

# Offer Merchants a Platform for Success

Bloomspot wanted to convince high-end merchants that they have the best audience to fit their target demographic. Bloomspot used TowerData to display characteristics that show their members are uniquely suited to high end merchants. 93% of merchants say Bloomspot delivers to their ideal audience.\*

\*Bloomspot survey, 2011

## What merchants are saying:

“Our partnership with Bloomspot allows us to really connect with our ideal clientele. The guests that experience (I) Spa as a result of a Bloomspot promotion are more likely to return for additional spa services.”

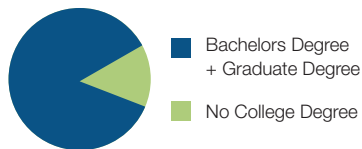
- Rick Maack, spa at the InterContinental, San Francisco, CA

“We prefer working with Bloomspot because they emphasize a high-end experience and target a very fitting clientele”

- Carolyn Thalín, Le Cirque, New York, NY.

## HIGHLY EDUCATED

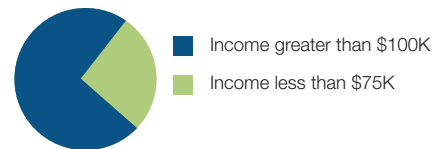
Over 75% of our members hold a college degree\*



\*Source: TowerData

## MORE AFFLUENT

We have more members with disposable income—over twice as many with household income over \$100K than other sites.\*



\*Source: TowerData

## About Bloomspot

Bloomspot is a leading daily deal site with over 1 million subscribers across 10 major U.S. cities. By providing limited quantity exclusive offers for weekend getaways and exceptional local experiences, Bloomspot helps connect top-rated local merchants with new and loyal customers.

## About TowerData

TowerData is a consumer data company that provides real time demographic data on email addresses. Daily Deal clients leverage TowerData data to segment email campaigns, deliver more relevant offers, and clearly and effectively differentiate their platform to their merchants.

With the power of TowerData data, Bloomspot **better understands their audience** so that merchants choose Bloomspot to represent their brand. As Bloomspot CEO, Jasper Malcolmson argues, two types of deals will emerge: those for the masses vs. those for a select set. Amazing offers will soon be “a privilege, not a right,”<sup>1</sup> and merchants will become increasingly selective. Use TowerData to deliver more effective offers to your users and work with your ideal merchants.

1. All things D, Interview. May 16, 2011