

Welcome to



Berlin, 23th of February 2021



# Sparwelt.de - a new look makes it possible

We are continuously working on making Sparwelt.de better — for a better user experience and optimal advertising integration. The result of the last 12 months:

## INTERACTIVE DOCUMENT

Use the interactive buttons to navigate through the presentation. You can find them in the index, too.

### Technology

- New technology for even more content formats
- New slider: more flexible, faster, more efficient
- Further optimizations on Sparwelt.de will follow

to  
categories

click to  
see website

back to  
index

# Content

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## 04 | About us

From a bargain blog to a respected partner for content & discount campaigns, it has been an exciting path for us. And Checkout Charlie continues to develop further. We are pleased that you continue to accompany us as a partner on this exciting journey.

- Timeline
- Our markets
- The Checkout Charlie universe
- Facts

# Once upon a time — from a blog to an all-rounder

For more than 12 years, we have been making the world of online shopping a little bit better every day. And in doing so we focus just as much on our users as on our partners.

That's why our motto, "Shop better. Feel better.", is our greatest credo.

We have been constantly developing our portal and network, as well as our offers and services, from the very start — driven by our own motivation to fulfil the needs of users and retailers.

Today we are a provider of diverse content for shops and brands.

SPARWELT goes content  
– with editorial content  
enjoyed by more than  
1 million users/month

2012

Our first TV spot  
campaign generates  
lots of attention.

2015

Beginning of the coopera-  
tion with Spiegel.de

SPARWELT GmbH is  
being renamed to  
Checkout Charlie GmbH

2020

2008 Sparwelt.de started as a  
bargain shopping blog

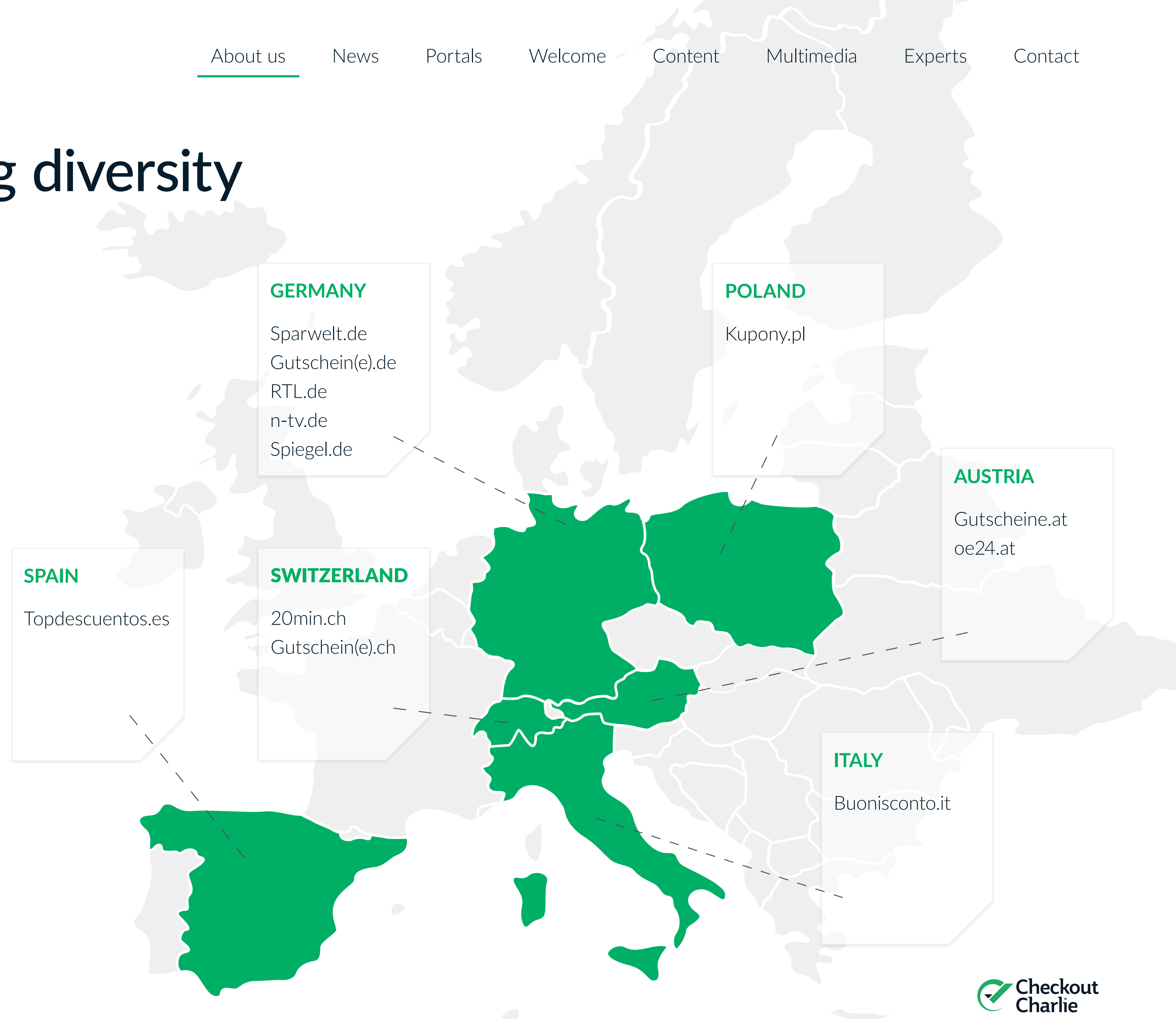
2014 SPARWELT joins the  
Media Group RTL  
Germany

2019 A new Zurich site marks  
our first international  
location SPARWELT and  
Gutscheine.de merge



# Our markets — growing diversity

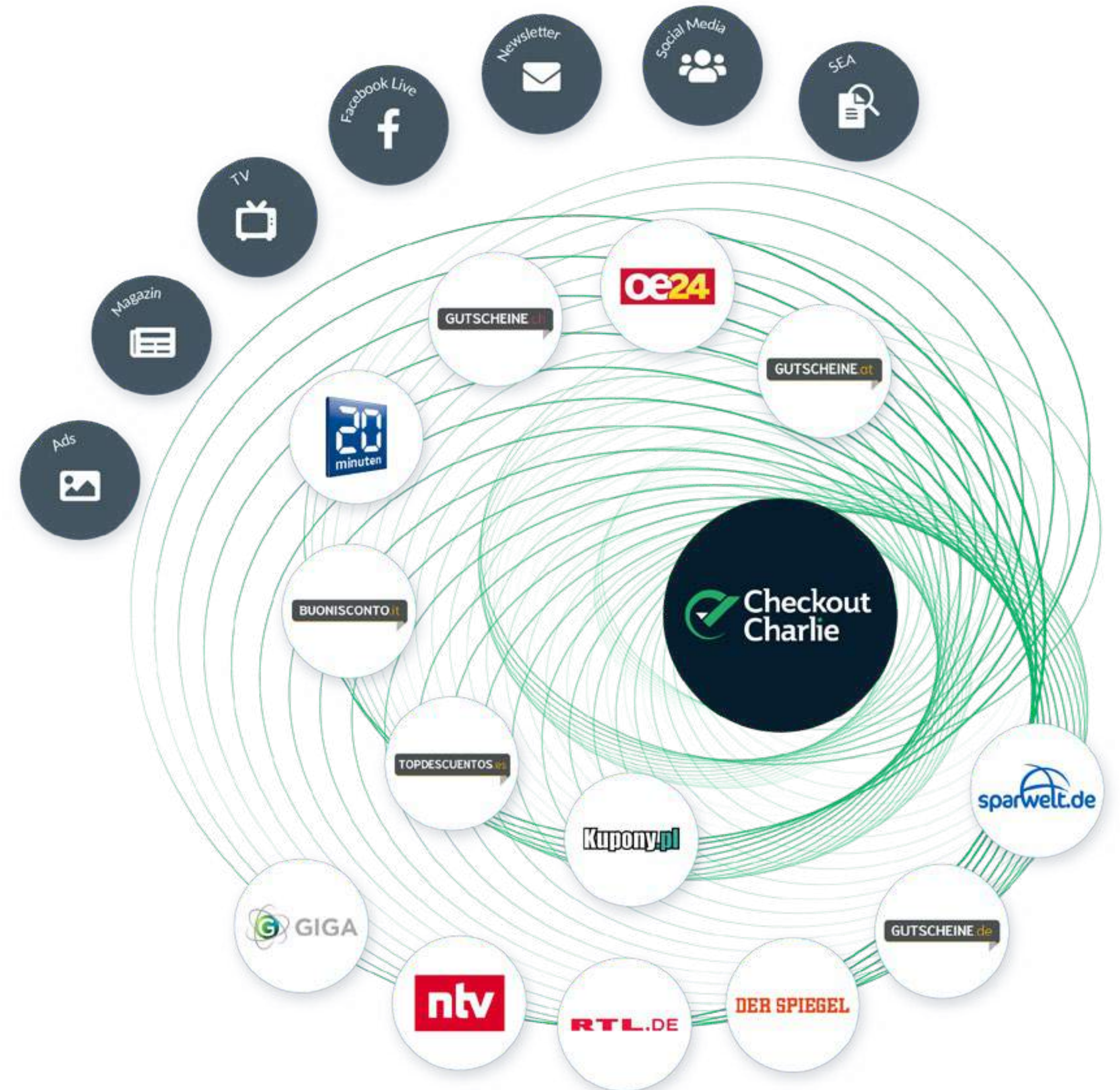
We are also opening up more and more international markets using our experience and profound expertise in affiliate and online marketing. You can benefit from our full service package in other markets, as well as from our growth — and you can enjoy working with colleagues with a special market knowledge, both on and off-site.





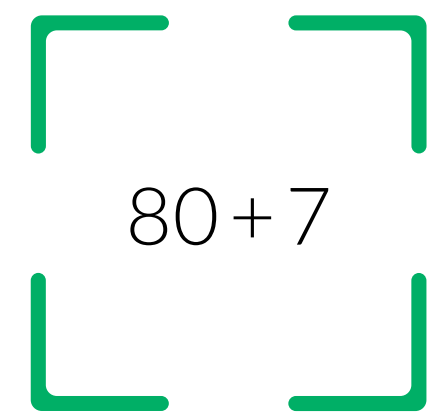
# Chasing stars within our universe

No matter what your goals or challenges are, we have the solutions you need. A wide reach and quality content, online or on TV – the choice is yours! Take off with us into the Checkout Charlie universe.



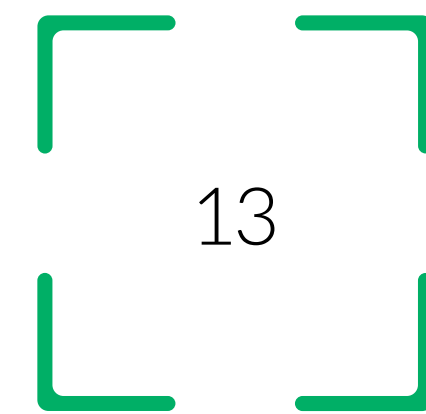


# Checkout Charlie in a nutshell



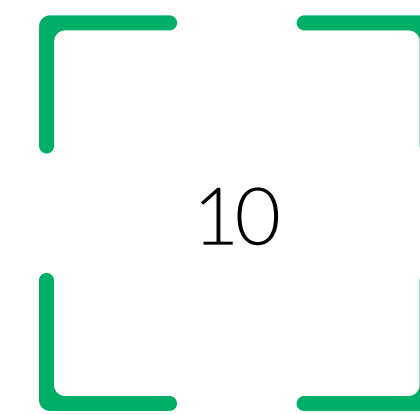
## Employees

Our employees, and our office dogs love what we do. That's why we have experts for all areas who give the best for you: From sales, to marketing, design, IT, product and much more.



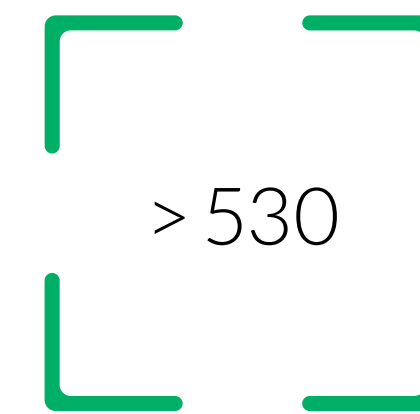
## Portals

Do you want to be more successful internationally? We have a wide range of premium portals in six European countries and support you in your campaign management.



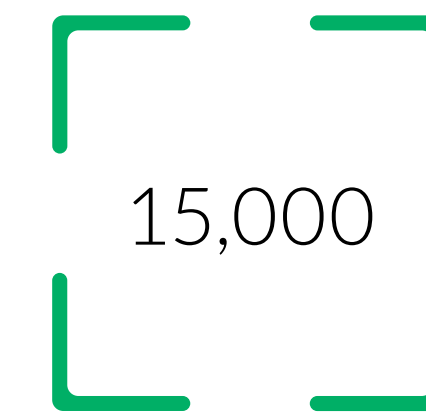
## Verticals

Our verticals are as versatile as you are. Vouchers, campaigns, magazines, deals, comparisons, leasing, competitions, cashback, electricity, sustainability etc. are just waiting for you!



## Content & campaigns

Content is still king! We therefore particularly focus on quality, which is reflected in our magazines and campaigns. Every article and campaign is unique.

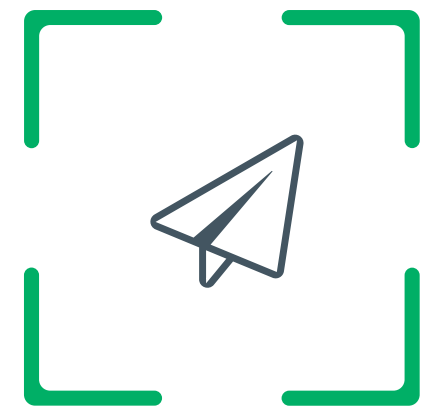


## Deals

The core: our deals, regardless of the category or value. Our users find what they need — always up to date.



# Reach for the stars with us



1.3 million

newsletter recipients social  
media followers



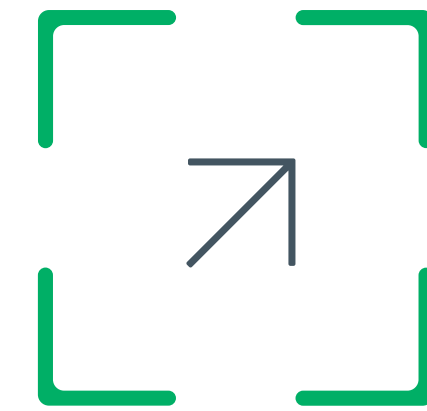
200,000

Social Media Follower



25 million

contacts per spot  
(average TV reach)



Up to 450% uplift  
through participation in  
campaigns





# 10 | Our news

Standing still is completely alien to us! We are always on the move — especially in the past 12 months

- New Brand
- One platform — many countries
- Gutscheine.(de/ch/at) & Kupony.pl are relaunched
- Sparwelt.de in a new dress
- More diversity with our verticals
- Sustainability is heartfelt
- SparEnergie
- Pampers App — Additional value for closed communities



# New umbrella brand — new space to develop

We have reinvented ourselves and yet remain the old ones — with a new name — Checkout Charlie.

## What is changing?

- We replace Sparwelt GmbH by Checkout Charlie GmbH.
- Sparwelt.de stays the same.

## Why a new name?

- All portals shall get enough room and attention.
- Be also a good content partner and not to get reduced on being just a publisher for discounts.





# One platform – many countries

We made the next step being an international partner. Switzerland, Austria and Poland were the first move. Now we offer also Spain topdescuentos.es and Italy buonisconto.it.

- We offer content solutions and premium placements.
- Gutschein(e).ch, Gutscheine.at und Kupony.pl will be optimised on a regular basis.
- Our partner 20 Minuten has a great reach of consumers for Swiss partners.
- We welcome our new partner oe24 in Austria
- Get one Key Account Manager for all countries if you like.

