



If someone makes dozens of copies of the Bigger Better Deal, am I on the hook to deliver?

Each Bigger Better Deal has a unique 8-digit redemption code on the voucher. The merchant calls a 1-800-number, punches in the unique security code and a voice response indicates whether the Bigger Better Deal is valid. This can also be done via web and mobile text. As a practical matter many merchants simply print a list by the cash register and just check off each number as the purchase and redemption occurs.

Apart from being paid immediately, what other advantages are there to the Daily Bigger Better Deal?

The Bigger Better Deal provides the advertiser with an immediate increase in physical traffic, new customers and great advertising to thousands of people who click on the offer and read it. Almost every advertiser finds that this is an immediate boom to their business.

Can the merchant define the terms of the Daily Bigger Better Deal?

Yes of course. This is usually done in concert with the publisher's sales team. For example, the offer can have an expiration date, (i.e. good through the end of May), or the merchant might want to limit the maximum number of offers ("cap" the deal).

This is also an important issue to the publisher to maintain the reputation of the publication and the advertiser. If the merchant has only one store and only one person doing manicures, it is going to be difficult to support 500 appointments – as a result, both merchant and publisher should agree on a reasonable cap. It is better to support a few people well than many people poorly.

Can the merchant choose the date of the Daily Bigger Better Deal offer?

Generally, no. The publisher usually can commit to a particular month and then slots are assigned as a function of the dynamics that are occurring in the market.

When does the merchant get paid?

Usually within thirty days of the offer. In some cases, the publisher will remit payments in three equal installments. However, these terms are up to the publisher to negotiate with the advertiser.

