

Model of Excellence Profile – Yipit			
Company Name:	Yipit Inc.	ICG#	11279
Address:	902 Broadway, 4th Floor, New York, NY 10010		
Product Name:	Yipit Data		
URL:	www.yipit.com	CEO Name:	Vin Vacanti
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Reference & Intelligence	<i>Business Model:</i> Subscription – Subscription	
	<i>Content Models:</i> Original Compilation – Primary Research: Manual Original Compilation – Primary Research: Harvested	<i>Distribution Model</i> Direct Sales – Direct Sales: Captive	
Company Overview	<p>Yipit is an online deals aggregator, allowing consumers to easily identify and filter deals and special offers from over 400 different sources. This aggregation activity also yields a tremendous amount of intelligence about these deals and offers, which is packaged into a searchable database format.</p>		
Product/Service Description	<p>Yipit collects and structures the data for its deals database product using a combination of feeds, customized web crawlers and manual data entry. Each deal is then normalized into persistent category and merchant entities, through a proprietary system Yipit has developed.</p> <p>The data, collected for over 400 daily deal sites, provides information on the offer (title, date, price, discount and retail value); the merchant (name, address, phone, latitude and longitude); and the performance of the deal itself when available (units purchased, gross revenue).</p> <p>Currently, coverage is focused on 52 larger metropolitan areas, but some national data are also available. Because of the nature of the industry, the database is updated every day. Typical uses of the data include historical trends and patterns, competitive and pricing and category analysis. Pricing ranges from \$495 to \$9,995 per month. More expensive packages include summary reporting and analysis as well as access to Yipit analysts. Basic packages price only summary reporting.</p>		
Year Founded:	2010	BizDev Contact:	Dave Tomback
Employees:	10-50	Main Telephone:	
Profile Date:	August 2011	Primary Market Served:	44 - Retail Trade
Ownership:	Private	Funding Source:	Venture Capital-Backed
MofE Class:	2011	MofE Status:	NOMINEE