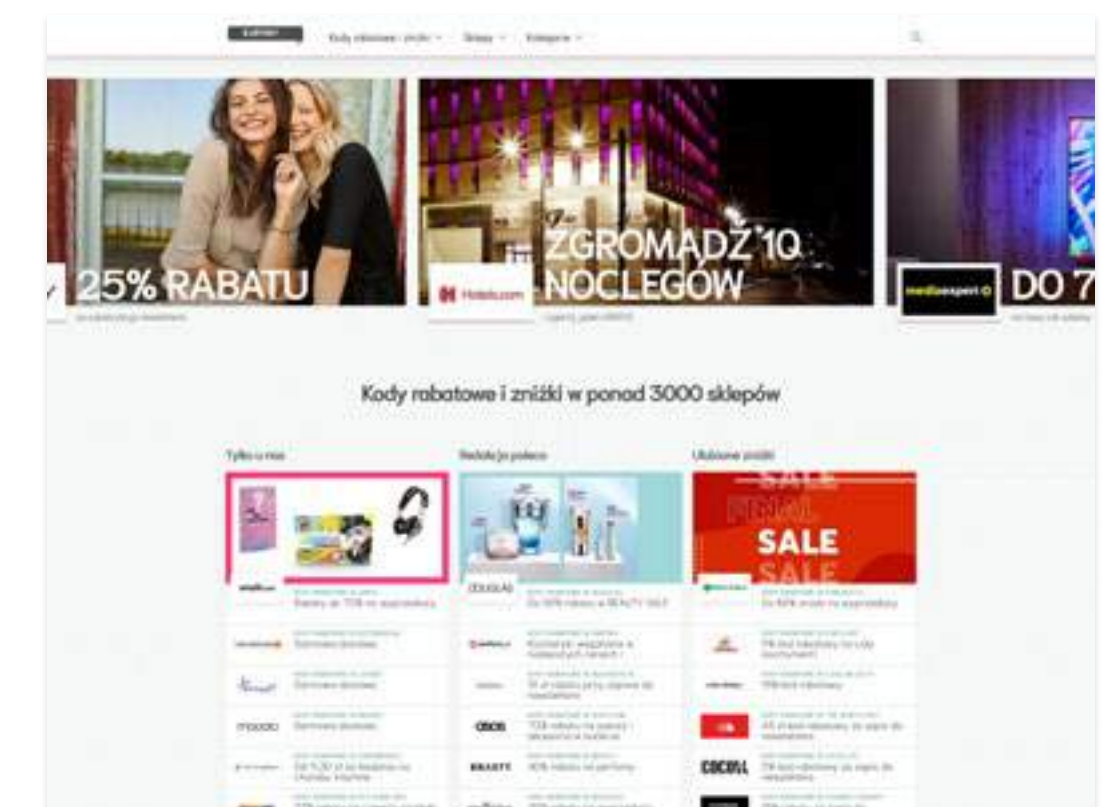
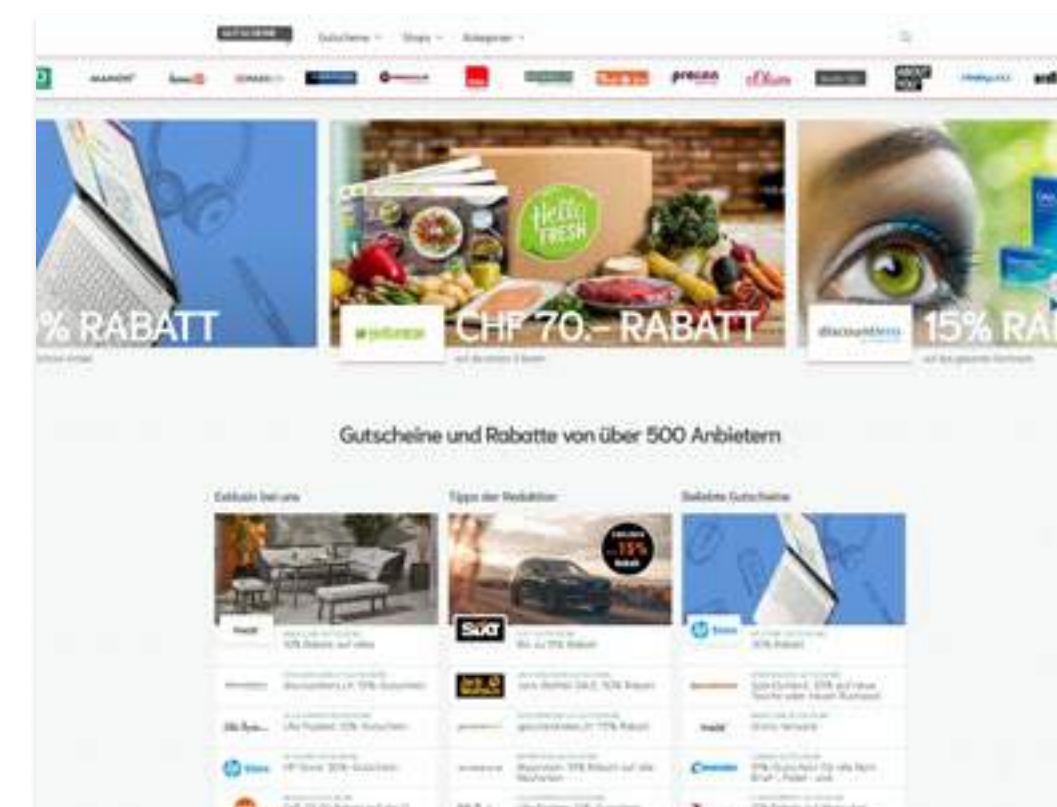
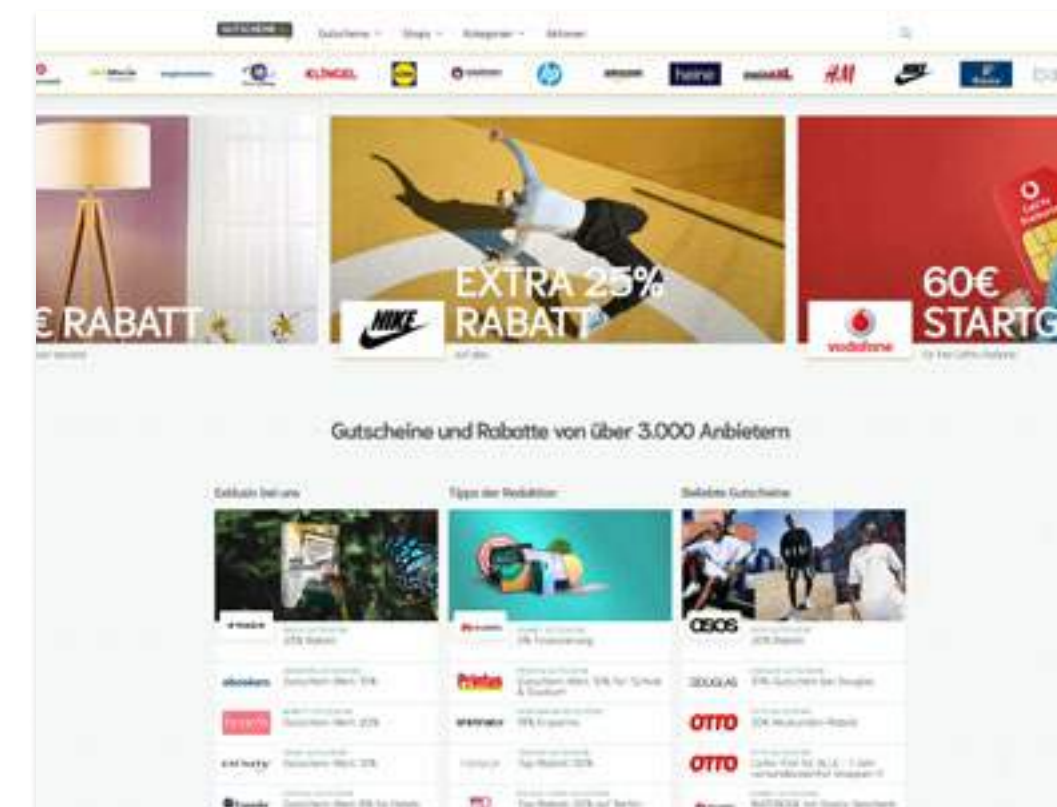




# Gutscheine.(de/ch/at) & Kupony.pl – more than just a new look

We have further integrated gutscheine. (de/ch/at) and made them an important part of Checkout Charlie:

- The former SQL Server Analysis Services portals were migrated to a new backend. This results in e.g. a simpler implementation of coupons.
- Successful relaunch of Gutschein(e).de, Gutscheine.at & Gutschein(e).ch and Kupony.pl. We can place more offers and our end customers experience a simpler user experience.





# Sparwelt.de - a new look makes it possible

We are continuously working on making Sparwelt.de even better — for a better user experience and optimal advertising integration. The result of the last 12 months:

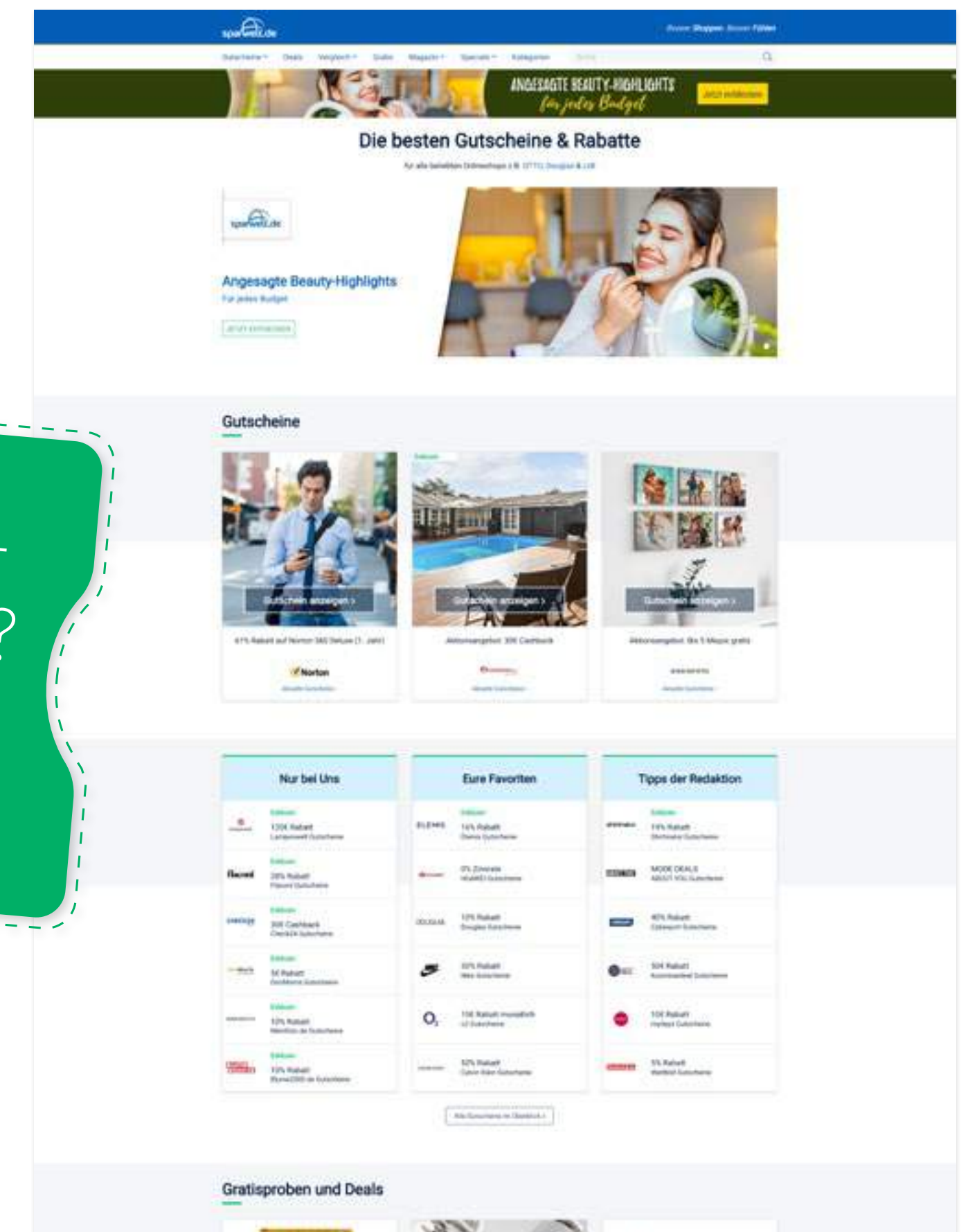
## Redesign und UX-Optimizations

- Redesign of the homepage
- Redesign of the merchant page
- Redesign of the magazine

## Technology

- New technology for even more content formats
- New slider: more flexible, faster, more efficient
- Further optimizations on Sparwelt.de will follow

Do you have any requests for A/B-tests?  
Then get in touch and help improve Sparwelt.de!



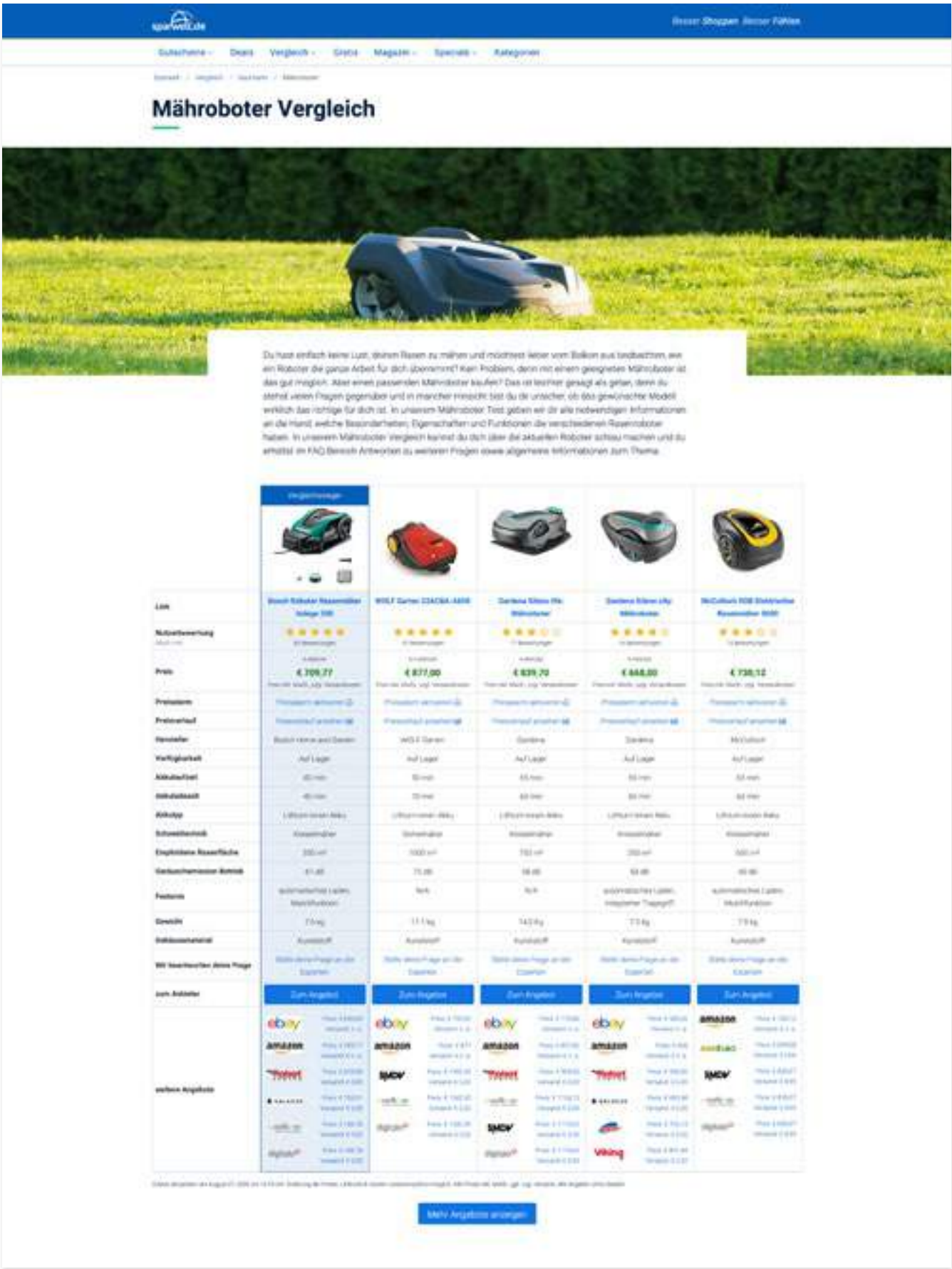


# More diversity with our verticals

We have made the Sparwelt.de offer even bigger!

After competitions and car leasing, our comparison portalwas launched recently:

- Over 100 comparisons
- 11 categories
- Expansion to further portals and a white label – cooperation with solution is planned
- Direct affiliate connection planned for the future

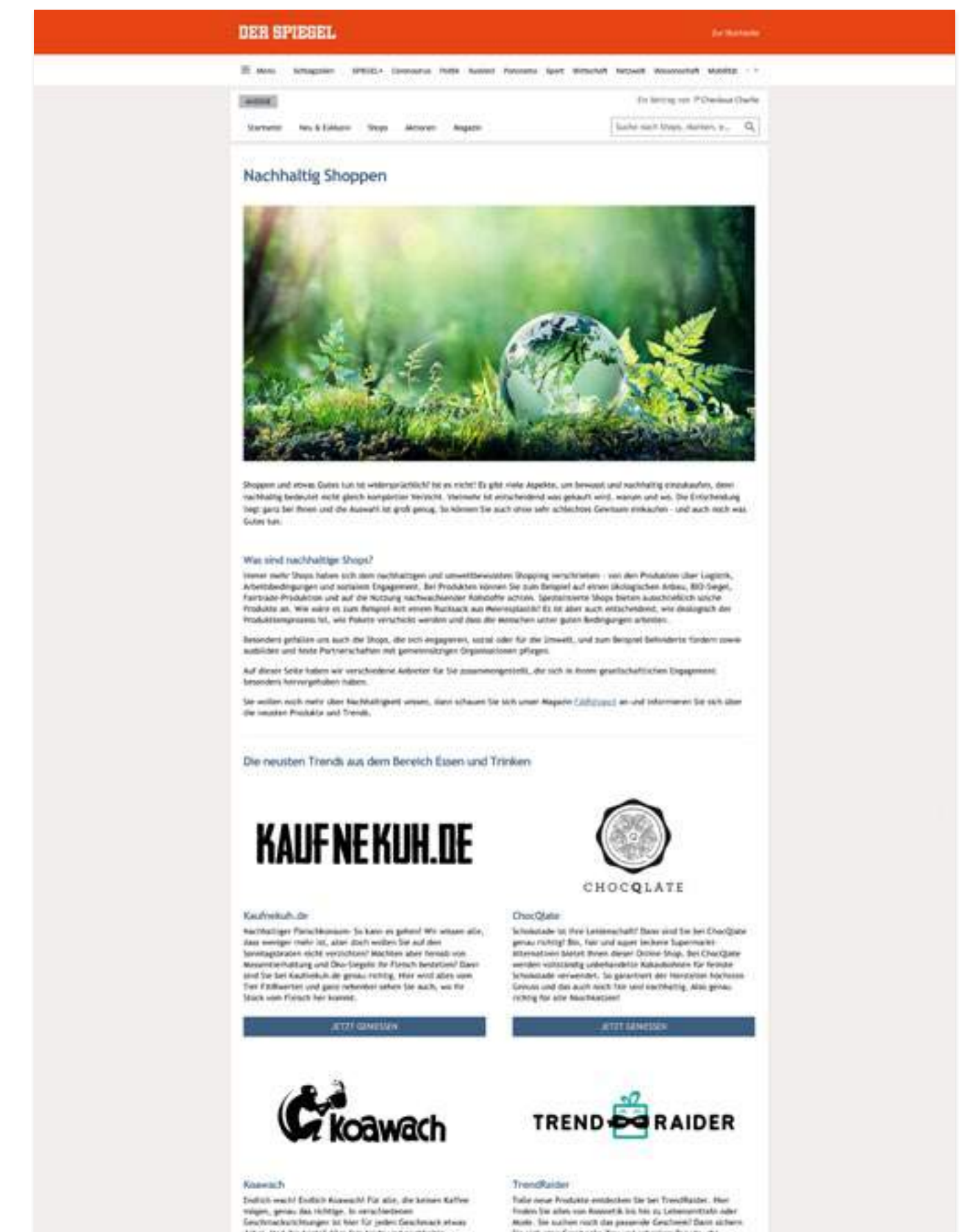




# Direct affiliate connection planned for the future

Sustainability is a serious topic — and it doesn't stop at affiliate marketing either. We feel it is our responsibility to contribute to it. What does that look like?

- On our partner portal DER SPIEGEL, we focus on topics such as: podcasts, videos, articles, a permanent campaign page and our “sustainability flag” for vouchers.
- We also offer a separate section on Sparwelt.de for this, because shopping and sustainability don't have to contradict one another.
- We are expanding such areas and relationships with sustainable shops like Kaufnekuh.de.
- The topic of sustainability is also a matter that is close to our heart internally at Checkout Charlie and is lived daily.



