

AIMIA and ADMA Release Group Buying Guidelines for Merchants

SYDNEY, Australia, 8 March 2012 – AIMIA and ADMA have today jointly released A Business Guide to Group Buying. Following on from the Australian Group Buying Code of Conduct announced by AIMIA and ADMA in November, the business guide has been compiled to give advice on how businesses can benefit from using the group buying channel, and how to avoid potential pitfalls. It helps business owners understand their responsibilities to consumers and manage the risks to ensure a positive outcome for all.

“The group buying channel provides fantastic opportunities to businesses. Telsyte have predicted the Australian group buying industry will grow by 30 per cent in 2012, and as the channel matures there’s a clear need for best practice guidelines for businesses,” said AIMIA CEO John Butterworth. “The business guide we’ve announced today provides concrete advice to businesses to help them determine if group buying is for them, help them structure a deal that will support their business growth and avoid possible problems that can arise if group buying offers are not managed properly.”

“The guide has been developed to help businesses deliver a group buying experience that is positive for both consumers and the business. The guide is another important step in improving standards in group buying that will ultimately benefit consumers. The guide complements the Australian Group Buying Code of Conduct which was released in November 2011.” said Jodie Sangster, ADMA CEO.

The guidelines have been designed around specific considerations for businesses, including:

Structuring a product or service offering for a deal that fits well with their business capacity and sales and marketing strategy
Understanding the terms of the merchant agreement with a group buying provider
Preparing for the redemption or fulfilment of the offer
Tips for acquiring repeat business from group buying customers
Dealing with customer complaints related to the offer
Key legal issues and obligations to be aware of

A pdf copy of the guide can be downloaded from the AIMIA website [here](#) or the ADMA website [here](#).

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About AIMIA

Founded in 1992, AIMIA is the peak industry body for Digital Content, Services and Applications in Australia. AIMIA is devoted to the commercial development of the industry as a whole and to the commercial development of the distinct AIMIA members and AIMIA member groups. See www.aimia.com.au.

About ADMA

ADMA is the principal industry body for data-driven, customer-centric, measurable marketing in Australia. Since our foundation in 1966, ADMA’s mission has been to create an environment for the advancement of responsible, effective and enlightened marketing. For more information on ADMA go to www.adma.com.au.