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Time Warner launches deals site

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[Time Warner Cable](#) is the latest trying to grab a piece of the ever-growing daily deals pie.

The company's advertising division, Time Warner Cable Media, rolled out the ClickedIn offering in Austin, Dallas and San Antonio this month. It will be expanded to other cities later this year. Similar to other deal sites, the platform offers virtual coupons for local businesses that are sent to email subscribers.

Officials said ClickedIn deals are cross marketed using Time Warner Cable's e-mail, television and its online properties. The company is also donating up to 3 percent of proceeds from coupons to local charities.

Austin has become a hotbed for such deals sites, with niches launching for everyone from moms to dogs. More recently, former PetsMD Inc. top executives [Tina Cannon and Raúl Calvo](#) launched [Booqoos](#), and newcomer [Descuento Libre Inc. targets Hispanic shoppers](#).



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