

As the expert in Loss Prevention/Asset Prevention/Safety, you know safety can have a force multiplier effect to the bottom line. When you combine safety with the opportunity to increase foot traffic and improve the community, everybody wins.

OfferUp is driving real change by being the most trusted mobile marketplace for local buyers and sellers. One of our most successful and publicized trust initiatives is our [Community MeetUp Spots program](#) where we have partnered with over 1,700 law enforcement (LE) agencies to establish safer transaction locations for our users. Our community of millions of customers are looking for more locations so we've expanded our Community MeetUp Spot program to [trusted retailers](#). This is where you come in.

We are not another vendor trying to get in the door. We are the largest and most trusted online marketplace in the US and we are looking for innovative safety partners. Please let me know if you have any questions or if you think your company would have an interest in discussing a potential partnership in more detail.

About OfferUp

With over 75M app downloads and 44 million people using OfferUp in the past year, OfferUp is the largest mobile marketplace for local buyers and sellers in the US. OfferUp is a top 5 Shopping app on iOS and Android, and our users love us: shopping in our marketplace, on average, three times per day for over 20 minutes. *Fun fact: more transactions were made on OfferUp in its first 5 years than eBay in their first 10 years.*

OfferUp is a local online marketplace where people can easily sell, discover, and buy what they want from their neighbors, and we're helping them make the most of what they have -- by saving money on things they want and finding new value in the things they don't.

The Community MeetUp Spot Program for Retailers

Our Community MeetUp Spot program is a network of in-store meeting places designated for OfferUp users to exchange goods bought and sold on our platform. The program is designed to give OfferUp community members a convenient, well-lit, and surveilled area to meet and exchange their items. It is also designed to drive foot traffic to our retail partners. In addition to the millions of brand impressions our retailers receive when surfaced in our app at various points in the customer journey, Community MeetUp Spots drive foot traffic directly to the stores and have the potential to generate additional revenue for retailers.

At this stage, the cost to the retailer to participate is nominal -- simply the cost of printing and installation of the signs (approximately \$150-200 per store).

OfferUp and Your Brand

We can provide you with data on impactful retail considerations such as:

- The total number of OfferUp buyers and sellers who are talking about meeting at or near your stores' locations, which may demonstrate potential customer traffic
- The number of items posted/marked sold near your stores or new customer acquisition

- The item category which shows you what customers are looking for near your stores' locations
- Item categorical information to help drive in-store promotions, retailtainment ideas or incentives.

We'd love to add your retailer to the Community MeetUp Spot program and surface your locations to our users, thus helping drive these customers into your stores.

We are moving quickly to finalize our next round of our Community MeetUp Spot partners and we'd love to have you as part of this rollout.

Happy to share a more detailed deck that explains the program and answer any questions you might have.