



WagJag.com launches WagJag Express, providing real-time portal and iPad for partner merchants

WagJag's latest product offers businesses a tool that gives them more control, insight and frequent visits from their customers.

TORONTO, Aug. 2, 2011 /CNW/ - WagJag is leading the way in business innovation with the development and launch of its new mobile application *WagJag Express* and the new technology that supports this Express platform.

WagJag Express allows merchants to offer frequent promotions valid at times that are most effective for them in driving their business objectives. For example, during off-peak hours.

Their cutting edge system provides all businesses and merchants who sign on with *WagJag Express* a complimentary iPad loaded with a new online portal that tracks and measures customer relations.

New merchants are provided with a WagJag branded iPad that interacts with a voucher in the customer's phone to redeem the deal. The iPad is connected to an online portal that provides the business owner with real-time information about customers as they redeem their deals.

When a customer buys the merchant's deal through the mobile application or online, the merchant instantly sees the customer's name on their iPad and can prepare for their customer's arrival. The WagJag iPad acts as a fast secondary cash register for ease of use.

"This truly is the next wave in the group buying experience and we're thrilled to be the first Canadian company offering it. We are focused on solving the needs of local merchants and are constantly innovating and evolving our products. This new mobile product is a game changer for local commerce," says Candice Faktor, V.P. Strategy & New Ventures at TorStar Digital.

The portal provides businesses a breakdown of what time of day customers are coming in to redeem deals and also charts their customer base according to gender and other metrics, making it an interactive strategic business tool.

Twitter: [@WagJag](#)

Facebook: [WagJag](#)

About WagJag (www.wagjag.com)

As one of the largest group-buying sites in Canada, WagJag.com offers deals on everything from restaurants, to spa services, to adventures and more. By bringing together a mass group of people with combined purchasing power, WagJag offers up to 90 percent off of favourite stores, products and services.

About WagJag Express

WagJag Express is a real-time geo-targeted mobile application. It offers deals that are in the immediate vicinity and must be bought and used right away. It provides the consumer with instant gratification and helps business-owners keep their businesses busy and full. The *WagJag Express* application is available for download through iTunes and can be accessed by android users as a mobile web experience. *WagJag Express* deals can also be accessed at WagJag.com.

For further information:

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