

PLUS! BIG DEAL

FACT SHEET



MORE THAN JUST ANOTHER DEAL SITE!

Plus! BigDeal isn't just another group buying site; in less than 2 years we have become one of the top group buying sites in Singapore. In the past 12 months, Plus! BigDeal has helped more than 600 business partners in its marketing programme and more than S\$20 million were saved by 400,000 local users through our site. Our users trust us to bring them exciting deals from businesses they'd want to frequent, and we take that trust seriously. Thus we want to form lasting relationships with you.

You request the day, we bring the customers.

We manage the transaction and you grow your business.



OUR PARTNERS



WHY WORK WITH PLUS! BIGDEAL?

EXTENSIVE REACH

Plus! BigDeal delivers exactly what you are looking for - an audience that's constantly looking for good deals and new ways to enjoy the city. We feature only the best deals, so our thousands of subscribers are eager to see our daily offers even if they don't necessarily buy everyday, bringing your brand awareness to the next level.



1.65 million
+ monthly website impression

1 million +
+ monthly website unique visitors

100,000
+ facebook fans

plus!
1.2 million
Plus! loyalty program members

14,500
+ twitter followers

400,000
+ email subscribers / users



PLUS! BIG DEAL

FACT SHEET



LINKPOINTS

Unlike other coupon websites, customers get rewarded with LinkPoints when they shop at Plus! BigDeal. That means they have more reasons to shop with us!

CUSTOMIZED ONLINE AND OFFLINE MARKETING

Our marketing team will customize marketing campaigns to promote your products and services

- Below-the-line email to 400,000 subscribers
- Customized Google and Facebook ads
- Reviews by celebrity bloggers
- Banner ads on Plus! BigDeal and NTUC Link Plus! website
- Above-the-line ads in newspapers and magazines
- Customized POS e.g. banners, posters, wobblers etc.

TRUSTED BRAND NAME

Now a subsidiary of NTUC Link and a part of Singapore's largest coalition rewards program, Plus!, you can have a peace of mind when you partner with Plus! BigDeal. You do not need to pay us anything upfront; we will take a portion of each coupon sold, and mail you a cheque once the deal is closed. In other words, we win if you win.

HIGH RETURNS

With traditional advertising, a print ad with similar level of exposure will cost you tens of thousands of dollars that you are required to pay upfront, and it doesn't even guarantee you new customers. With Plus! BigDeal, you get it for free, new customers are guaranteed and results are almost immediate.

EASY PROCESS

We handle the entertaining advertising write-up, credit card sales transactions and all customer service regarding the deal. You just sit back and wait a couple of days after the deal for your cheque.

We look forward to partnering with you!
Visit us at plus.bigdeal.sg or email us at yeah@bigdeal.sg



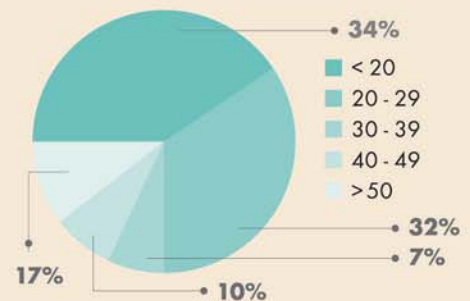
GENDER

64% ARE FEMALE

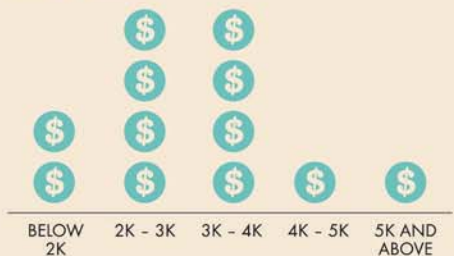


AGE GROUP

66% ARE 20 - 39



INCOME



MARITAL STATUS



EDUCATION LEVEL