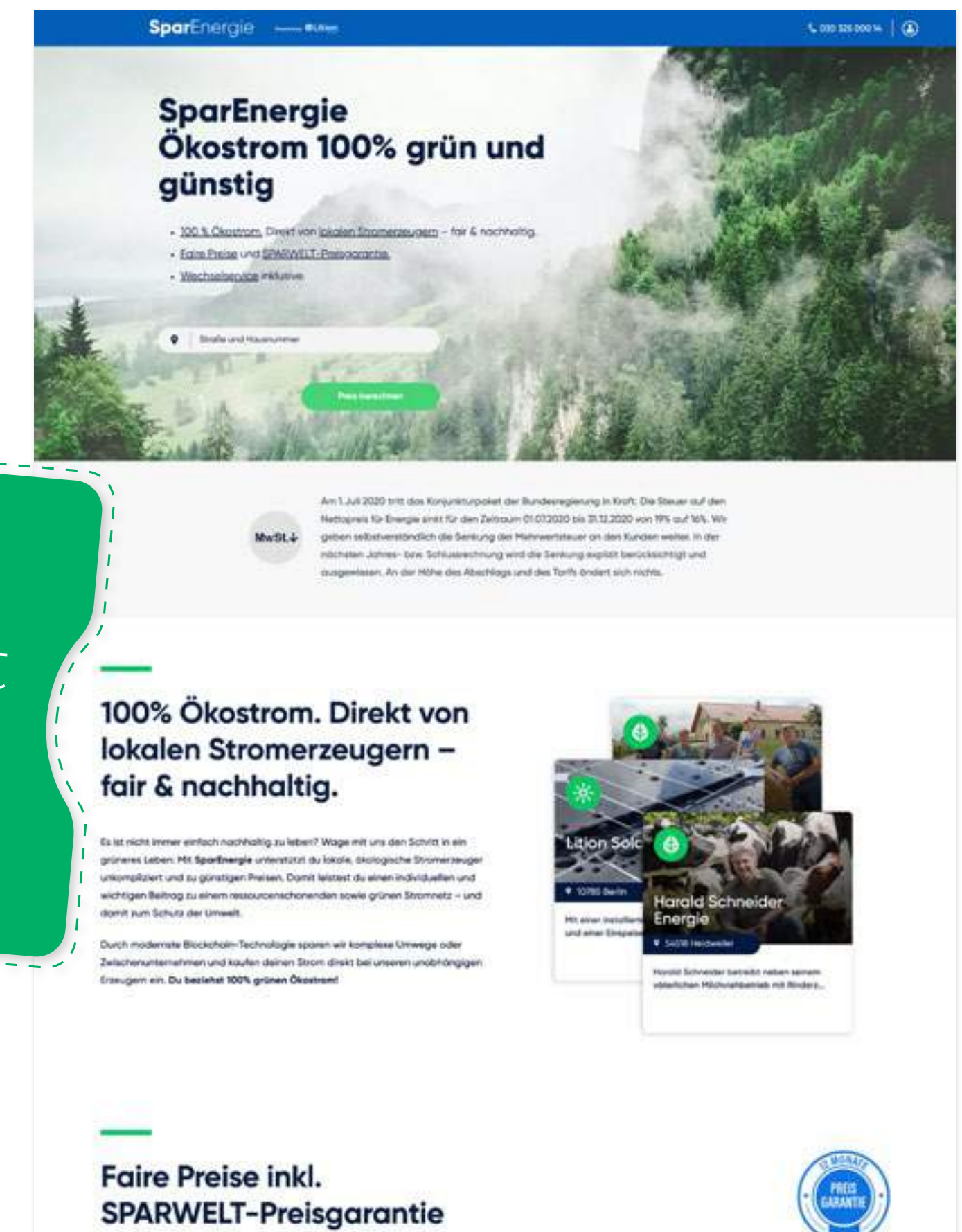


# SparEnergie

Because we don't just talk, together with Lition we offer our own electricity tariff: SparEnergie!

- The product was created through our „Sustainability“ project
- Special product only for Sparwelt.de customers
- It's really eco-friendly: Thanks to modern blockchain technology, the electricity from the organic producer is channeled directly to you.
- The technology is provided by Lition, and we provide the marketing expertise and reach (including TV commercials, content marketing, etc.)

Would you like to  
implement a product  
with us?  
**We do too!**





# Pampers App – Additional value for closed communities

Pampers is probably the best-known diaper brand in Germany. It has been on the market since 1950 and belongs to the international corporation Procter & Gamble group (other brands: Braun, always, head & shoulders, OLAZ, WICK, Oral-B, Ariel and many more).

About the cooperation:

- Voucher case is part of the Pampers Club App
- Members collect loyalty points when they buy diapers.
- Closed-Group: only registered users have access to the promotion.
- Additional value for the community through exklusive deals–strengthens the user loyalty
- Interested? Then get in touch with us!



**> 800,000**

Members and  
potential customers



**80%**

reach of media for  
mothers



**> 700,000**

new downloads  
since July 2019



**> 30,000**

Orders via app  
per month





19

## Our portals

Diversity, high reach of customers and different possibilities to push performance can be profitable for you:

- Sparwelt.de, Gutschein(e).de, Gutschein(e).ch, Gutscheine.at, Buonisconto.it, Topdescuentos.es and Kupony.pl.
- Additional strong partners like DER SPIEGEL, ntv, RTL, Giga, 20 Minuten and oe24 abreast to us.



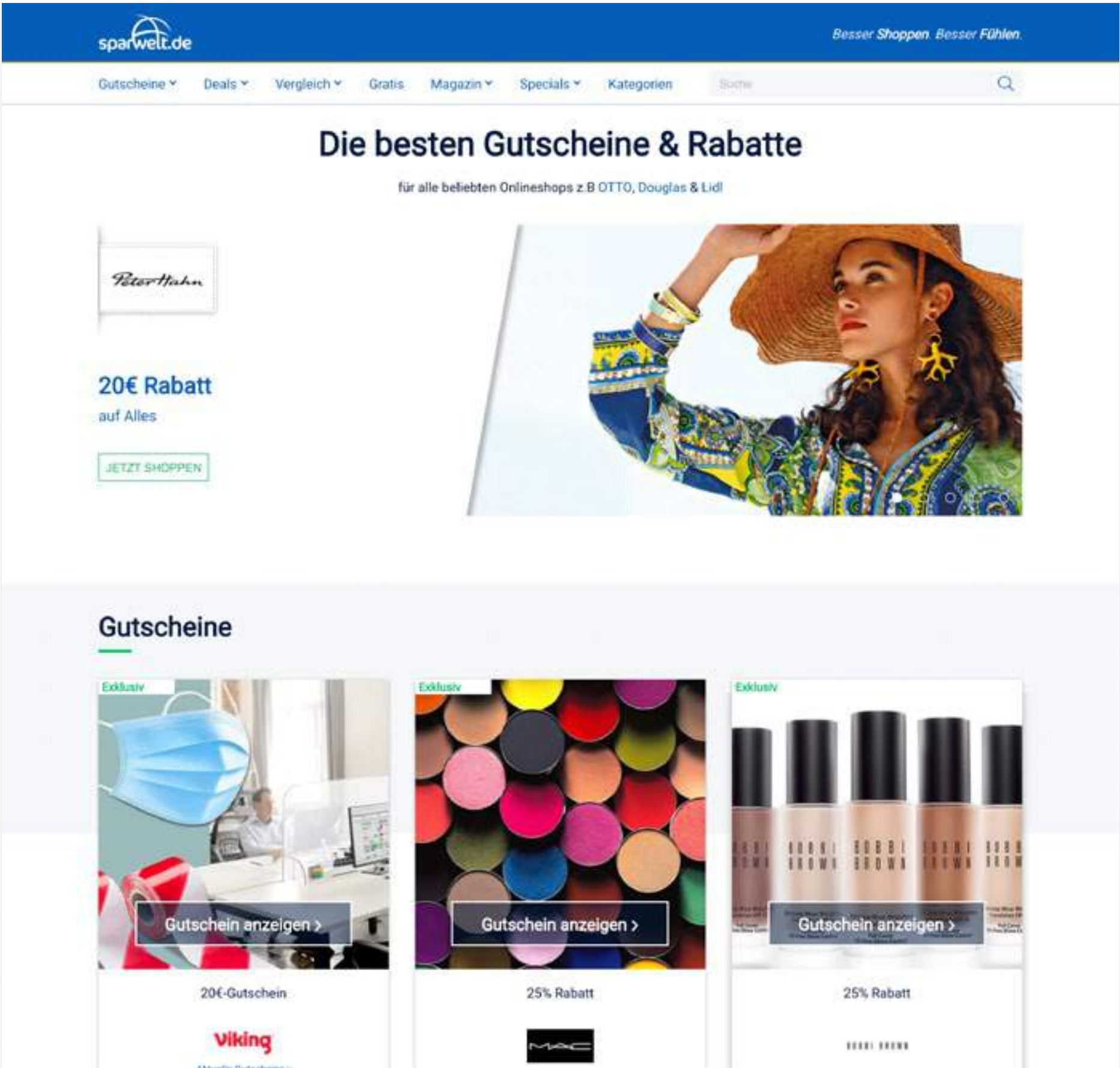
# Sparwelt.de

## The versatile advice and consumer portal

Sparwelt.de informs and inspires users throughout their customer journey and provides persuasive editorial content. Sparwelt.de makes the world of online shopping a little bit better every day.

### TARGET GROUP

Description	trend-conscious loves shopping smart
Gender	55 % female   45 % male
Age	> 55 % between 18 and 34 years old





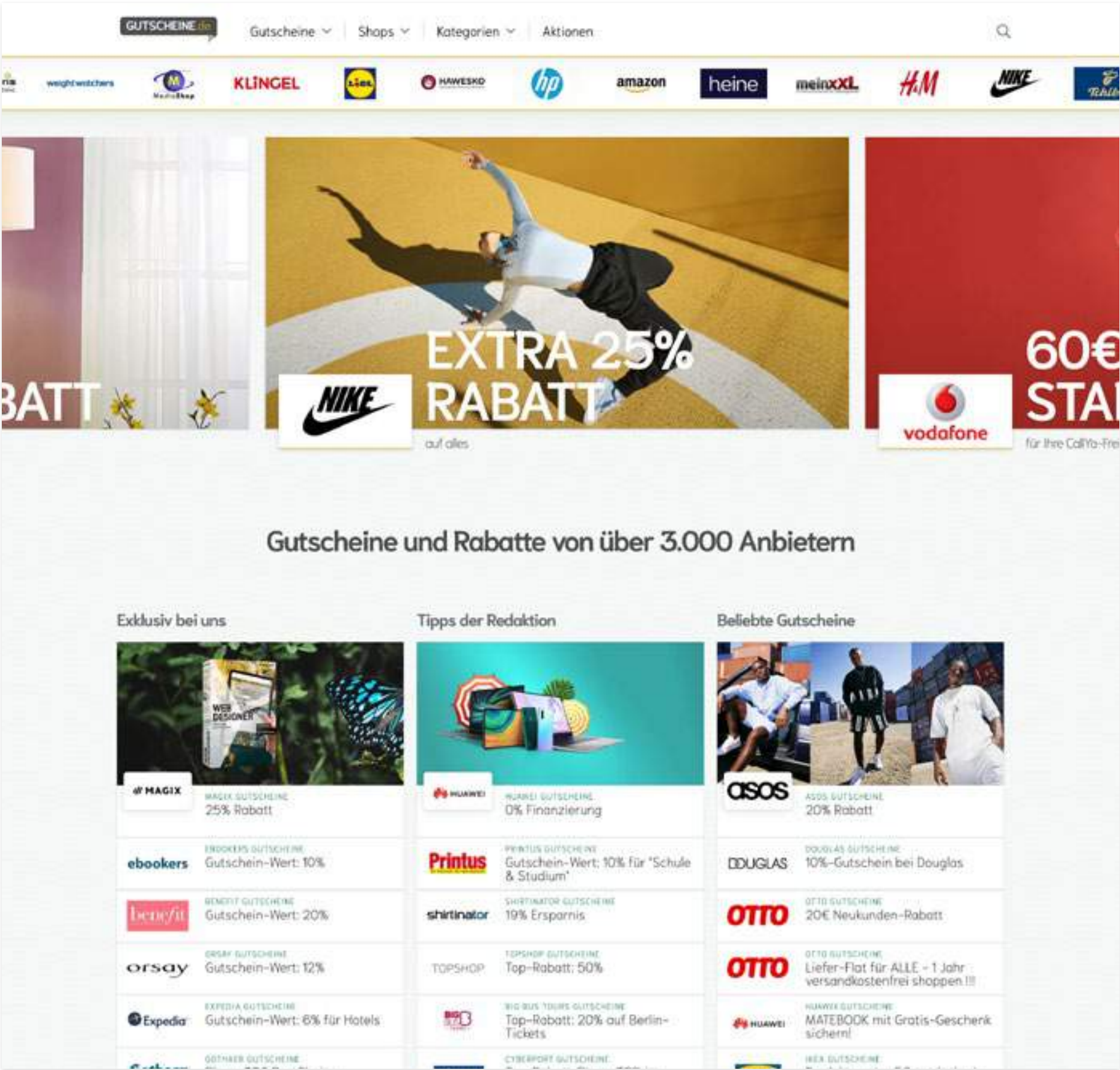
# Gutschein(e).de

## Flexibility and diversity

The appeal of Gutscheine.de lies in its flexibility, agility and diversity. Due to its low entry threshold and wide selection of shops, the portal is suitable for both newcomers and big players.

### TARGET GROUP

Description	multimedia
	multifaceted
	down-to-earth
Gender	50 % female   50 % male
Age	50 % between 21 and 40 years old





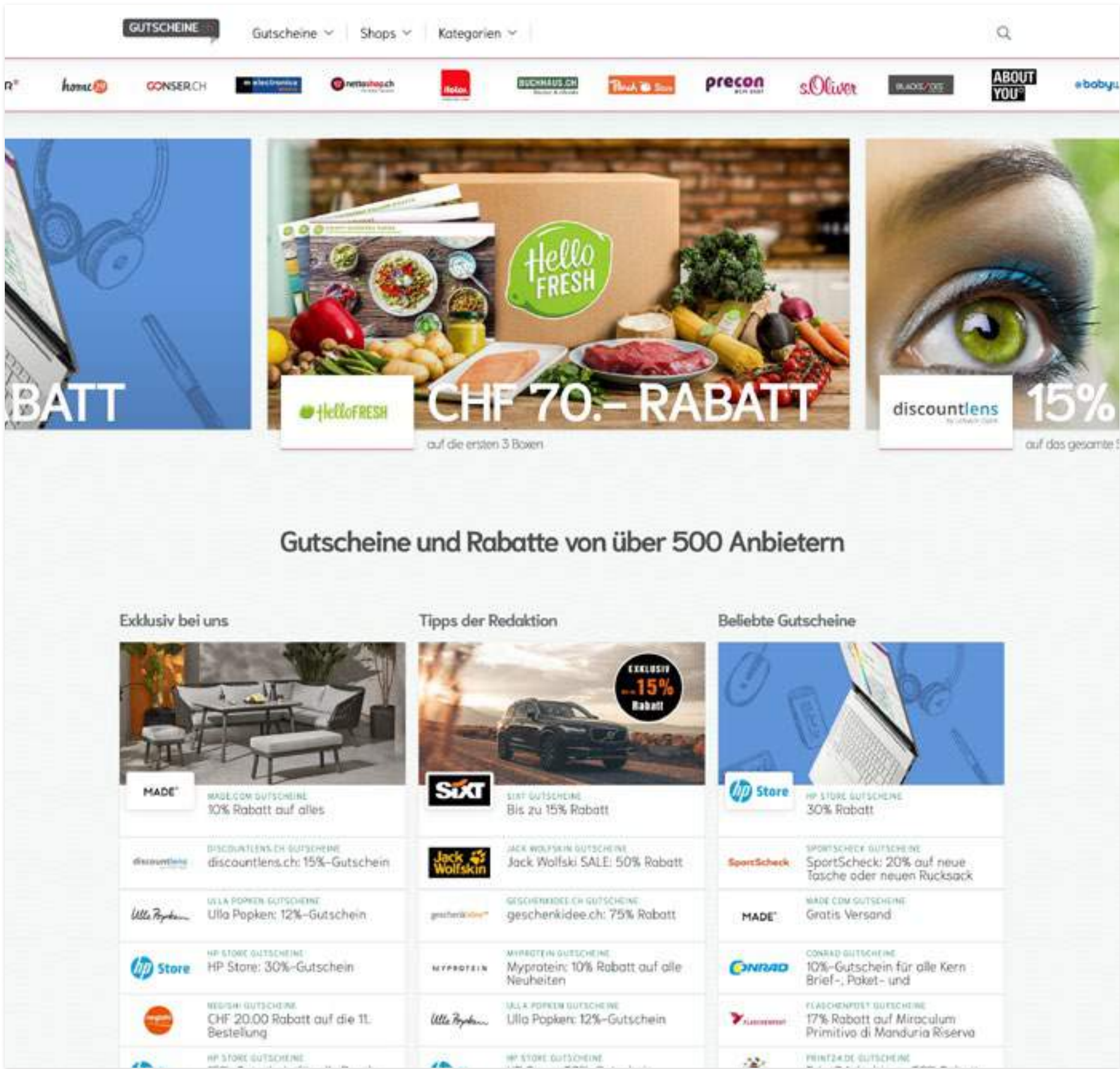
# Gutscheine.ch

“Huusä” for professionals (“saving money” in Swiss German)

There’s an offer for every user on Gutscheine.ch. The portal stands out not only because it has such a high number of new discounts every day but also because of its diverse range of shops. Users can shop, til they drop at more than 425 online shops.

## TARGET GROUP

Description	loves shopping relaxed traditional
Gender	53,4 % female   46,6 % male
Age	63 % between 19 and 47 years old





# Gutscheine.at

## Online shopping meets tradition

Already established on the Austrian market for 5 years, this portal offers users numerous discount codes for saving money while shopping online. Every day, online editors work hard to find the latest and best discounts and offers in Austria.

