

What are you looking for?

Cape Town, Western Cape

Local

SEARCH



GIFT AN EXPERIENCE THIS CHRISTMAS

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Hyperli launch announcement

Four Bottles of Comfort 880ml Fabric Softener for

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COUNT YOU SAVE R109.81

LIMITED TIME ONLY!

New Deals View All



Two VIP Kids Tickets for R120 at Bugz Family Playpark



30-Piece Sushi Platter from R99 at Tokyo Sushi Brackenfell



Half Day Spa Package from R699 for One at Bakwena Zevenwacht



Starter Platter with a Main Meal and Drink Each for up to Four



***Photo: Wayne Gosling
Hyperli CEO and co-founder***

South African Hyperli launches new online deal marketplace

7 December 2016, Cape Town: Fast on the heels of Groupon's exit from the South African market, newly formed [Hyperli](#) is set to take the online deal marketplace by storm.

Hyperli has honed its offering and today launches a newly curated online marketplace focused on delivering relevant deals to South African consumers.

Objectives

- Announcing Hyperli and it's business case to tap into the old Groupon client base in time for festive season sales
- Distancing Hyperli from any fallout around the Groupon exit from SA 2 months before (in fact, we delayed the release a bit)

Goals

- Getting the message in front of the right people

Results

- 15 pieces of coverage across business, retail and ICT press (including 2 of SA's top news outlets)
- Coverage breakdown: 13 online, 1 print and 1 broadcast piece

Coverage

Online

1. [eNCA](#), their [Facebook](#) & [MSN](#) feed: SA deal site aims to fill hole left by Groupon
2. [Fin24](#): Bad news for bargain hunters?
3. [BizCommunity](#): New online deal marketplace connects businesses to consumers
4. [Algoa FM](#) & [Twitter](#): SA deal site aims to fill hole left by Groupon
5. [ITNewsAfrica](#): SA Hyperli launches new online deal marketplace
6. [IT-Online](#): SA Hyperli launches new online deal marketplace
7. [FastMoving](#): SA Hyperli launches new online deal marketplace
8. [Ventureburn](#) chats to ex-Groupon SA CEO about new startup
9. [MediaUpdate](#): Hyperli launches new online deal marketplace
10. [TheMediaOnline](#): SA Hyperli launches new online deal marketplace
11. [CallOfTheSearch](#): Local is lekker - Hyperli steps into the space left by Groupon
12. [TechFinancials](#): SA start-up launches new online deal marketplace to fill gap left by Groupon
13. [TheMarketingSite](#): SA Hyperli launches new online deal marketplace

Print

1. [The New Age](#): Hyperli all geared up

Radio

2. [ChaiFM Radio](#) SA Hyperli launches new online deal marketplace (24 Jan 2017)