

# Groupon

Market analysis and research

# Profile:

Year Founded	Store ID's	Headquarters	Employees	Funding / Round	Product / Services
2007	id352683833	Chicago, United States	501 - 1000	\$1.4B	beauty services Appointments

# Groupon – Deals & Coupons: [LINK](#)

*Groupon – Deals & Coupons* developed by **Groupon, Inc.** is listed under category **Shopping**. *Groupon – Deals & Coupons* achieved more than *100,000,000* installs

## Application info:

Title:	Groupon - Deals & Coupons
Developer:	<a href="#">Groupon, Inc.</a>
Category:	<a href="#">Shopping</a>
Price:	Free

## App installs:

Installs (achieved):	100,000,000+
Installs (estimated):	105,363,835

## Rating scores:

<b>Total ratings:</b>	<b>1686698</b>
<b>Growth (30 days):</b>	<b>0.12%</b>
<b>Growth (60 days):</b>	<b>0.29%</b>
<b>Average rating:</b>	<b>4.54</b>

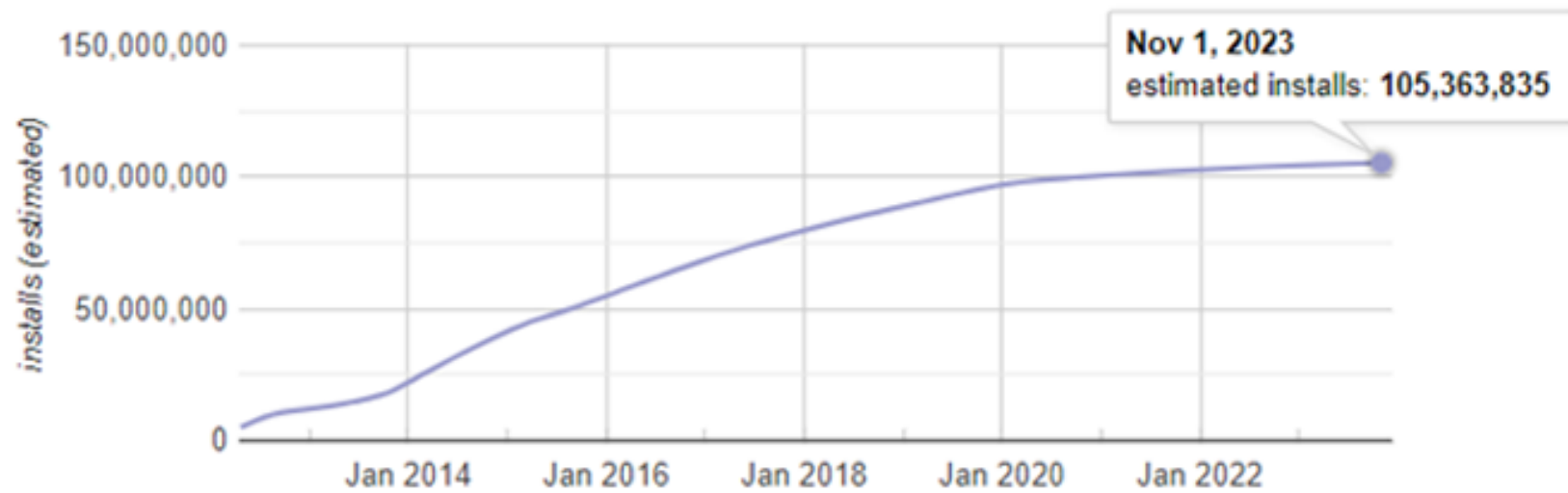
## Rating values:

<b>5 star ratings:</b>	<b>1,303,783</b>
<b>4 star ratings:</b>	<b>204,729</b>
<b>3 star ratings:</b>	<b>61,491</b>
<b>2 star ratings:</b>	<b>26,293</b>
<b>1 star ratings:</b>	<b>90,394</b>