### TARGET GROUP

#### Description

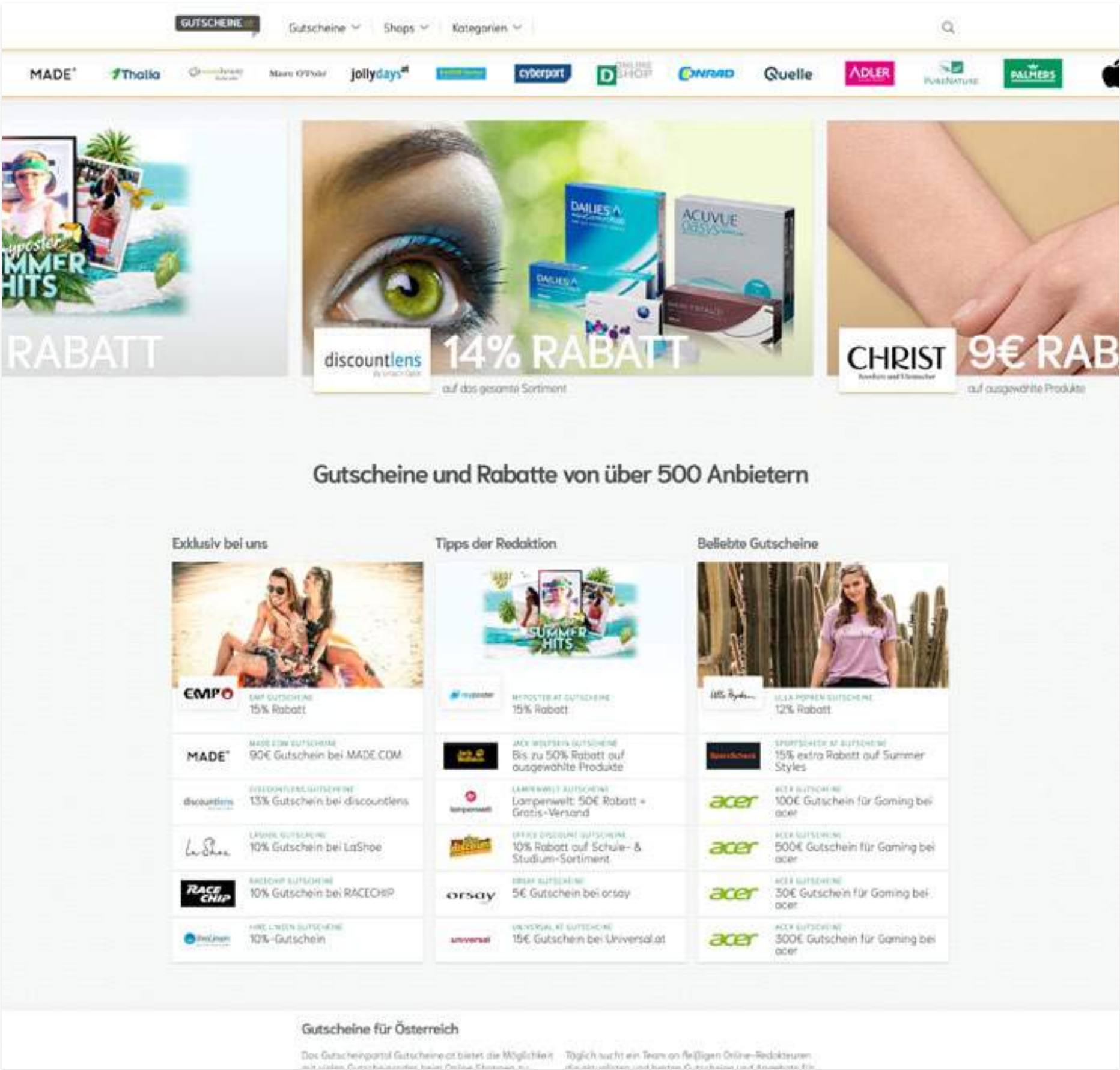
clever  
goal-oriented  
modern

#### Gender

48,7 % female | 51,3 % male

#### Age

48 % between 21 and 52 years old

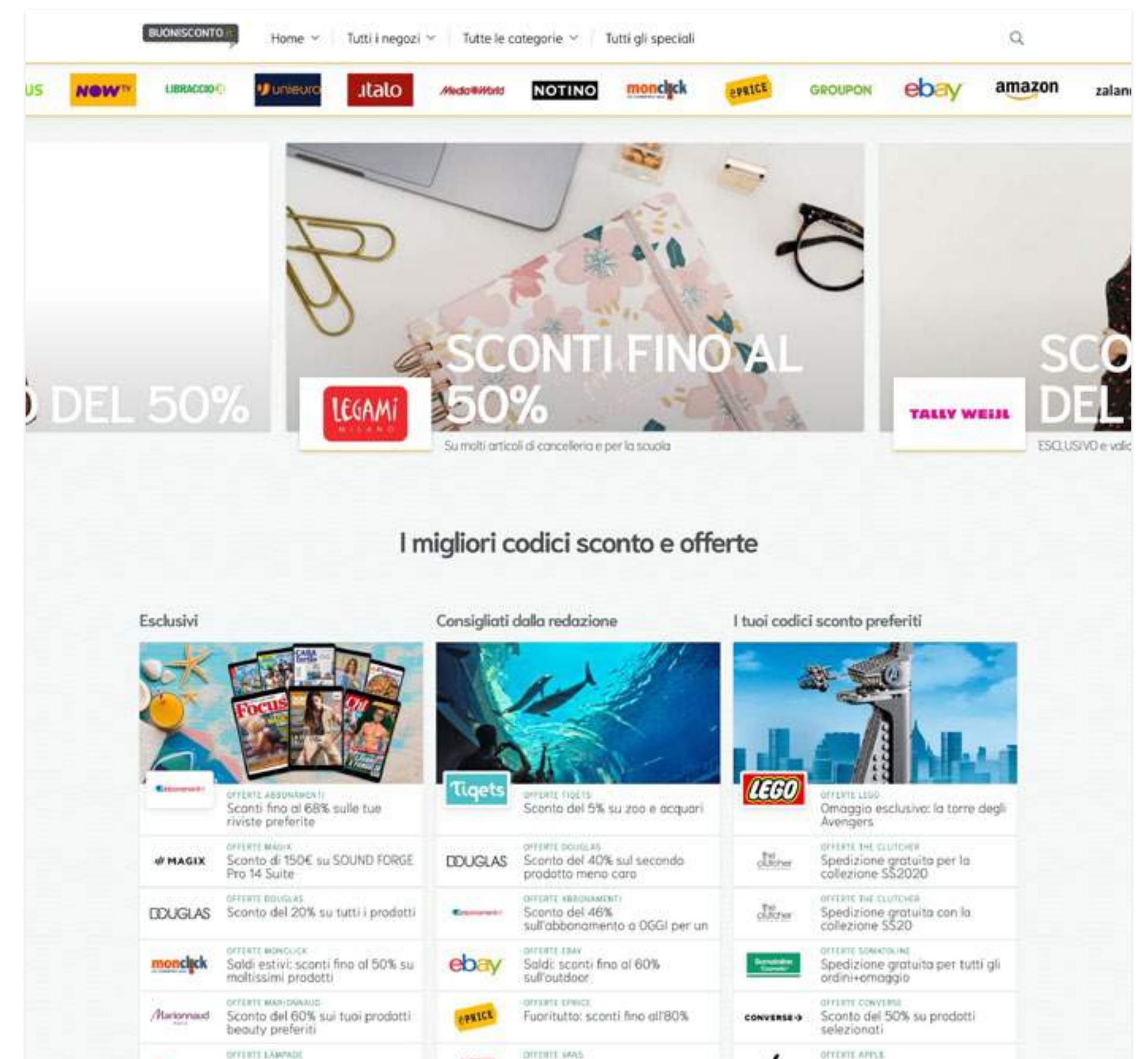




# Buonisconto.it

## Ciao Bella – now also in Italy

Since July 2020, also users in Italy are able to benefit from our excellent selection of discounts and promotions. With over 250 shops, the portal covers the most important brands and daily new shops follow.





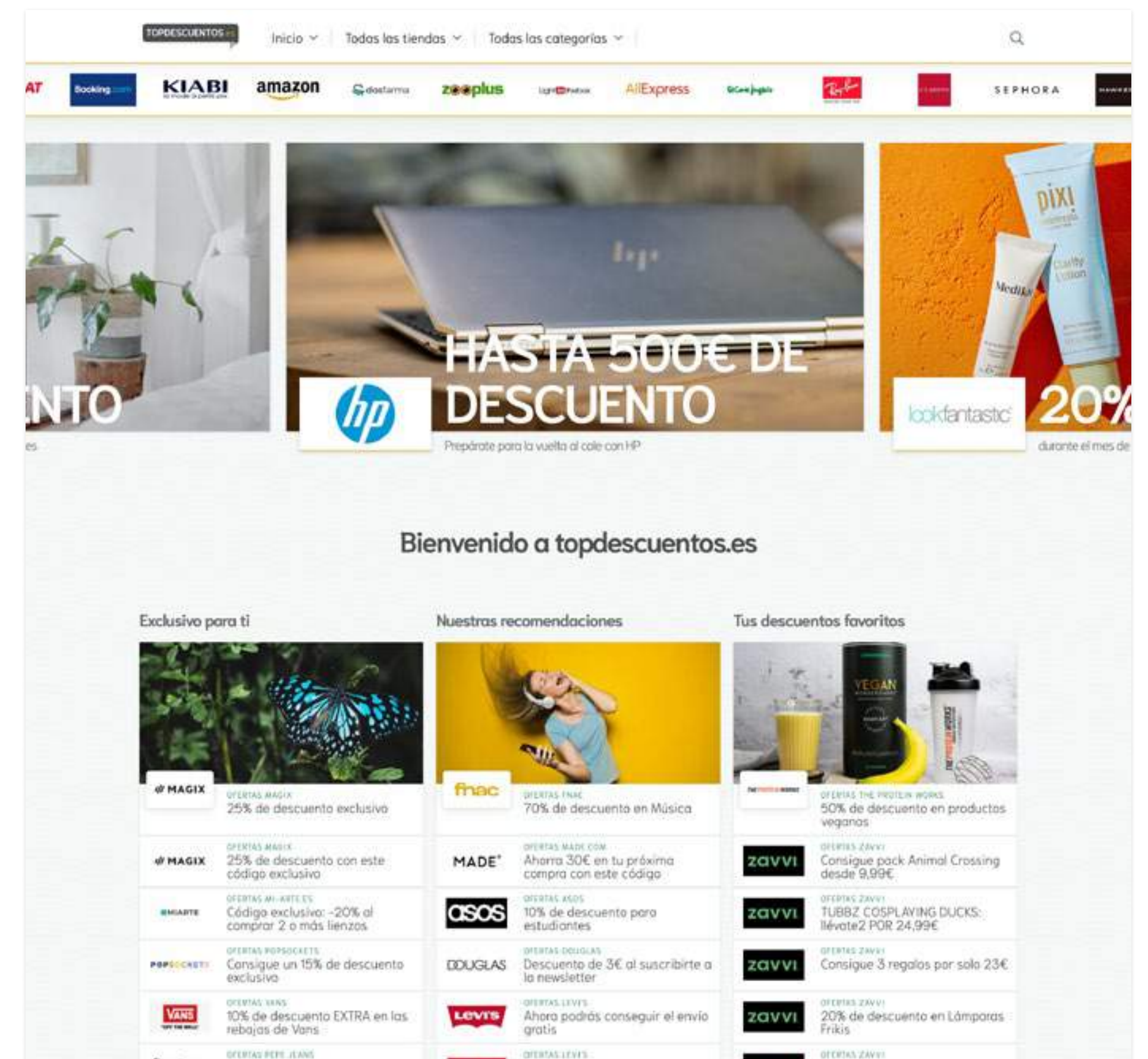
# Topdescuentos.es

## The world is at your feet

But in 2020 we not only welcomed Italy to our universe, but also another popular European country:

## Welcome Spain!

Topdescuentos.es also meets the highest quality standards and shares the same look with its Italian counterpart. The advantage of this uniform design is obvious: From now on you can start with just one promotion and some ad media in several countries at the same time. You decide where the journey will go!





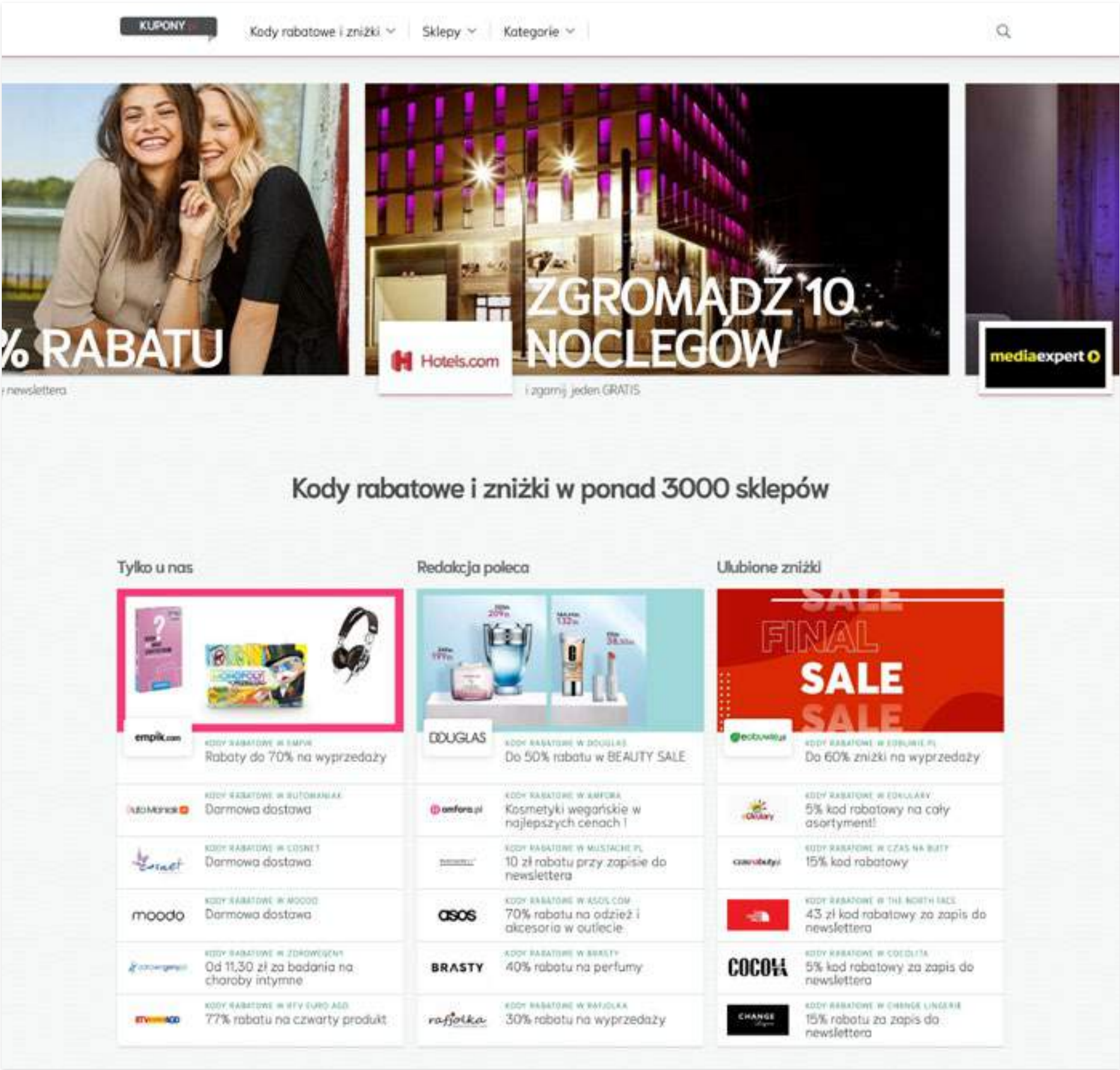
# Kupony.pl

## Witamy & welcome to Kupony

Kupony.pl is a discount portal for online shoppers that provides promotions and discount codes for the largest online shops in Poland and has more than 7 years of experience in the Polish market.

### TARGET GROUP

Description	young dynamic trend-conscious
Gender	52,5 % female   47,5 % male
Age	62 % between 16 and 35 years old





# Spiegel.de

Pioneering Publisher that stands out for its high quality and extensive reach

No other news website embodies independent journalism and can count on as many loyal readers as DER SPIEGEL. DER SPIEGEL delivers accurate and detailed news from Germany and all over the world.

