

## Evaluation Checklist:

When evaluating a turn-key discount program, use this worksheet to help you evaluate each program's strengths and weaknesses.

### Business Information:

- Discount Network Name: **Access Development**
- Years in Business: **35+**
- Number of in-store merchant locations ([Learn more](#)) **750,000+**
- Does it measure the size of its network with any of the following terms?
  - Locations
  - Opportunities to Save
  - Offers
  - Cities/towns/markets
  - Number of Clients
- Do they include grocery/convenience stores and pharmacies in their location counts ([Learn more](#))
  - Yes
  - No
- What percentage of its merchants are privately negotiated brick & mortar offers? ([Learn more](#)) **87%**
- What percentage of its merchants are Third Party Aggregated Offers & Publicly Available Affiliate Offers? ([Learn more](#)) **13%**
- What percentage of its merchants have offers that are transacted online only? ([Learn more](#)) **<1%**
- What is the average discount per offer?
  - less than 5%
  - 10%
  - 20%
  - 30%
  - 35% or more

### Ask the following questions about each discount platform you are considering:

1. Does the discount network use an Organization Funded Model? (an OFM vs. MFM) ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	11. Does it offer popular, familiar merchants, reflecting a consumer's everyday purchases? ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2. Is it a closed discount network requiring a member password? ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	12. Does it consist of mostly evergreen offers? (as opposed to just daily deals) ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3. Is your organization's branding front and center? (Is it white labeled) ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	13. Does it have a history of managing member data securely and confidentially? ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4. Does the majority of its discounts consist of privately negotiated brick & mortar offers ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	14. Does it offer discounts on travel, Disney theme parks and other big ticket items? ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
5. Does it offer rich discounts? (averaging 25%-50% off) ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	15. Does it have mostly direct merchant relationships? (vs. affiliate/3rd party aggregators) ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
6. Does it offer a mobile app with show-your-phone mobile coupons? ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	16. Does it offer a merchant compliance program? (to make sure merchants honor their offer) ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
7. Are the discounts easy/convenient to redeem? (as opposed to gift cards/certificates) ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	17. Does it offer professional marketing and promotional services? ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
8. Are the discounts in close proximity to where your members live and work ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	18. Does it offer toll-free, web chat and email member support services for your members? ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
9. Are the discounts unique or exclusive? (vs. available to the general public) ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	19. Does it have a client support team to help your organization succeed over time? ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
10. Does it offer rich online discounts? (Or does the network keep a portion of each transaction. ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	20. Does it avoid charging merchants to join its discount network? ( <a href="#">Learn more</a> )	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No