## Download level stats

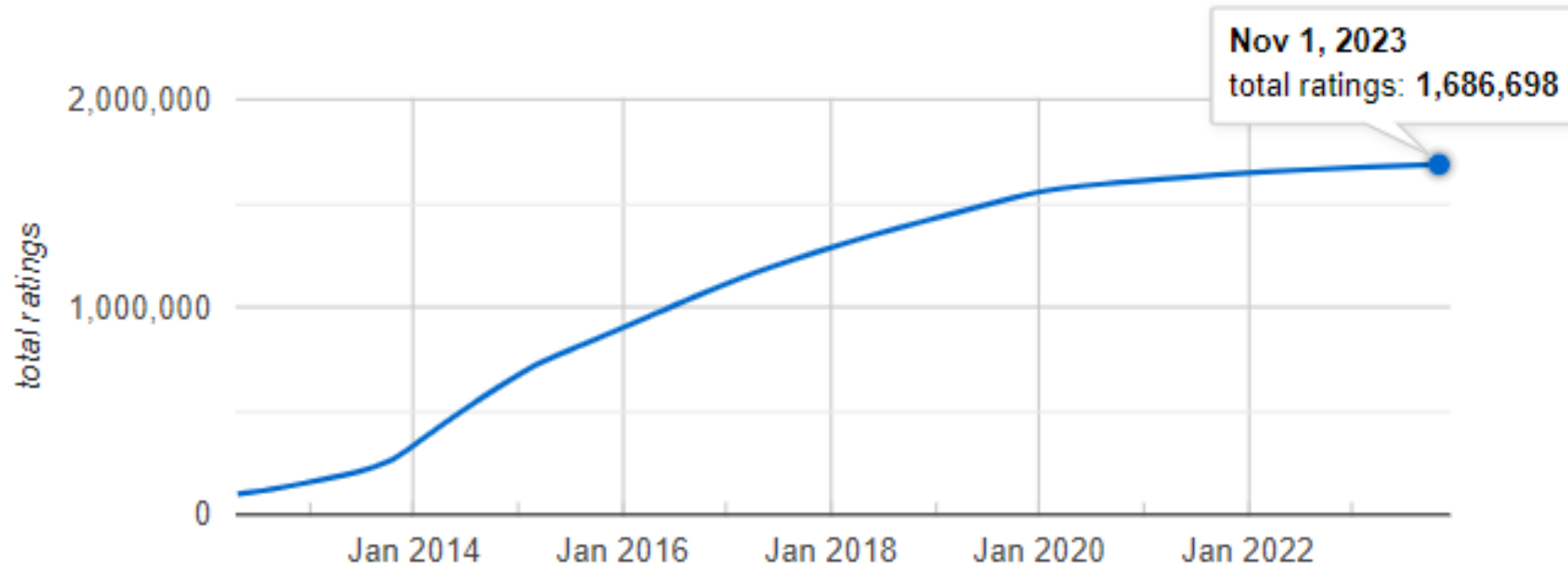
2021-05-02:	Groupon - Deals & Coupons achieved 100,000,000 installs.
2015-12-21:	Groupon - Deals & Coupons achieved 50,000,000 installs.
2012-11-12:	Groupon - Deals & Coupons achieved 10,000,000 installs.
2012-06-24:	Groupon - Deals & Coupons achieved 5,000,000 installs.

## Total number of estimated installs:

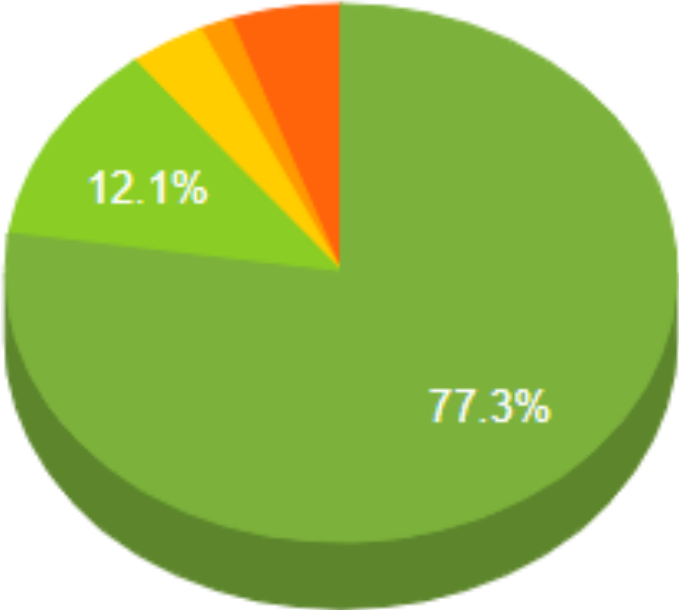


## Total number of ratings

Total number of active users rated for Groupon – Deals & Coupons.