## TARGET GROUP

### Description

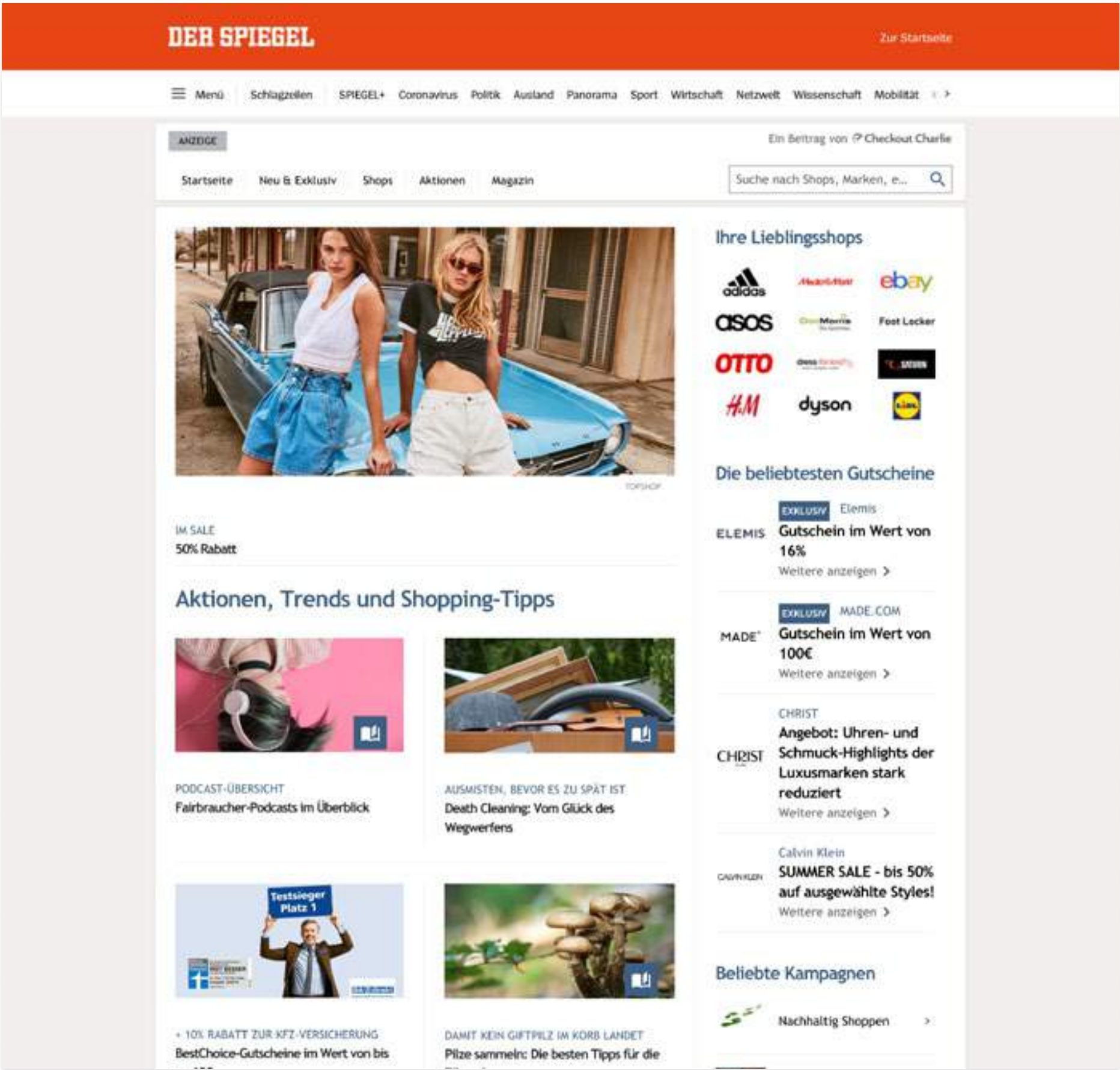
Strong minded  
digital  
smart

### Gender

42 % female | 58 % male

### Age

30 to 59 years old





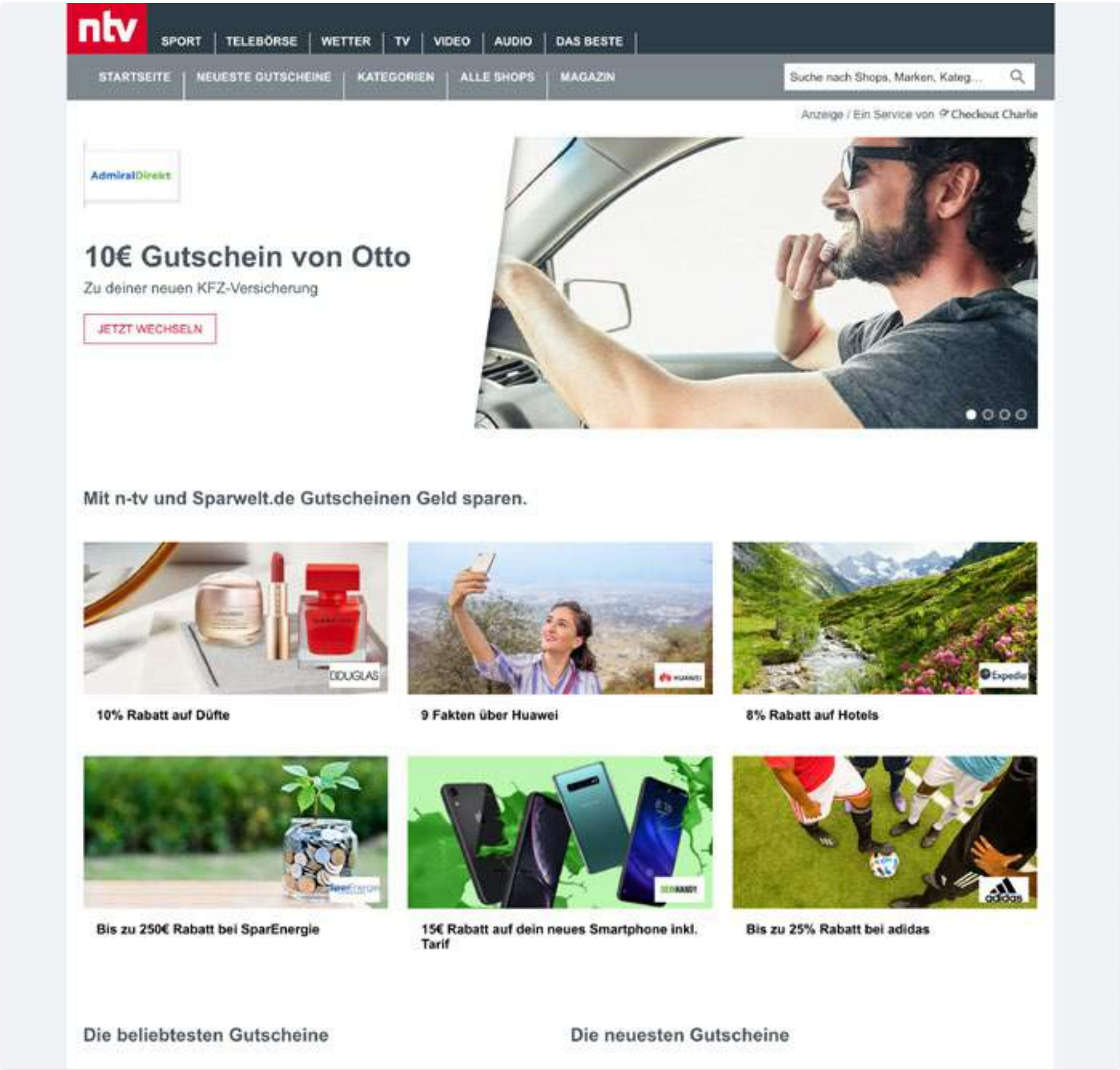
n-tv.de

The cross-media news brand

ntv delivers news from the worlds of politics, business and society and is the most successful news app in Germany. Focus is placed on high-quality content and moving images. The portal thrives on integrity, professionalism and speed.

TARGET GROUP

Description	sophisticated digital informal
Gender	40 % female   60 % male
Age	20 to 59 years old





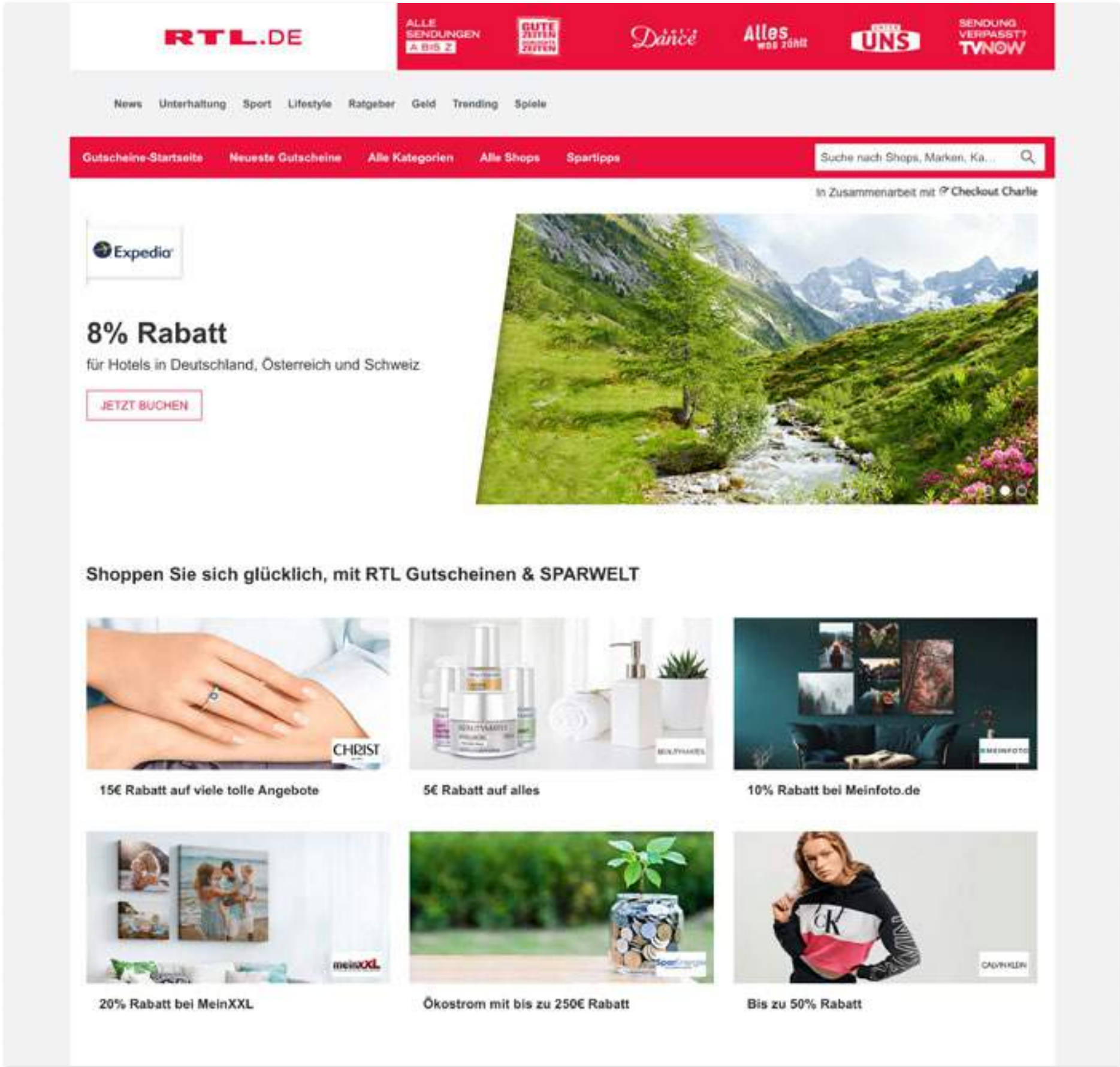
# RTL.de

## Moving stories for the whole of Germany

RTL.de is pure entertainment — featuring all the most popular TV shows and the best series. It reports on the world of celebrities, lifestyle trends, as well as news and topics from everyday life.

### TARGET GROUP

Description	emotional adventurous colourful
Gender	58 % female   42 % male
Age	20 to 49 years old





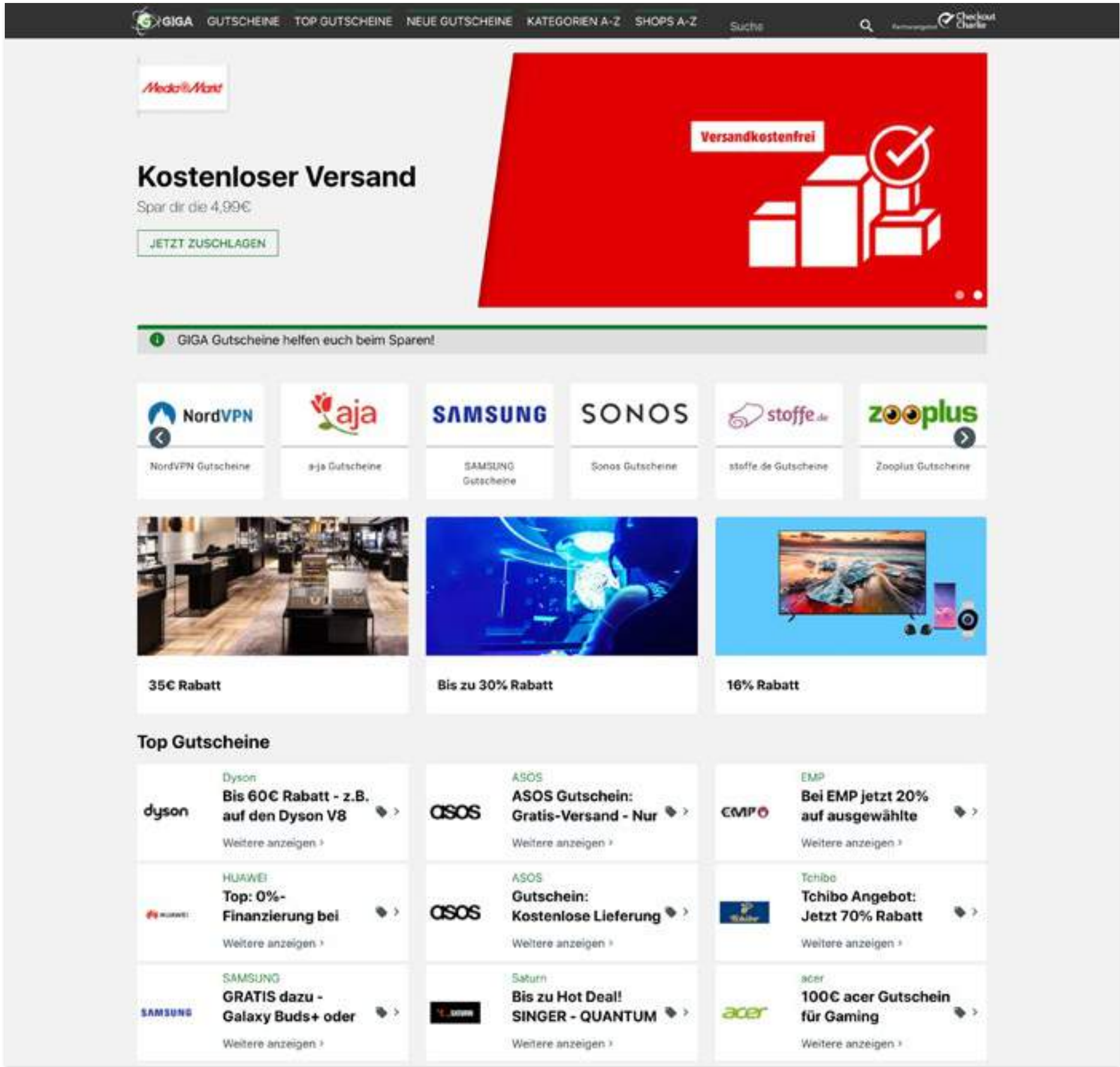
# Giga.de

## The authentic technology and gaming portal

GIGA reports daily, personally and interactively on news from the world of technology, computing, gaming and entertainment. Their content focuses primarily at early adopters and opinion leaders and makes their hearts beat faster.

### TARGET GROUP

Description	tech-savvy trend conscious curious
Gender	37 % female   63 % male
Age	60 % between 24 and 49 years old





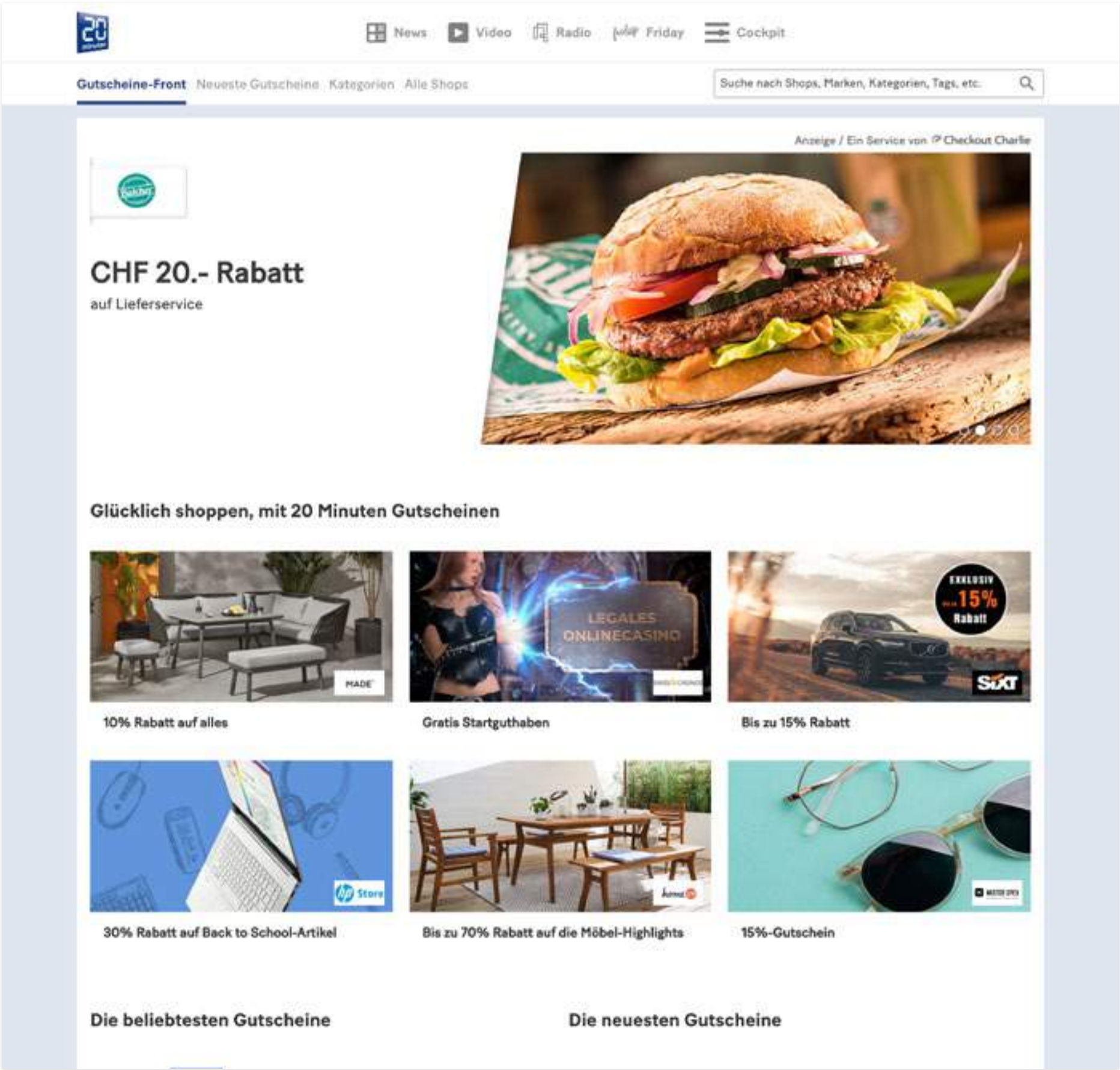
# 20min.ch

## The media brand with the largest reach in Switzerland

20 Minuten entertains and informs its readers on a daily basis with stories from the worlds of politics, business, sport and entertainment – and also features the best deals and offers. 20 Minuten enjoys popularity in the country and is one of the most successful commuter media platforms in Switzerland.

### TARGET GROUP

Description	urban young affluent
Gender	49,8 % female   50,2 % male
Age	38 % between 35 and 54 years old





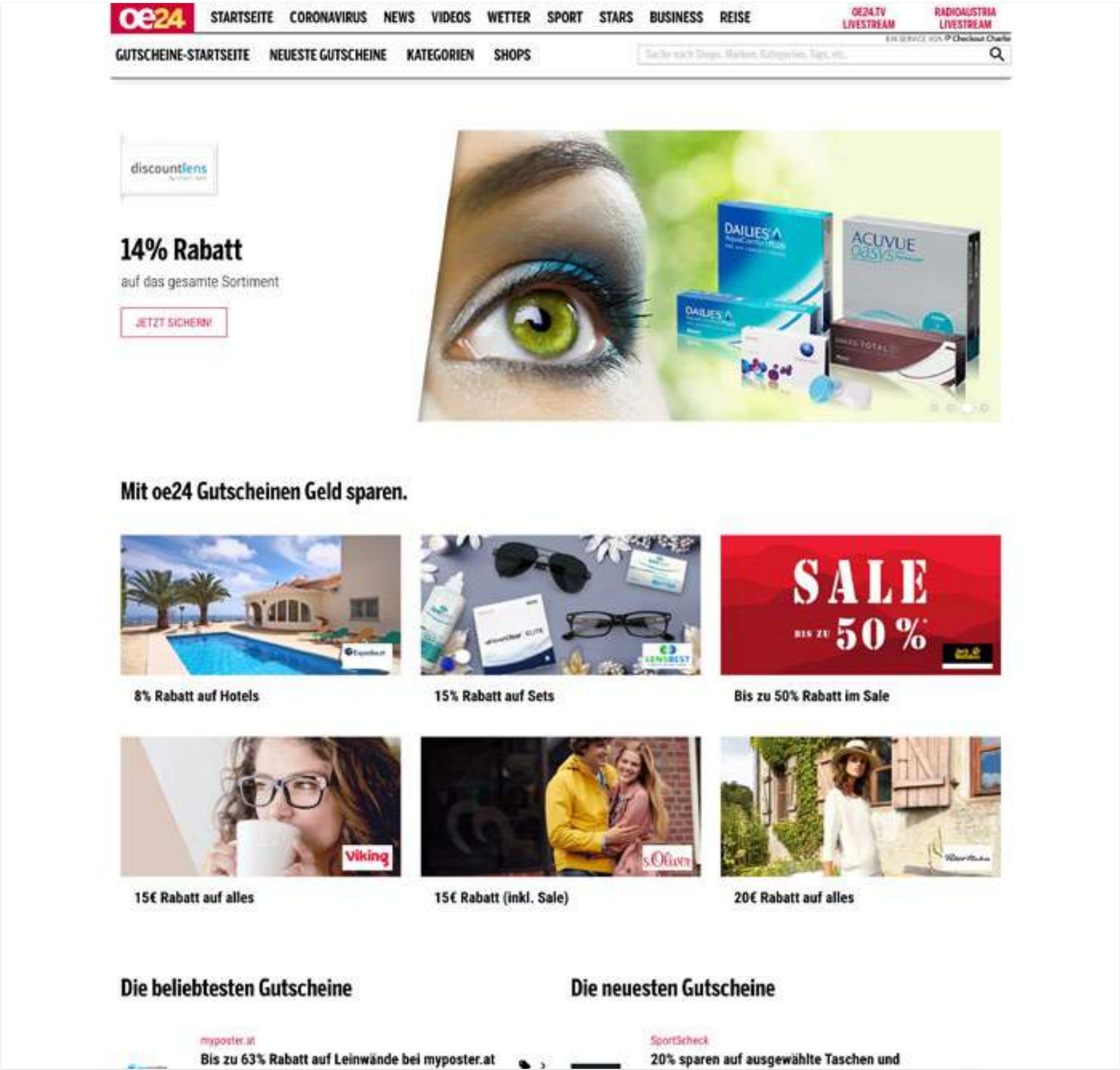
# oe24.at

## „Griaß di“ – always up to date at oe24

OE24, an online portal of the ÖSTERREICH media group, has essentially shaped and changed the Austrian media market. With the associated daily newspaper, magazines and online portals of the oe24 network as well as TV and radio stations, the multimedia house has advanced to become one of the most important players on the Austrian market.

