

Evaluation Checklist:

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

Business Information:

1. Discount Network Name: _____
2. Years in Business: _____
3. Number of in-store merchant locations [\(Learn more\)](#) _____
4. 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
5. Do they include grocery/convenience stores and pharmacies in their location counts [\(Learn more\)](#) Yes No
6. What percentage of its merchants are privately negotiated brick & mortar offers? [\(Learn more\)](#) _____
7. What percentage of its merchants are Third Party Aggregated Offers & Publicly Available Affiliate Offers? [\(Learn more\)](#) _____
8. What percentage of its merchants have offers that are transacted online only? [\(Learn more\)](#) _____
9. 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) (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No | 11. Does it offer popular, familiar merchants, reflecting a consumer's everyday purchases? (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 2. Is it a closed discount network requiring a member password? (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No | 12. Does it consist of mostly evergreen offers? (as opposed to just daily deals) (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 3. Is your organization's branding front and center? (Is it white labeled) (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No | 13. Does it have a history of managing member data securely and confidentially? (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 4. Does the majority of its discounts consist of privately negotiated brick & mortar offers (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No | 14. Does it offer discounts on travel, Disney theme parks and other big ticket items? (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 5. Does it offer rich discounts? (averaging 25%-50% off) (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No | 15. Does it have mostly direct merchant relationships? (vs. affiliate/3rd party aggregators) (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 6. Does it offer a mobile app with show-your-phone mobile coupons? (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No | 16. Does it offer a merchant compliance program? (to make sure merchants honor their offer) (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 7. Are the discounts easy/convenient to redeem? (as opposed to gift cards/certificates) (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No | 17. Does it offer professional marketing and promotional services? (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 8. Are the discounts in close proximity to where your members live and work (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No | 18. Does it offer toll-free, web chat and email member support services for your members? (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 9. Are the discounts unique or exclusive? (vs. available to the general public) (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No | 19. Does it have a client support team to help your organization succeed over time? (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 10. Does it offer rich online discounts? (Or does the network keep a portion of each transaction. (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No | 20. Does it avoid charging merchants to join its discount network? (Learn more) | <input type="checkbox"/> Yes <input type="checkbox"/> No |