### Current rating distribution



- 5 star: 1,303,783
- 4 star: 204,729
- 3 star: 61,491
- 2 star: 26,293
- 1 star: 90,394



# Ranking in US:

## Category Ranking

[View Details](#)



## Keywords Ranking in US: (Search Terms)

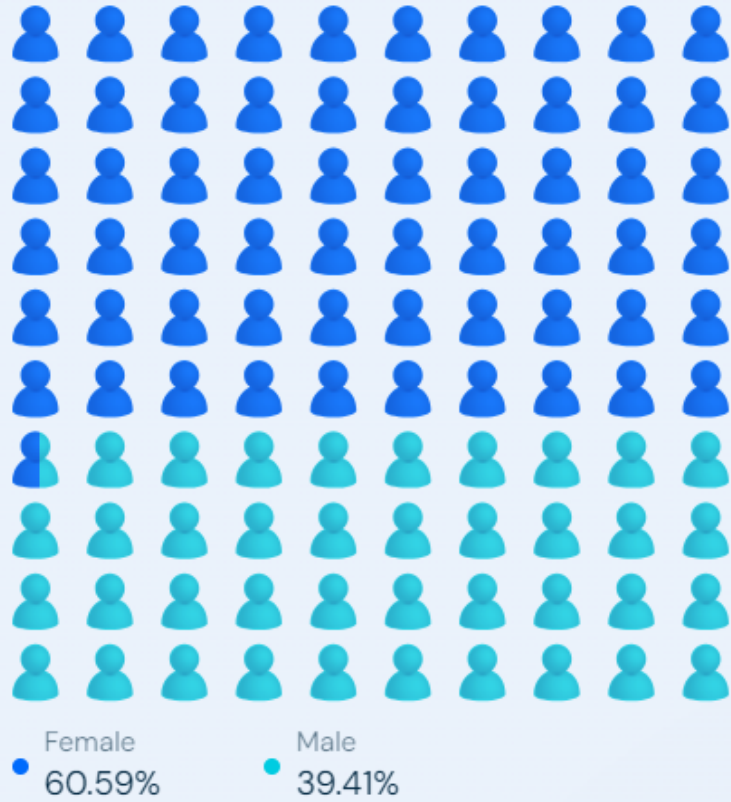
<input type="checkbox"/>		Keyword		Keyword Rank
<input checked="" type="checkbox"/>	☆	discount	ⓘ	1 =
<input type="checkbox"/>	☆	discounts	ⓘ	1 =
<input checked="" type="checkbox"/>	☆	groupon	ⓘ	1 =
<input type="checkbox"/>	☆	skyzone	ⓘ	1 =
<input type="checkbox"/>	☆	discount shopping	ⓘ	1 =
<input checked="" type="checkbox"/>	☆	group on	ⓘ	1 =
<input checked="" type="checkbox"/>	☆	groupon mobile app	ⓘ	1 =
<input checked="" type="checkbox"/>	☆	groupon for ipad	ⓘ	1 =
<input checked="" type="checkbox"/>	☆	deals	ⓘ	2 =
<input type="checkbox"/>	☆	qustazos	ⓘ	2 =
<input type="checkbox"/>	☆	retailmenot	ⓘ	2 =
<input checked="" type="checkbox"/>	☆	retail me not	ⓘ	2 =
<input type="checkbox"/>	☆	groupon merchant	ⓘ	2 =
<input checked="" type="checkbox"/>	☆	group	ⓘ	3 =
<input checked="" type="checkbox"/>	☆	coupons	ⓘ	3 v1

WEB Traffic Analysis:  
WEB Traffic Top Countries:

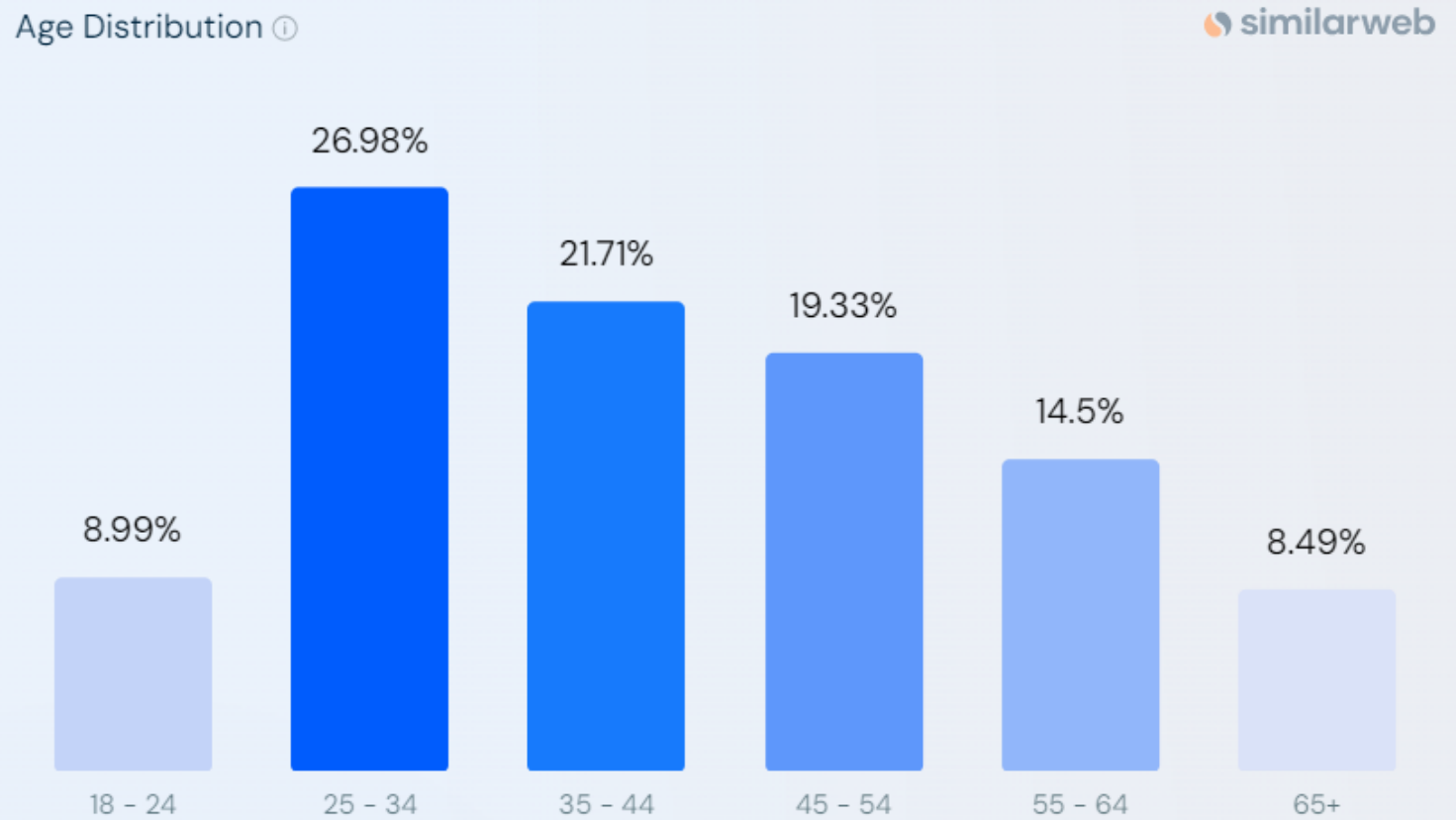


# Web traffic age and gender distribution:

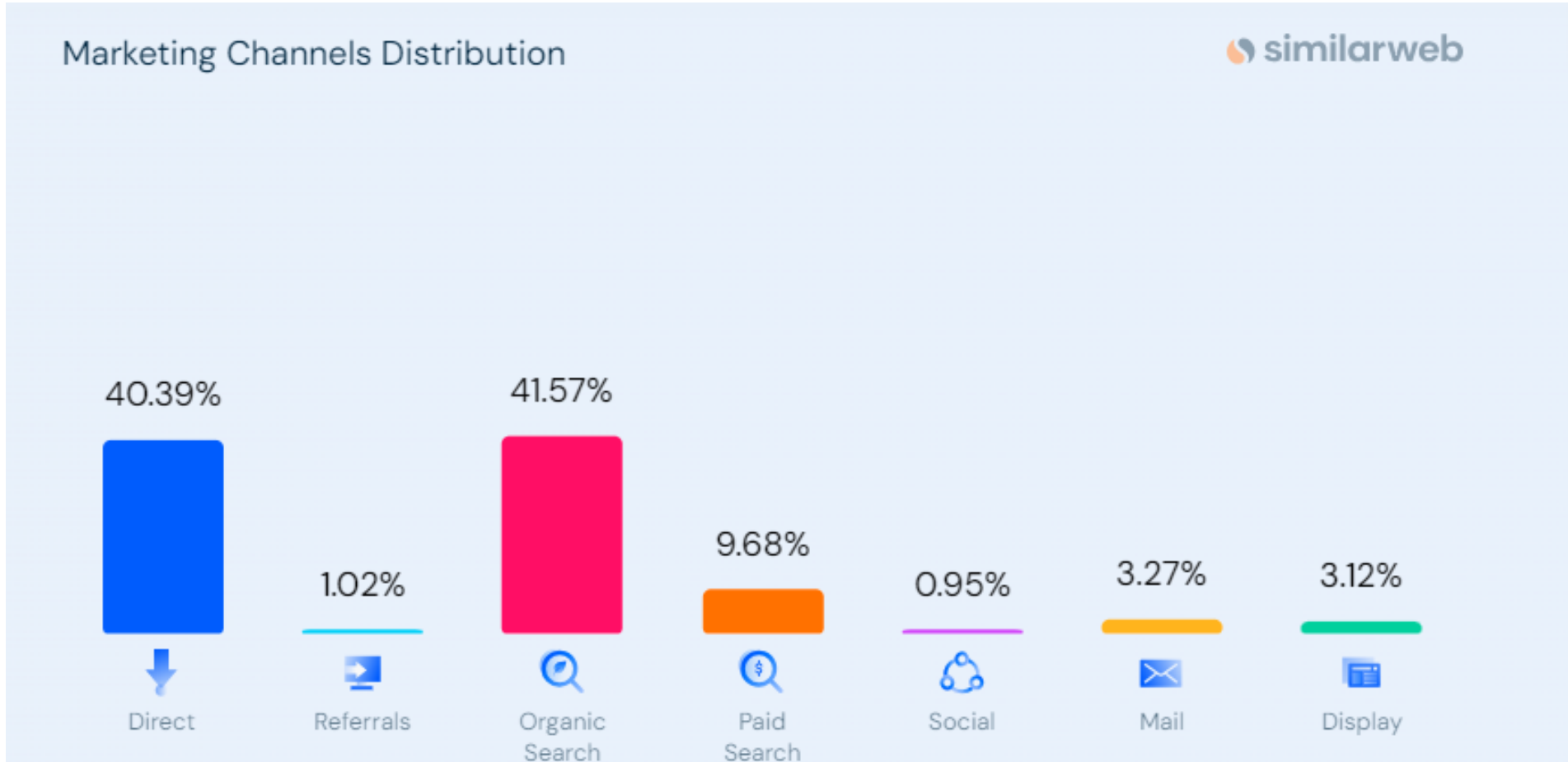
Gender Distribution ⓘ



Age Distribution ⓘ



## Marketing Channels:



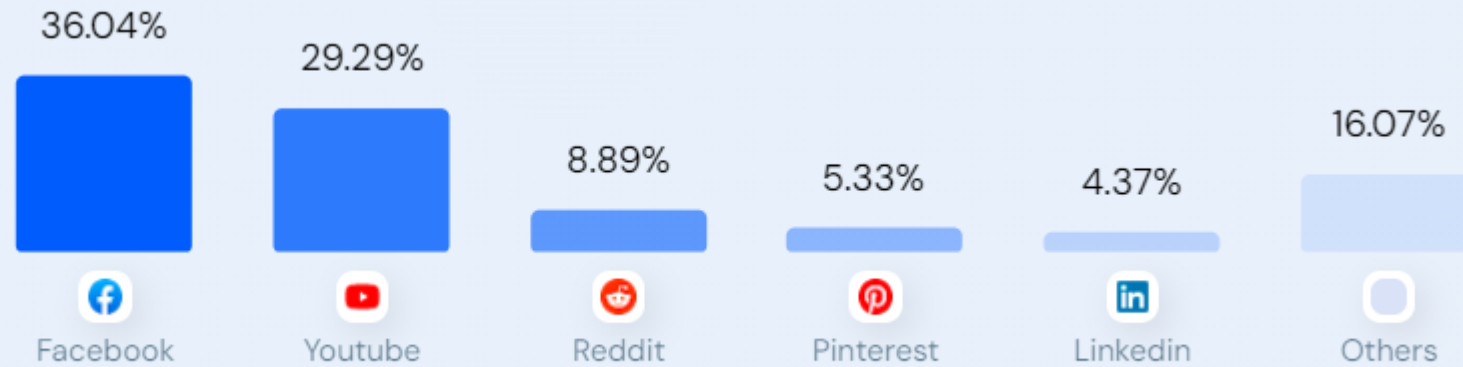
# Social Network Marketing:

Social Networks ⓘ

Social Network Distribution ⓘ

similarweb

19



## References:

- <https://www.crunchbase.com/>
- <https://platform.foxdata.com/>
- <https://www.similarweb.com/>
- <https://www.semrush.com/>
- <https://www.data.ai/>
- <https://app.sensortower.com/>