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**From:** Jedda, Dan  
**To:** Shemanski, Tom  
**Sent:** 12/22/2010 2:10:12 PM  
**Subject:** RE: Groupon deal summary

Thanks.

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**From:** Shemanski, Tom  
**Sent:** Wednesday, December 22, 2010 1:28 PM  
**To:** Jedda, Dan  
**Subject:** RE: Groupon deal summary

Josh (e-commerce daily deals and private sales) and Lisa (social coupons) are working on the list.

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**From:** Jedda, Dan  
**Sent:** Tuesday, December 21, 2010 12:02 PM  
**To:** Shemanski, Tom  
**Subject:** FW: Groupon deal summary  
FYI on examples. Need to expand to Europe and JP.

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**From:** Jedda, Dan  
**Sent:** Tuesday, December 21, 2010 12:01 PM  
**To:** Blackburn, Jeff; Utzschneider, Lisa  
**Subject:** RE: Groupon deal summary  
We'll also add a process for international locations that require US approval from such ecommerce. Currently, if not on the block list, country manager generally approves.

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**From:** Blackburn, Jeff  
**Sent:** Tuesday, December 21, 2010 11:53 AM  
**To:** Jedda, Dan; Utzschneider, Lisa  
**Subject:** Re: Groupon deal summary  
Guys: per your request lisa, should create the list ... but obviously just b/c a company not on a list doesn't mean ad sales won't also have to use their own good judgment for each new one they see that wants to buy display on amazon.

There are more but start for US list...

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**From:** Jedda, Dan  
**To:** Utzschneider, Lisa; Blackburn, Jeff  
**Cc:** George, Mike  
**Sent:** Tue Dec 21 10:48:30 2010  
**Subject:** Re: Groupon deal summary

My team can put together a list.

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**From:** Utzschneider, Lisa  
**To:** Jedda, Dan; Blackburn, Jeff  
**Cc:** George, Mike  
**Sent:** Tue Dec 21 10:44:26 2010  
**Subject:** RE: Groupon deal summary

Mike - Can we get a list of the top "ecommerce competitors?"

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**From:** Jedda, Dan  
**Sent:** Tuesday, December 21, 2010 1:32 PM  
**To:** Blackburn, Jeff; Utzschneider, Lisa  
**Cc:** George, Mike  
**Subject:** Re: Groupon deal summary  
Agreed. I have already sent jasper an email on this and as soon as they get in the office, we'll call them.

Thx,  
Dan

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**From:** Blackburn, Jeff  
**To:** Jedda, Dan; Utzschneider, Lisa  
**Cc:** George, Mike  
**Sent:** Tue Dec 21 10:28:30 2010  
**Subject:** Re: Groupon deal summary

Adding mike g. Groupon is blocked + let's keep a clear line on this. No deal site ecommerce competitors allowed to advertise on amazon.x sites.

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**From:** Blackburn, Jeff  
**To:** Jedda, Dan; Utzschneider, Lisa  
**Sent:** Tue Dec 21 06:21:35 2010

**Subject:** Re: Groupon deal summary

Would be great to know the ctr and conversion metrics - but agree - no, we cannot take this. Emerging direct ecommerce competitor (like ebay '99).

**From:** Jedda, Dan  
**To:** Blackburn, Jeff; Utschneider, Lisa  
**Sent:** Mon Dec 20 19:35:05 2010  
**Subject:** FW: Groupon deal summary

Hey. Am just getting word that JP signed Groupon to a [REDACTED] deal for December through March. I know we let Groupon run on Woot, but do we want to run this on Amazon.jp? LS has no play in JP yet so not sure we should say no at this point. We are trying to understand the discount they offered (which to me should be no discount), but wanted to get your thoughts.

**From:** Narayan, Kartick  
**Sent:** Monday, December 20, 2010 6:43 PM  
**To:** Recupero, Mike; Jedda, Dan  
**Subject:** FW: Groupon deal summary

FYI. The JP team signed a sizable deal with Groupon [REDACTED]. We are still trying to verify if we will let them run (due to competing interests).

**From:** Tsuchiya, Tomomi  
**Sent:** Monday, December 20, 2010 5:45 PM  
**To:** Narayan, Kartick  
**Subject:** FW: Groupon deal summary

It is a little outdated email but has all the information about Groupon.

And this is the draft for tomorrow's MBR.

● 2011 Q1 OP1: For January, we are at [REDACTED] in total already. Online being [REDACTED] and inship at [REDACTED]. For Q1 total, we are at [REDACTED] to the plan.

What made this fast achievement happen is that we have just closed the deal with Groupon which generated [REDACTED] in Q1. It was very time sensitive deal and took only one week from first pitch to verbal agreement, the biggest and the fastest deal ever. In addition, this is a direct deal without fee. Groupon is now having a marketing test in every media (TV, Web and offline media). They launched in June, 2010 in JP and now aiming to have top share in the web-coupon market. .