### TARGET GROUP

Description	versatile digital curious
Gender	43 % female   56 % male
Age	20 and 59 years old







33

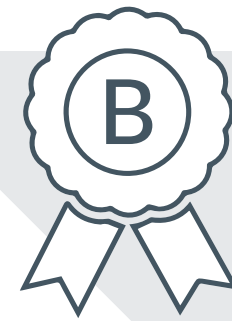
## Our welcome packages

Are you new to affiliate marketing? We help you getting started!

- Benefit from our discounted promotional packages & unique conditions
- Draw the user's attention to you
- Get access to our diverse portfolio and years of expertise
- Look forward to your personal contact



# Three options for your start



- Your own shop page on Gutscheine.de including continuous voucher maintenance
- 1x Placement in the Gutscheine.de Newsletter

~~1,800€~~ 500€\*



- Your own shop page on Sparwelt.de including continuous voucher maintenance
- Shop will be listed on a voucher page of your choice: DER SPIEGEL, RTL, ntv or Gutscheine.de
- 1x Placement in the Sparwelt.de Newsletter incl. picture
- days of voucher listing on the Sparwelt.de homepage and 2 days on the partner page of your choice
- Industry overview

~~3,900€~~ 1,200€\*

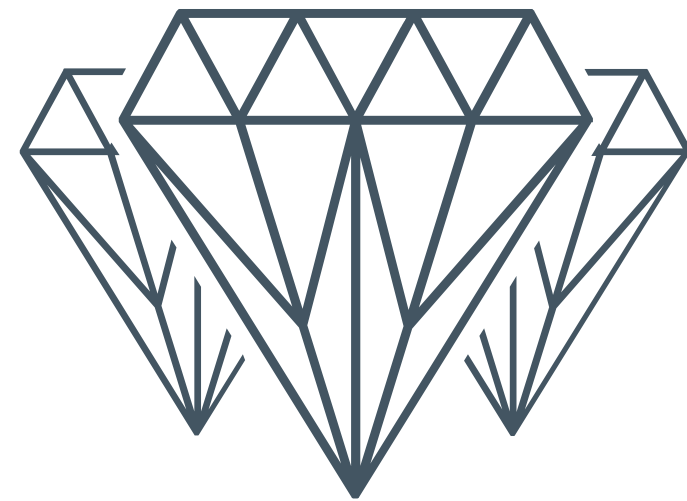


- Your own shop page on Sparwelt.de including continuous voucher maintenance
- Shop will be listed on two voucher pages of your choice: DER SPIEGEL, RTL, ntv or Gutscheine.de
- 2x Placement in the Sparwelt.de Newsletter incl. picture
- 2 days of voucher listing on the Sparwelt.de homepage and 2 days on the partner pages of your choice
- 2 days of slider placement on the category page
- Industry overview 1.8

~~5,600€~~ 1,800€\*



# Shine bright like a TRIPLE DIAMOND



## Triple Diamond

Reach the best  
attention for  
your entrance in our  
german market !

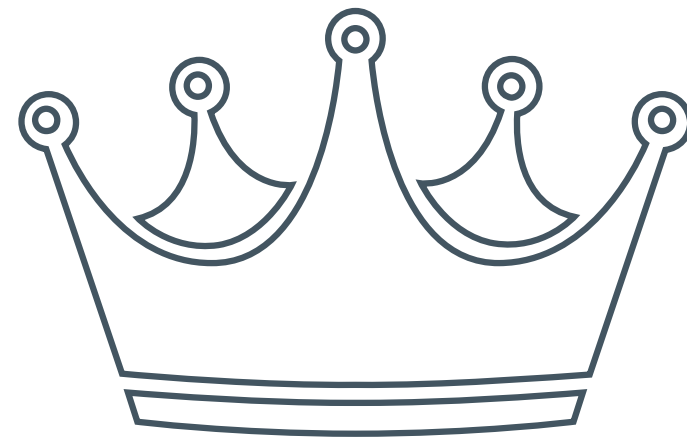
### The ultimate Welcome Package with a great discount

- Your own shop page on Sparwelt.de including continuous voucher maintenance
- Shop is also listed on the voucher pages of DER SPIEGEL, RTL, ntv and Gutscheine.de
- 4 weeks ntv widget on the homepage
- 1 x standalone newsletter from Gutscheine.de
- 1 x image-placement in the Sparwelt.de Newsletter
- 3 days of voucher listing on the Sparwelt.de homepage and 3 days on one partner page of your choice
- 2 days of slider placement on the appropriate category page
- Industry overview
- Personal Account Manager

~~9,400€~~ 2,900€\*



# Über die Grenzen hinaus: ROYAL BLUE für die DACH-Region



## Royal Blue

Be successfull in the  
german-speaking  
countries Gemany;  
Austria and  
Switzerland!

**Royal Blue** The ultimate Welcome Package for the german-speaking region with a great discount

- Your own shop page on Sparwelt.de including continuous voucher maintenance
- Shop is also listed on the voucher pages of DER SPIEGEL, RTL, ntv, Gutscheine.de, Gutscheine.ch, Gutscheine.ch, gutscheine.20min.ch and gutscheine.at
- 4 weeks ntv widget on the homepage
- 3 days of voucher listing on the Sparwelt.de homepage
- 7 days of voucher listing each on Gutschein(e).de and Gutscheine.at
- 1x image-placement in the "20min-Voucher-Newsletter"
- 1x standalone newsletter from Gutscheine.de
- 7 days of slider placement in your category on the 20min.ch voucher platform
- 1x image-placement in the Sparwelt.de Newsletter
- Personal Account Manager

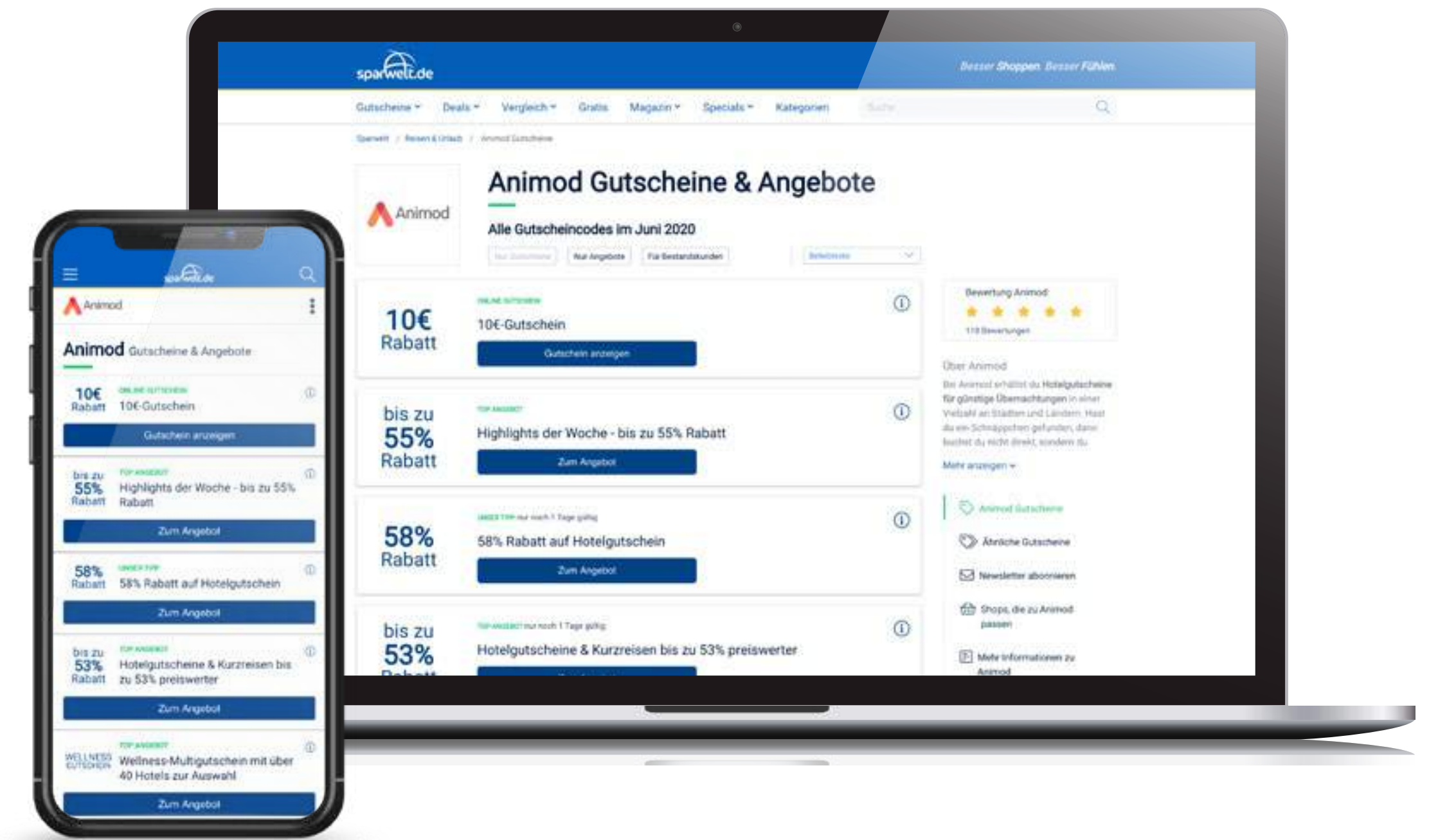
~~11,000€~~ 3,600€\*



# Not only online, but also actively involved!

## How will we support you?

- We create an own shop page for your shop on Sparwelt.de and on our partner sites.
- We use our reach to promote your products and we place your brand onpage and in our newsletter.
- We give you an overview of the industry and support you with personal consulting to get your affiliate program started.
- Our welcome packages are only for new customers and can be booked once.
- Benefit from a substantial discount and get your first sales push.





# Best Practice: Triple Diamond Paket für growney



KEY FACTS

Promotion	Invest 1,000 € 50 € bonus on top exclusive promotion
Duration	March-April 2020
Target	Lead Generating
Achievements	Thanks to the Triple Diamond package 30 qualitative leads were generated
Feature	Product in need of explanation, but very attractive and exclusive promotion. The placements of the Triple Diamonds package have reached the users.

growney

50€  
Startguthaben

Exklusiv

Lege dein Geld sicher beim Testsieger **growney** an und starte dein Depot exklusiv mit 50€ Guthaben.

Startguthaben sichern >







39

## Our content-offers

We love and we are experts in content. There are many creative formats and channels available at Checkout Charlie. Generate attention with our stories:

- 5 reasons for content with Checkout Charlie
- Best cases: Magazine und article
- 20min.ch — native advertising in the news
- Campaigns
- Schedule of campaigns



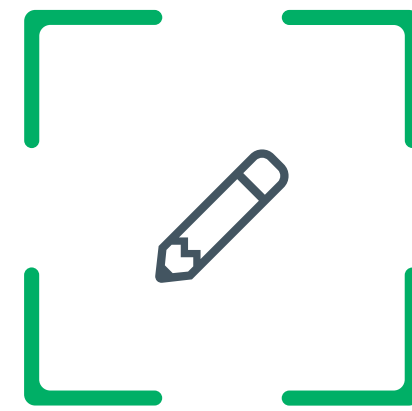
# 5 good reasons for content with Checkout Charlie



We put your goals first!



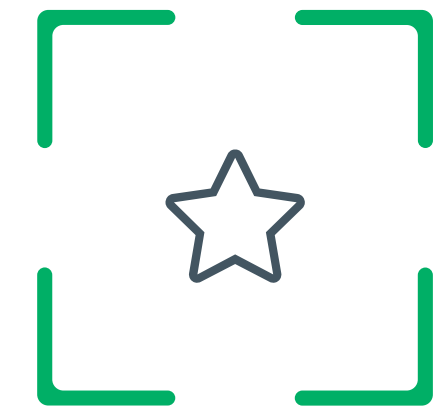
We offer individualized content: advisory, entertaining, inspiring, funny, up to date.



We offer you a colorful selection of advertising possibilities.



We are your perfect match: Consulting, creation and evaluation.



We give you a good feeling.



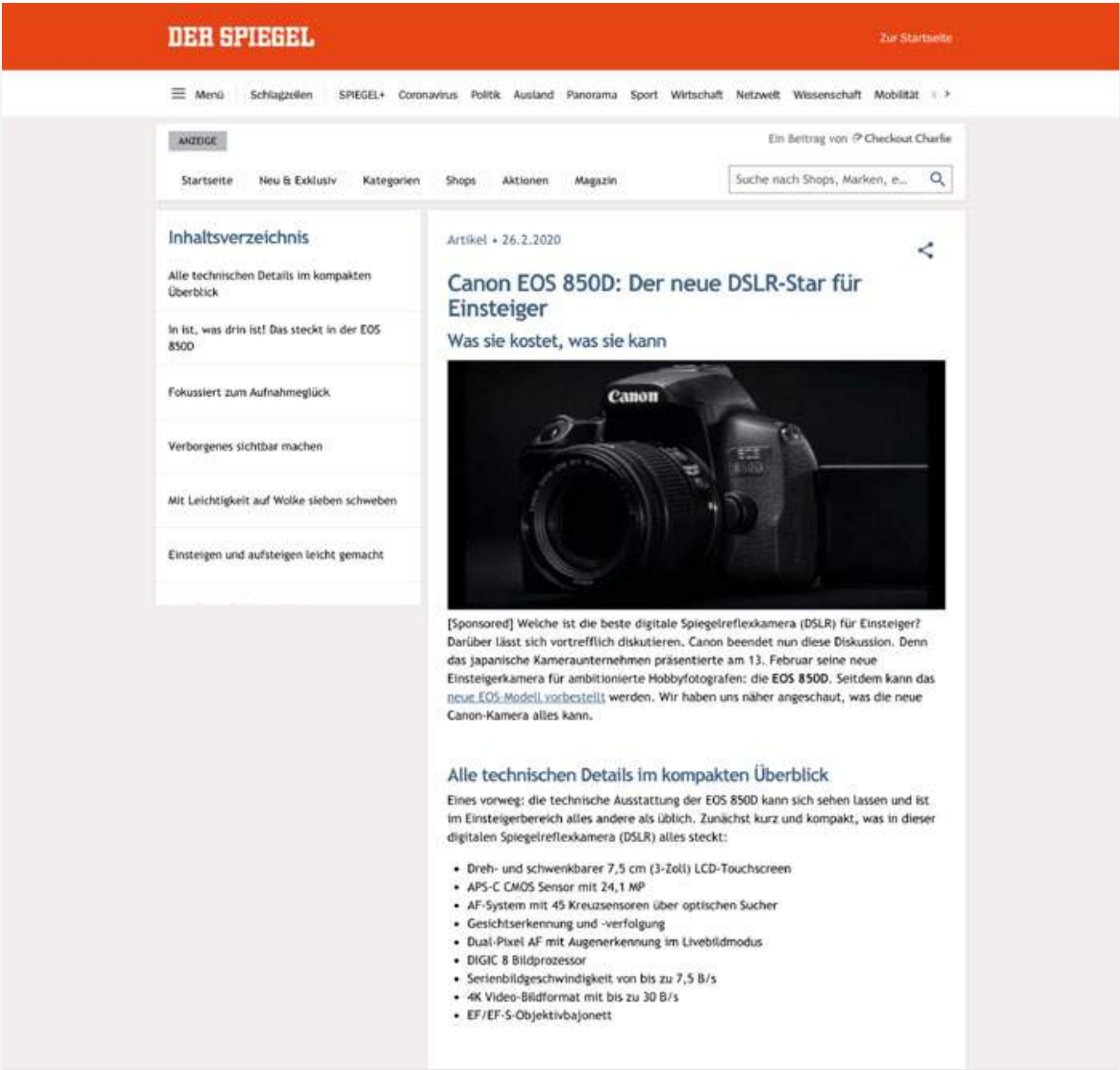
# Best case: Canon at DER SPIEGEL

Canon EOS 850D: the new DSLR star for beginners

## KEY FACTS



URL	https://www.spiegel.de/gutscheine/magazin/eos-850d
Release	27.02.2020
Target	Support product launch
Realisation	Editorial support for the release
Feature	4th place in the organic ranking (non-ad) when searching for models
Ø Dwell time	03:35 minutes



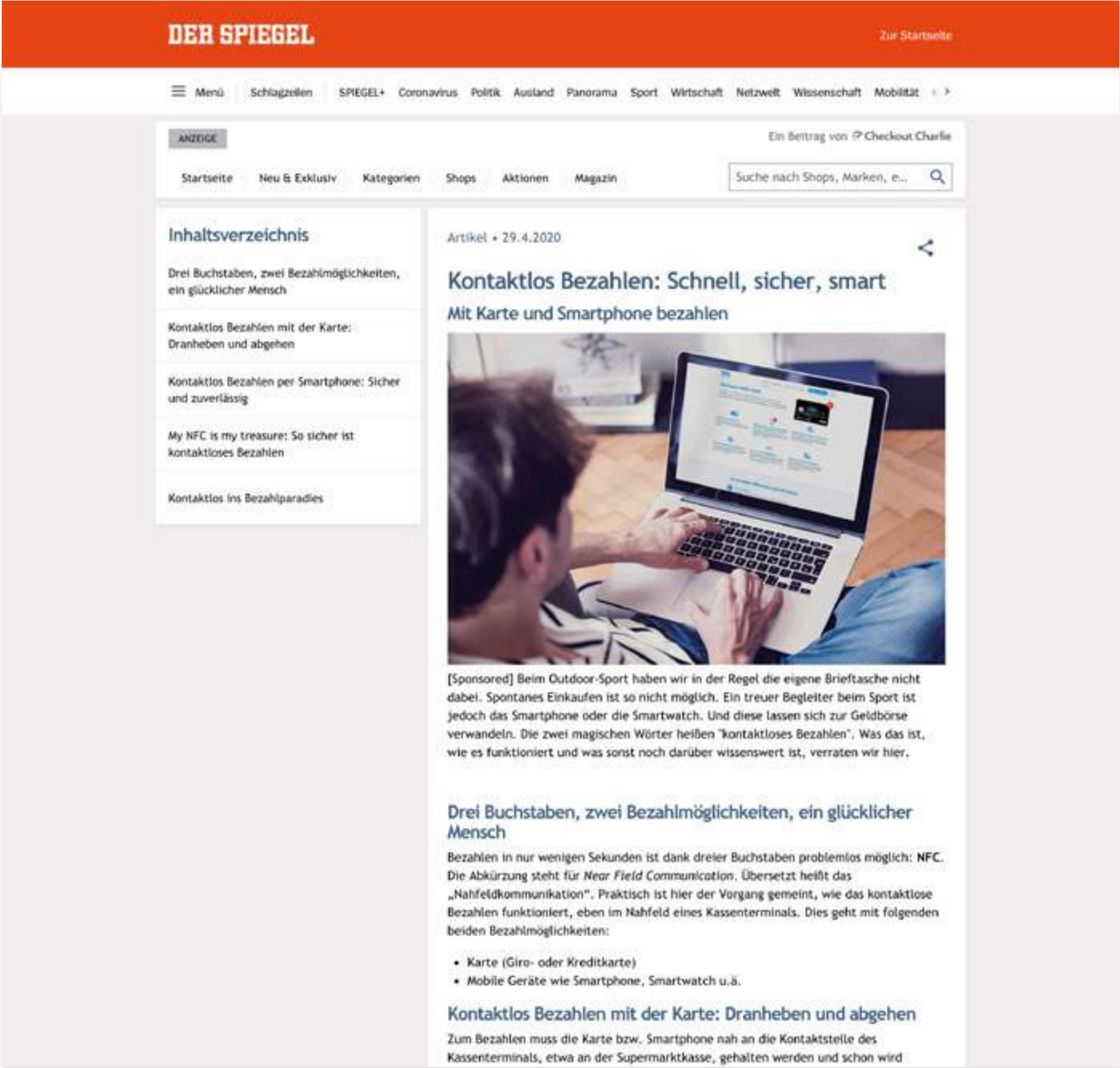


# Best case: DKB at DER SPIEGEL

Contactless payment: fast, secure, smart.

