

Groupon leads Latin America as most-visited coupon site in region

SANTIAGO, CHILE: comScore, Inc has released the latest results from a study on the online coupons market in Latin America. The study found that Brazil, Argentina and Chile demonstrated the highest penetration of Coupons site visitors with more than 10% of Internet populations in these markets visiting the category in March.



The study also found that Groupon led as the top coupon site in the region reaching nearly 5 million visitors.

"The online coupon category was relatively underdeveloped in Latin America until recently when brands like Groupon and Groupalia have emerged," said Alejandro Fosk, comScore senior vice president of Latin America. "Coupon sites are not only connecting local merchants with online consumers but these sites are also helping fuel the development of e-commerce in the region."

Coupon sites see varying degrees of penetration across markets in Latin America

In Latin America, 11.6 million online users visited a Coupon site in April, representing 10% of the entire online population in the region. Brazil had the highest visitor reach for the Coupon category at 16.1%, representing a total audience of 6.8 million visitors. Argentina had the second largest audience with 1.8 million visitors to the Coupon category (13.9% reach), followed by Mexico with 1.3 million visitors (6.6% reach). Chile, which ranked fourth with 751 000 visitors, also had a relatively high reach at 10.2%.

Unique Visitors to Coupon Category by Market April 2011 Total Audience Latin America Age 15+ - Home & Work Locations Source: comScore Media Metrix		
	Coupons	
	Total Unique Visitors (000)	% Reach
Latin America	11,596	9.9%
Brazil	6,761	16.1%
Argentina	1,812	13.9%
Mexico	1,255	6.6%
Chile	751	10.2%
Colombia	467	3.6%
Peru	217	5.4%
Venezuela	24	0.8%

**Excludes visits from public computers such as Internet cafes or access from mobile phones or PDAs*

Groupon and Groupalia lead coupon market in Latin America

Groupon led as the most-visited coupon site in Latin America with 4.8 million visitors. Among individual markets, Groupon attracted the largest audience in Brazil (2.5 million visitors reaching 6% of online users) and the highest reach in Argentina (922 000 visitors reaching 7.1%) and Chile (481 000 visitors reaching 6.6%).

Grouponia was the second largest coupon site in Latin America reaching nearly 2.3 million visitors overall. Brazil, which has a more mature coupon market when compared to other countries in the region, saw local coupon sites secure top spots in the ranking with Peixeurbano.com.br, Clickon.com.br and Apontaoferas.com.br all seeing more than 1 million visitors in April. Clickonero.com.mx, which is the top coupon destination in Mexico, drew 605 000 unique visitors during the month.

Top Sites in the Coupons Category by Unique Visitors April 2011 Total Audience Latin America Age 15+ - Home & Work Locations Source: comScore Media Metrix	
	Total Unique Visitors (000)
Total Internet : Total Audience	116,592
Coupons	11,596
Groupon	4,764
Grouponia	2,268
Peixeurbano.com.br	2,145
Clickon.com.br	1,905
Apontaoferas.com.br	1,007
Clickonero.com.mx	605
Agrupate.com	578
Guiadaspromocoas.com.br	348
Bananarama.com.br	334
Letsbonus.com	306

**Excludes visits from public computers such as Internet cafes or access from mobile phones or PDAs*

Fosk continued, "Although US-based Groupon is the clear leader in the region, we are seeing local brands enter the market, especially in Brazil and Mexico. As global, regional and local brands compete in this category it will be interesting to see who gains market share as this rapidly emerging market develops over the next year."

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