

Working with LinkShare to **utilize new technologies,**  
**DEALCATCHER.COM** continues to grow and **evolve.**

### Overview

Dealcatcher.com enables shoppers to save money and make educated purchases

### Goals

Continue to evolve and grow base of advertisers and publishers

### Success

6 million Dealcatcher monthly customers regularly conduct business with more than 600 advertisers, generating 35-45 percent annual topline growth

### Future

Continue to provide one-of-a-kind deals and offers by taking full advantage of LinkShare services and opportunities

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**dealcatcher**  
catch the best deals online

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**Discover what LinkShare can do for your business at [www.linkshare.com](http://www.linkshare.com) or call us at 646.943.8200, toll-free in the US at 800.875.5465, or outside the U.S call +1 646-943-8300**

When the dot-com “bubble” burst in 2000, a large number of e-commerce companies went under, and many others had to retrench and scale back significantly. But for a select few, like online coupon site Dealcatcher.com, the correction of 2000 was not the disaster it could have been. In fact, Dealcatcher.com saw year-over-year gains in sales and profits that year.

Dan Baxter, president and founder of Dealcatcher.com, credits his company’s relationship with LinkShare for enabling his company to rise above the maelstrom of 2000, and says LinkShare continues to help Dealcatcher.com outperform its peers and show 35-40 percent topline growth, with a doubling of visitors, over the past two years.

“Even when the “bubble” burst and many of our revenue streams dried up, Dealcatcher.com was still able to find and negotiate unique deals with its LinkShare network advertiser partners,” Baxter points out. “Our relationship with LinkShare has allowed us to establish and cultivate profitable relationships with an ever-widening variety of large and small online advertisers, enabling us to provide our customers with unique deals.”

Today, Dealcatcher.com has relationships with over 600 advertisers, and welcomes more than six million monthly visitors. That’s an increase of about 100 percent from just two years ago. In addition, during the holiday selling season, Dealcatcher.com’s daily site visit volume soars to more than 100,000 individual page views.

Baxter started Dealcatcher.com, in July 1999, as a resource for friends and family, cataloguing and offering what he considered the “best” coupons and offers available from about 100 popular stores and merchants. At that time, business was conducted with many companies that were defunct less than a year later. But despite its early success, Baxter shrewdly understood that LinkShare could provide Dealcatcher.com with the critically needed introductions and entrée to all of the larger stores and leading e-tailers that a small business would not normally have access to, positioning the firm for steady, solid growth and prosperity.