## KEY FACTS

URL	https://www.spiegel.de/gutscheine/magazin/kontaktlos-bezahlen
Release	30.04.2020
Target	Branding & Performance
Realisation	Everyday topic to better explain the product portfolio
Feature	Due to the official contact restrictions the topic of „contactless payment“ gained huge popularity.
Ø Dwell time	02:49 minutes



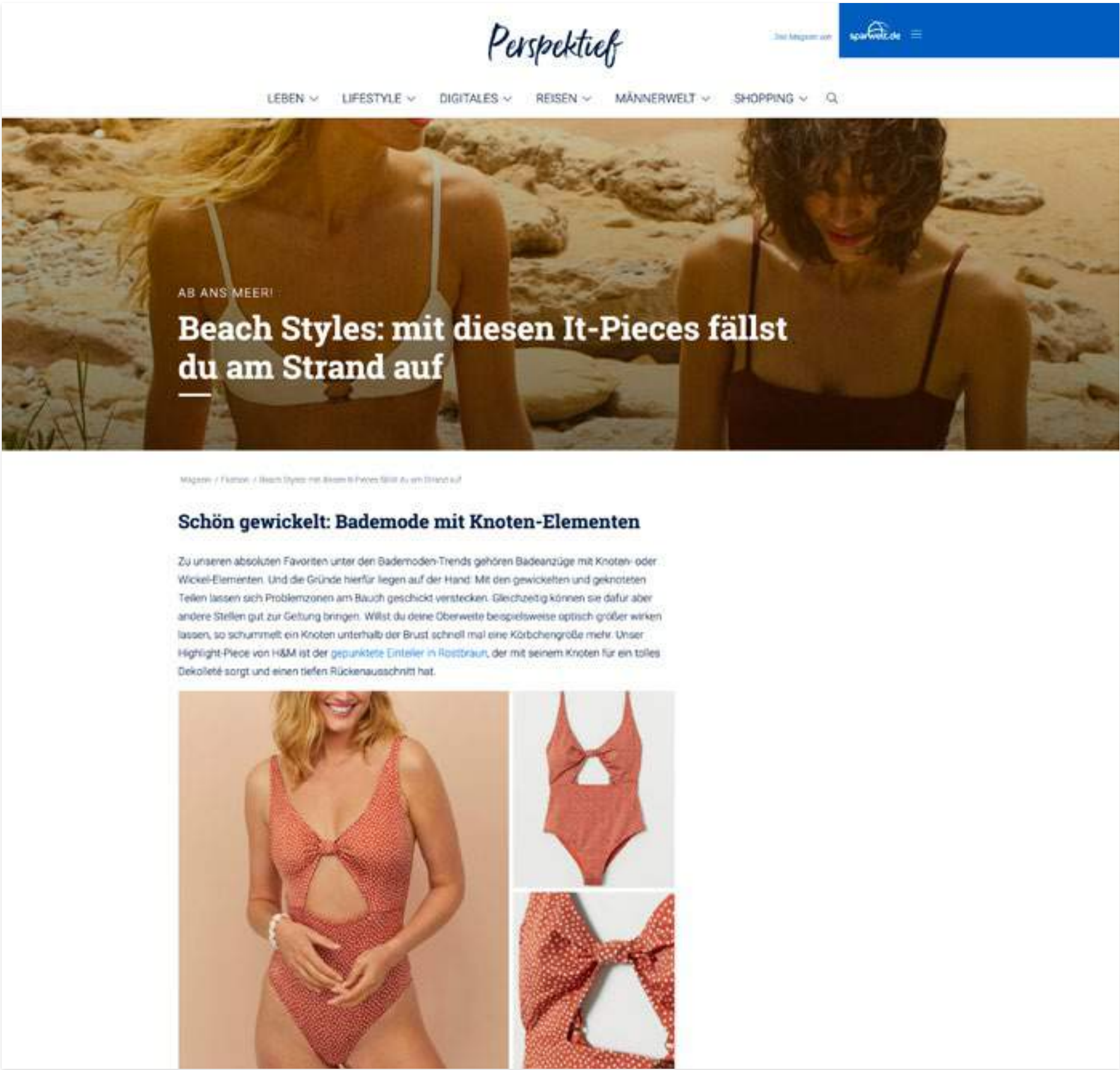
# Best case: H&M in Perspektief

Beach Styles — With these must-have swimsuits you’ll stand out on the beach



## KEY FACTS

URL	https://www.sparwelt.de/magazin/fashion/beach-styles
Release	25.07.2019
Target	Presentation and marketing of the new collection
Realisation	Inspiring the users with numerous product images and editorial tips
Ø Dwell time	02:05 minutes





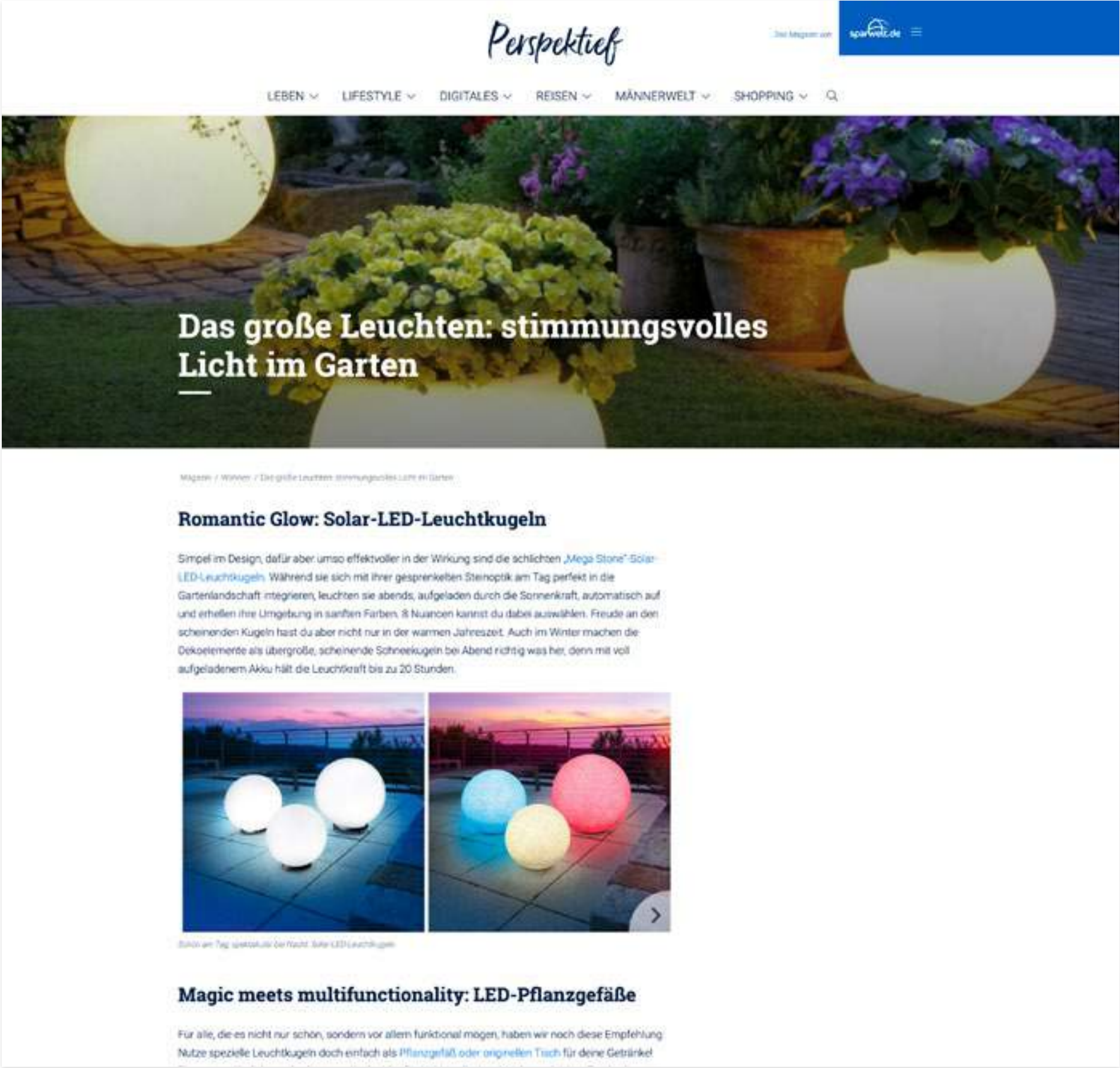
# Best case: Lampenwelt in Perspektief

The great glow: Ambience lights in the garden



## KEY FACTS

URL	https://www.sparwelt.de/magazin/wohnen/licht-im-garten
Release	21.06.2019
Target	Place a defined product field to the users
Realisation	Perfomance-optimised implementation of the advertorials, in order to create in the users interest for a specific product
Feature	Particularly long lifespan average
Ø Dwell time	05:45 minutes



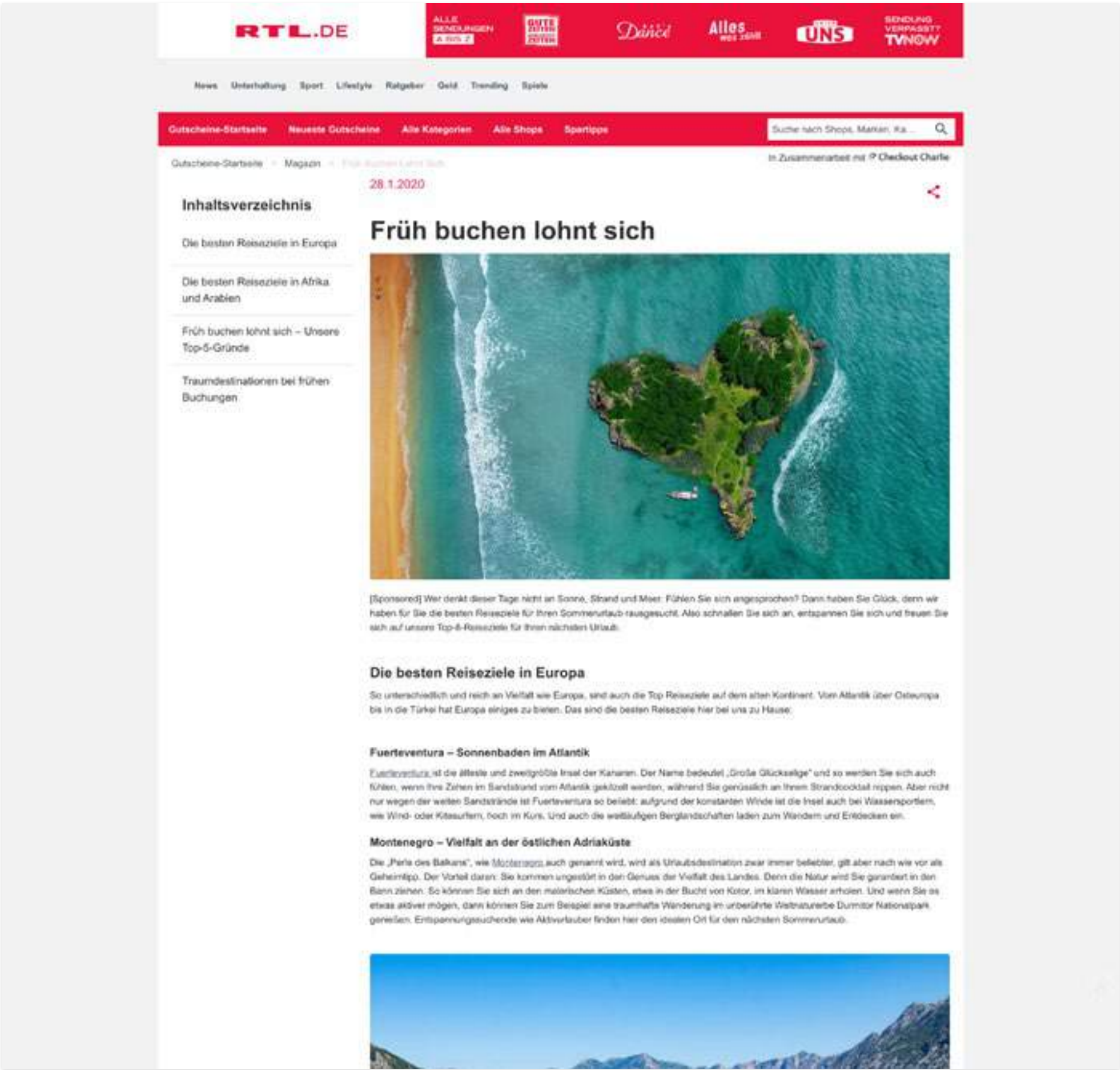
# Best case: FTI at RTL.de

Early booking is worth it



## KEY FACTS

URL	https://www.rtl.de/gutscheine/spartipps/besten-reiseziele
Release	29.01.2020
Target	Increase popularity
Realisation	Benefits of the high impact of saving on travelling and of the reasearch-driven user behaviour
Ø Dwell time	03:33 minutes

