groupon website increases marketplace apps

As part of its transition from a daily deal website to an online marketplace, Groupon has completely redesigned their South African website, as well as updated versions of its popular iPhone and Android apps.

These changes are the latest step to making it easier for customers to browse its selection of deals.



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Easier navigation

"The website contains a number of significant changes that will enable us to become a true marketplace for local services, goods and travel," said Emilian Popa, CEO, Groupon South Africa. There is a search bar, which allows customers to type in exactly what they are looking for and category filters to group similar deals together. For example, under 'Restaurants', customers can now refine results by cuisine types, including 'Italian', 'Indian' or 'Japanese'."

The latest version of the website was rolled out first in the US in November 2013. In addition to a range of new search, browse and location features, the website has a sophisticated, uncluttered look, with a white, rather than green, background.

It has also updated its iPhone and Android apps, which have been downloaded nearly 92 million times in 43 countries worldwide. App updates will include **Nearby** - a tab in the mobile app that enables customers to see what Groupon deals are closest to them, whether it is in their neighbourhood or another city. For more information, go to www.Groupon.co.za.

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