**From:** Tsuchiya, Tomomi  
**Sent:** Monday, December 13, 2010 8:30 PM  
**To:** Tsuchiya, Tomomi; Cheung, Jasper; Watanabe, Kazufumi  
**Cc:** Srinivasan, Krish; Matsushita, Naoki; Sugino, Kenji; Kanamori, Kuni  
**Subject:** RE: Groupon deal summary

Hi,  
For December -- new year plan [REDACTED], we also sell [REDACTED].  
They are [REDACTED].  
Thanks!  
tomomi

**From:** Tsuchiya, Tomomi  
**Sent:** Monday, December 13, 2010 8:23 PM  
**To:** Cheung, Jasper; Watanabe, Kazufumi  
**Cc:** Srinivasan, Krish; Matsushita, Naoki; Sugino, Kenji; Kanamori, Kuni  
**Subject:** RE: Groupon deal summary

Hi,  
Received the Insertion Order for the last minute deal that runs from today till 12/26.  
For Q1 part of the deal [REDACTED], we are still trying to finalize with Groupon but here is the ad placements currently planned.  
Since Groupon is currently focused on CPC most to earn as much as traffic to their site and aiming to have top share in the coupon market in JP, the media plan became straightforward one. It mainly consist of STD slots and two Marquee Pushdown with estimated CPC of [REDACTED] in total. The share of voice of STD slots is at 50%.  
Our objective of this plan are 1) Achieve the CPC they target, less than [REDACTED] in total 2) Save the inventory of revenue driving placement such as [REDACTED] for other clients 3) Offer [REDACTED] with big impressions at floor rate. New floor rate is set to achieve [REDACTED] so these match to clients's request. In the same time, Amazon can hit the high STR for these slots which are usually hard to find the client.  
We're expecting to close the deal within this week. Keep you posted!  
Groupon Media Plan (2011/1/9 -- 3/31):

Placement	Quantity (F)	Proposed impressions	SOV vs (F)	Floor Price	Offer Price	Discount vs Floor
GW ATF						
GW ATF (**Marquee Companion)						
GW BTF						
Search Footer						
Search Skyscraper						
DP CRR						
DP Leaderboard						
TYP A						
TYP B						
STD Total						
Marquee Pushdown Full Jack						
Plan Total						

\*GW ATF (Marquee Companion) revenue is included in Marquee price.

Thank you,  
Tomomi

**From:** Cheung, Jasper  
**Sent:** Saturday, December 11, 2010 12:18 AM  
**To:** Watanabe, Kazufumi  
**Cc:** Srinivasan, Krish; Matsushita, Naoki; Tsuchiya, Tomomi; Sugino, Kenji; Kanamori, Kuni

**Subject:** Re: Groupon deal summary

Wow! Congrats!

Would like to understand the details of ad placements in the deal.

Jasper (iPhone)

On 2010/12/10, at 22:04, "Watanabe, Kazufumi" <[REDACTED]> wrote:

Jasper and Krish

We are about to close the biggest deal with Groupon as below.

As Tsuchiya-san mentioned below, this will be the biggest and the fastest deal ever for On-line Ad team.

Also this is the first direct deal closed by Matsushita-san.

Once we finalize it, we'll update you in detail.

Great job, Team!!

Kaz

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**From:** Tsuchiya, Tomomi

**Sent:** Friday, December 10, 2010 6:07 PM

**To:** Watanabe, Kazufumi; Matsushita, Naoki

**Cc:** Sugino, Kenji

**Subject:** Groupon deal summary

**Importance:** High

かずさん、お疲れさまです。

遅くなりまして申し訳ありません。当該Grouponのクロージングで取りこんでおりまして…。

以下、ディールサマリーです。

ステイタスは、まだProposingですが、Verbal Agreementをもらっています。

いまいまでは、契約書に関してディスカッション中および先方で予算稟議を進めていただいています。

ディールボリュームとしては、もちろんBiggest the ever!! です ☺

また、初ピッチが1昨日でしたのでスピードの観点からもFastest ever!!! となります。

追加情報が必要でしたらお知らせ下さい。

よろしく願いいたします。

Advertiser : Groupon Japan

<http://www.groupon.jp/>

For December 2010

12/13 - 12/26 [REDACTED] discount vs floor rate)

12//27 - 1/2 [REDACTED] discount vs floor rate \*Year-End discount campaign applied)

For Q1/2011

2011/1/3 - 3/31 [REDACTED]

**Overall Total**

**2010/12/13 - 2011/3/31** [REDACTED] \*including 2 Marquee Pushdown in 2011/Feb and Mar.

土屋