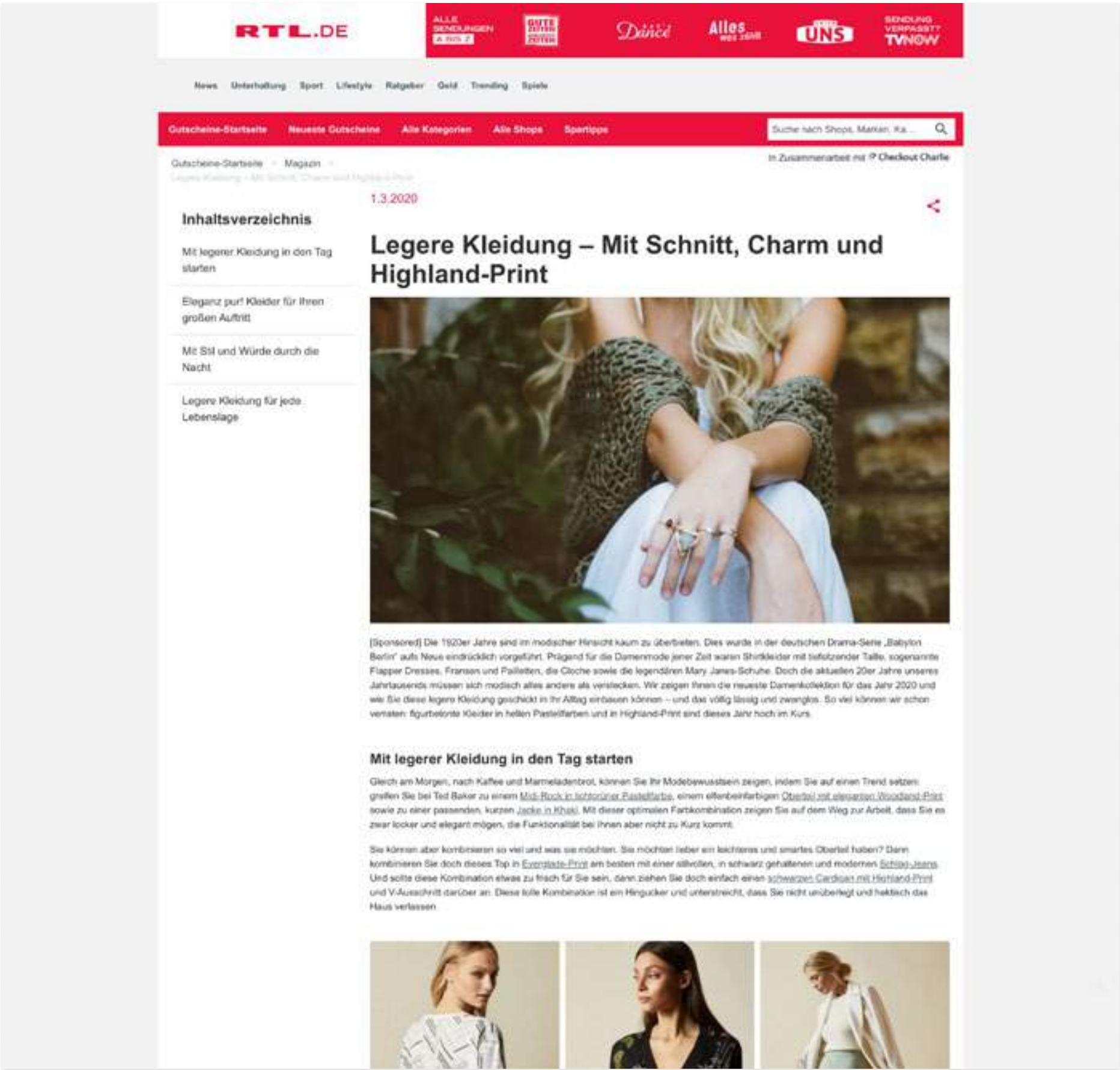




# Best case: TED BAKER at RTL.de

Casual clothing – With style, Charm and Highland-Prints

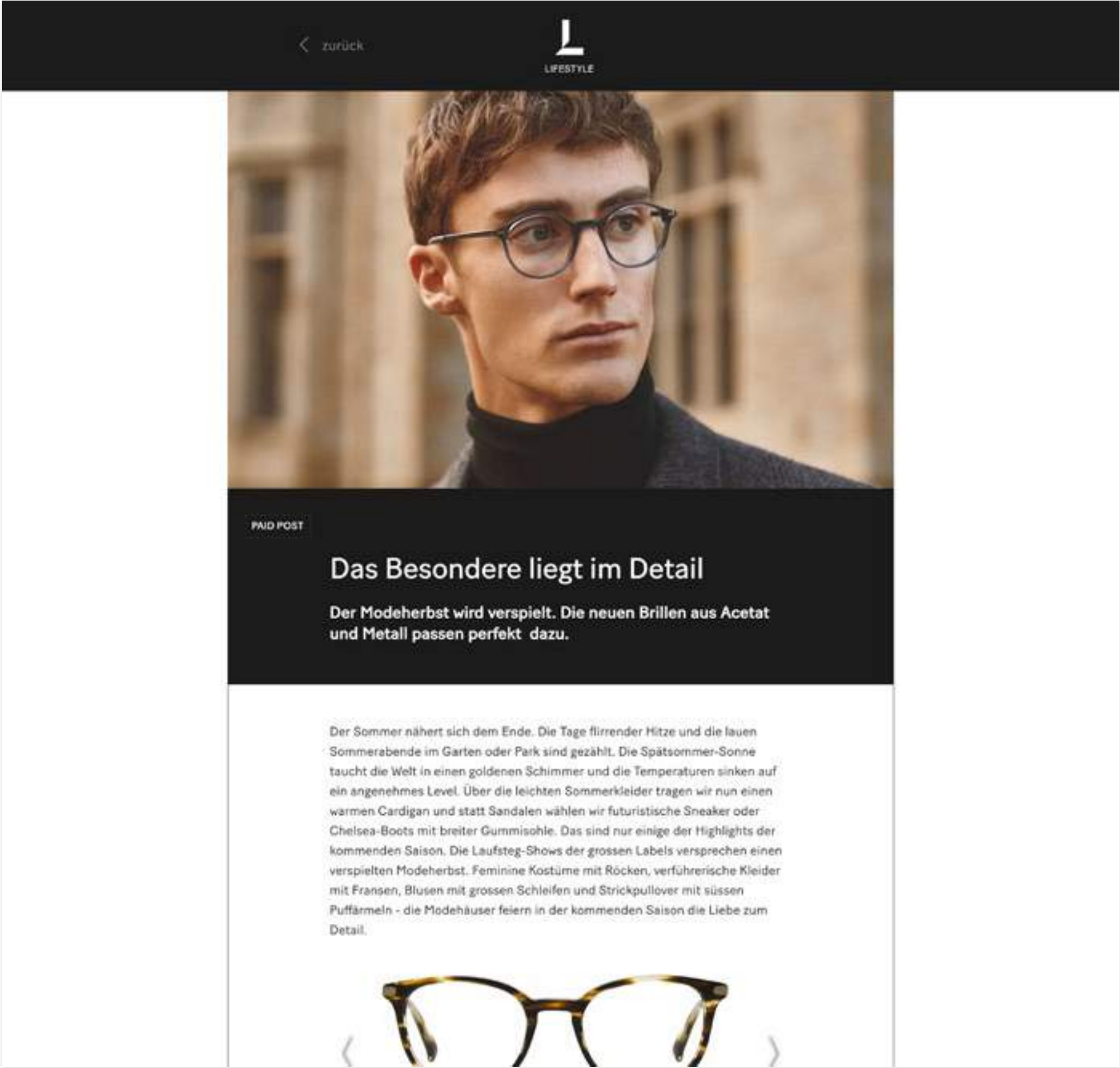
TED BAKER L O N D O N	
KEY FACTS	
URL	https://www.rtl.de/gutscheine/spartipps/legere-kleidung
Release	01.03.2020
Target	Increase popularity and marketing of the new product release
Realisation	Usage of the magazine as a focal point for trends and inspirations
Ø Dwell time	03:01 minutes



# 20min.ch – Native Advertising in a news portal

KEY FACTS	
URL	https://cp.lifestyle.20min.ch/de/stories/1512-das-besondere-liegt-im-detail
Release	01.09.2020
Target	branding and marketing of campaigns and products
Realisation	Book paid posts which have a strong reach of customers
Term	7 days

fielmann

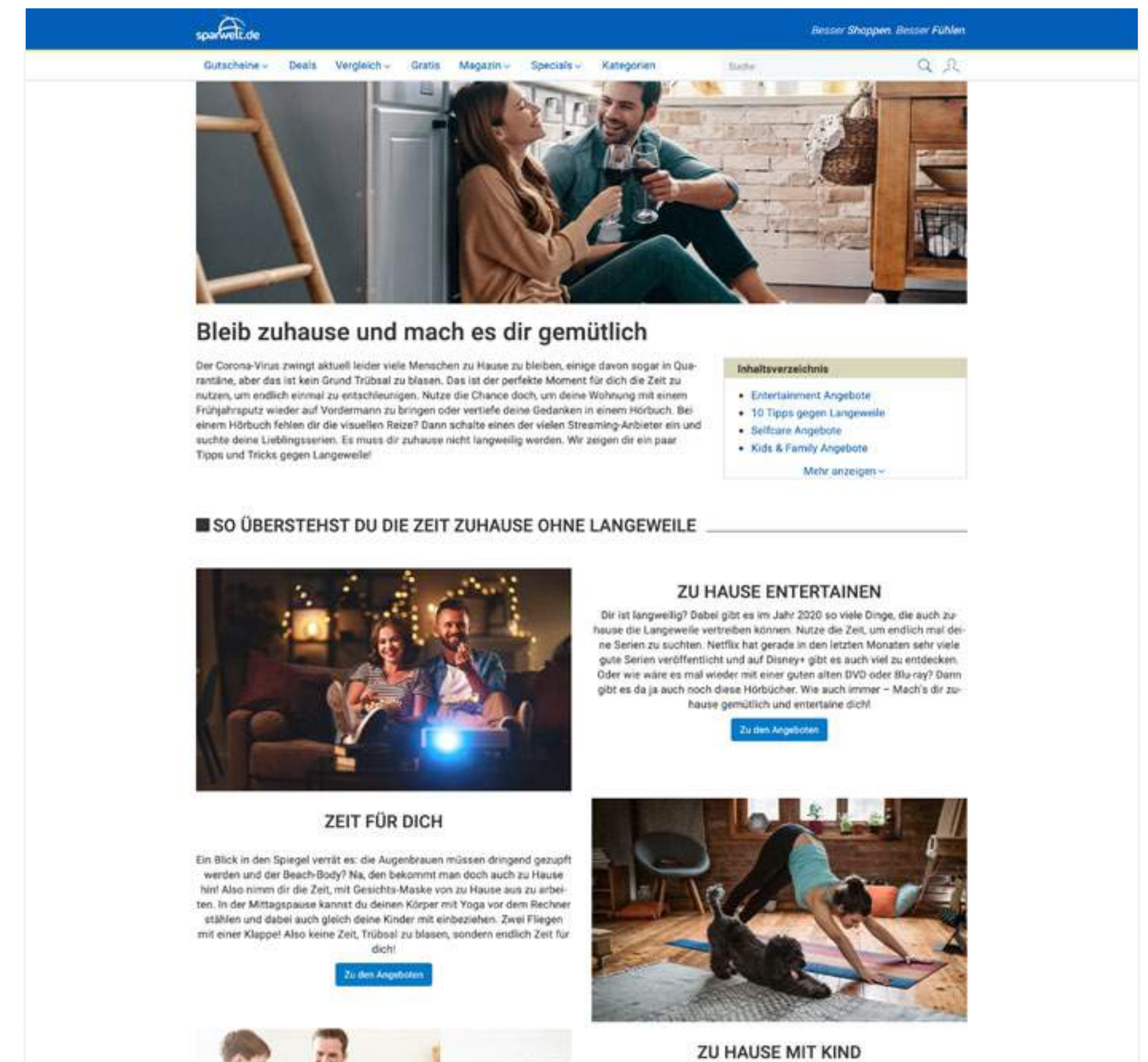




# Joined forces: Our content campaigns

It's the big issues that concern us. And the perfect opportunity to get exposure in a prominent environment:

- Thematic or event-related campaigns such as Black Friday or Home & Living
- Become part of something bigger: together with other brands
- The campaign focus varies depending on user needs
- Year-round planning possible
- Campaigns for all categories possible



# Plan your campaign in 2021 – Part I

DURATION	CAMPAIGN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
15.01. – 31.01.	<b>Last Minute Winter</b>												
27.01. – 14.02.	<b>Valentinstag (14.02.)</b>												
22.02. – 04.04.	<b>Finanzwochen</b>												
08.03. – 05.04.	<b>Ostern (04.04.)</b>												
05.04. – 18.04.	<b>Gaming &amp; Unterhaltung</b>												
19.04. – 09.05.	<b>Muttertag (09.05.)</b>												
10.05. – 23.05.	<b>Heimwerken &amp; Garten</b>												
24.05. – 13.06.	<b>Sommerlooks</b>												
24.05. – 11.07.	<b>EM 2021 (11.06. - 11.07.)</b>												
01.06. – 20.06.	<b>Abkühlung im Sommer</b>												
07.06. – 28.07.	<b>Last Minute Sommer</b>												



# Plan your campaign in 2021 – Part II

DURATION	CAMPAIGN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
12.07. – 08.08.	Nachhaltigkeitswochen												
16.08. – 12.09.	Technik & Entertainment für zuhause												
13.09. – 03.10.	Curvy Styles												
20.09. – 10.10.	Wohnwelten Herbst												
06.10. – 24.10.	Gesundheitswochen												
11.10. – 30.11.	Tarif Experten												
01.11. – 21.11.	Singles' Day & Pre-Black Week												
22.11. – 29.11.	Black Week												
01.12. – 26.12.	Weihnachten (24.12.)												



## 51 | Our multimedia offer

We all consume media differently. In addition to our editorial content, we have a wide range of other multimedia options

- All at once? With our TV spots you can reach a large target group without any effort
- Audiovisual: Professional equipment and speakers in our videos and live performances
- Let's talk about it: Podcast ist the trend medium and we love it too



# Spot on! Your appearance in TV

TV is still the best mass media to generate brand awareness. Together with Sparwelt.de, it will be particularly cheap to bring your attractive deal onto television.

- Broadcast on the channels of Mediengruppe RTL Deutschland: RTL, VOX, n-tv
- Over 45 million gross media contacts per campaign
- On average, we reach 25 million people per flight
- In focus: your deal and of course your logo

We already successfully cooperated with well-known brands such as Lampenwelt, MEDION, ORSAY, meinfoto.de or lookfantastic.

Try your debut on TV too!



# Entertainment, humor & charm on Facebook Live

Younger users in particular increasingly consume content in the form of video clips on the internet – and more and more often as a live stream!

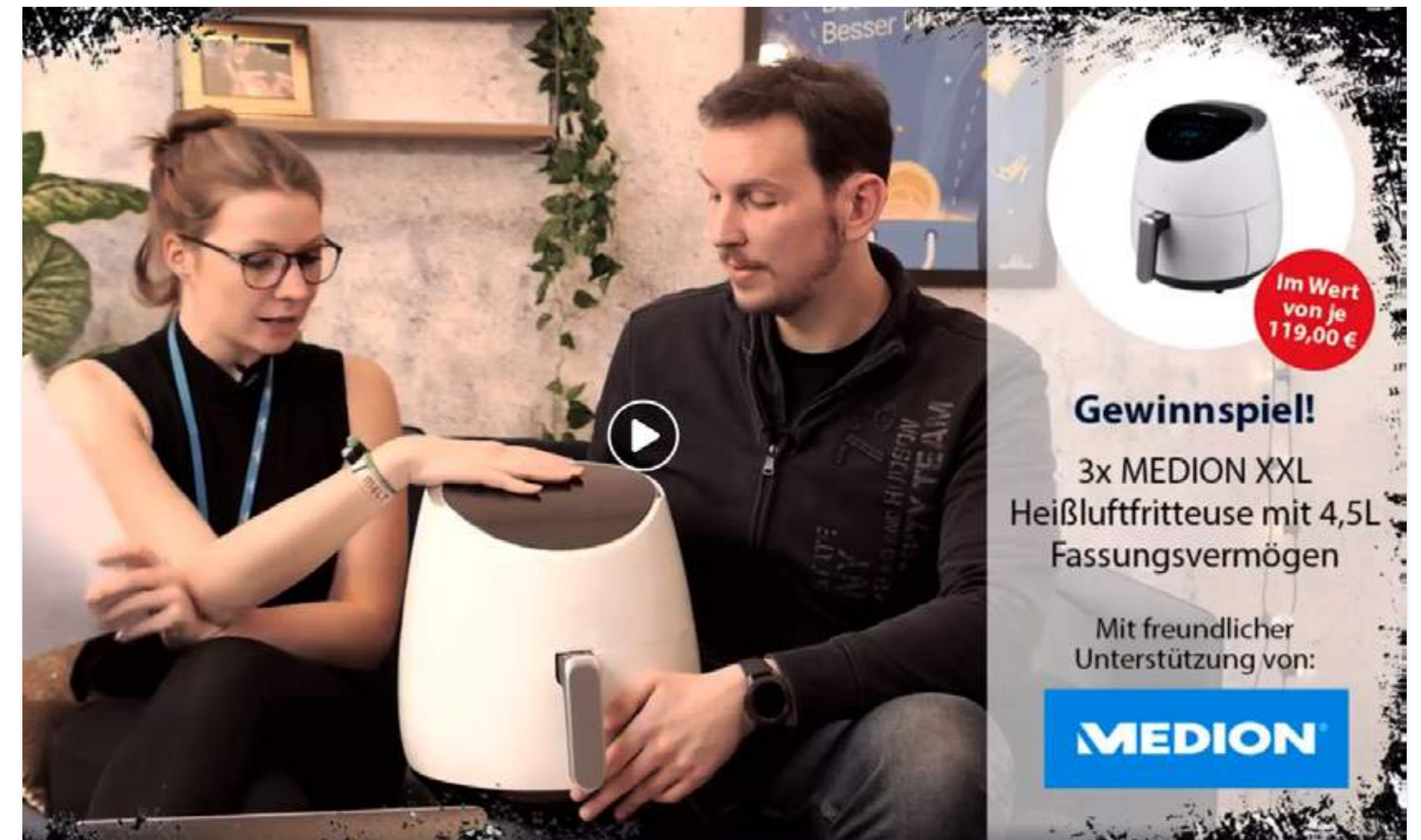
Facebook Live will ensure that your brand stays in tune with the latest developments and close to young, modern consumers.

The 30-minute broadcast is hosted by our charming Checkout Charlie colleagues. Products are presented and subsequently given away. A campaign can also be placed in the broadcast in consultation with us.

## Case Study:

Facebook Live broadcast from the merchant Medion

- 68,182 people reached
- 30,105 video views
- 2,280 interactions





# Our podcast „Fairbraucher“

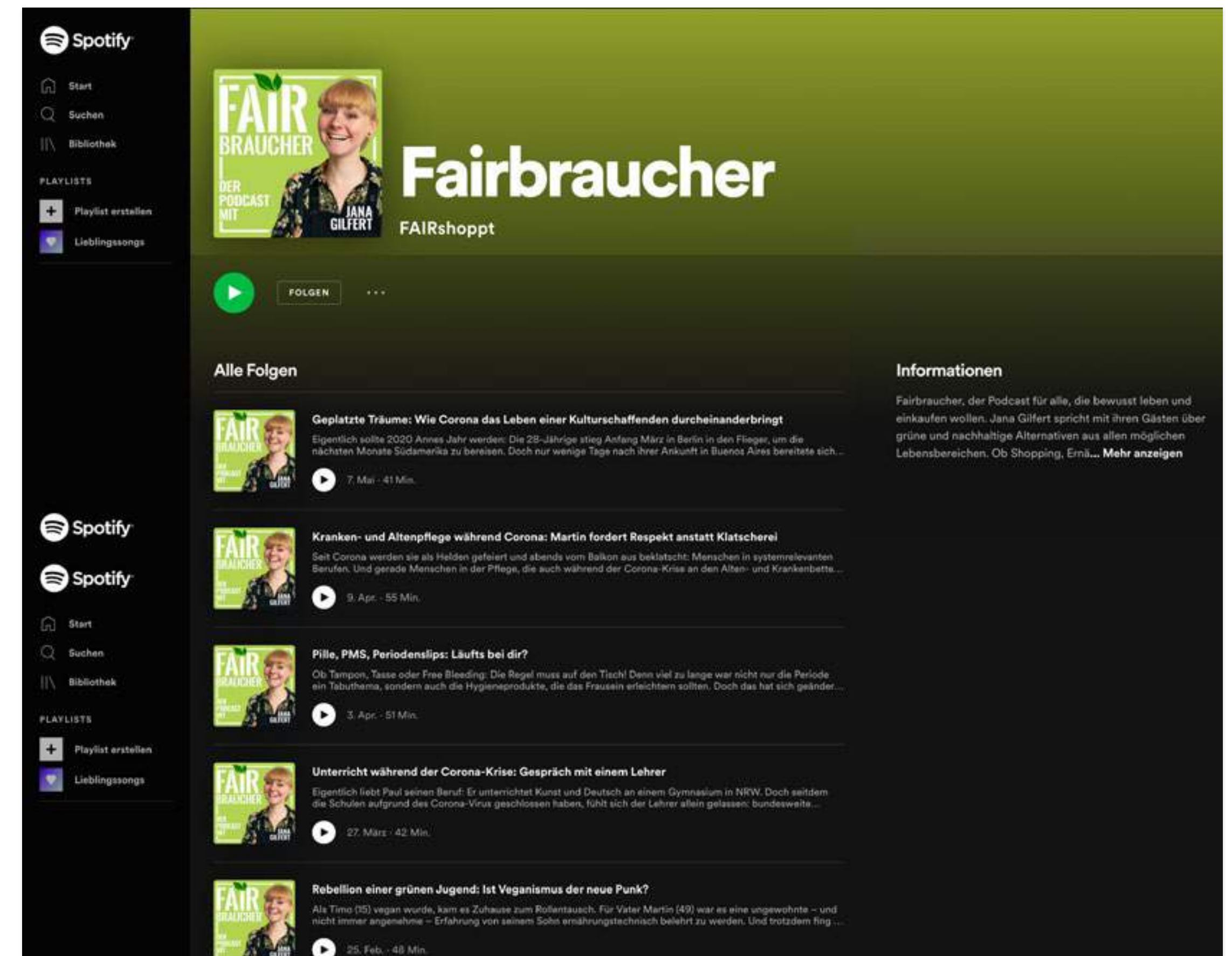
We have been producing our own podcast for our partner DER SPIEGEL since the beginning of 2020:

- Focus: sustainable shopping and living
- socially relevant issues during the lockdown
- Distribution on DER SPIEGEL, Soundcloud, Spotify, Podcaster, iTunes

## Why sustainability?

Sustainability and shopping are not mutually exclusive – it's more about how and what. And a better and more conscious society. The topic is very important to us - you too? Then listen to it.

We already have over 4,000 happy listeners!







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## Our experts

Our recipe for success is your greatest advantage: We are a team of over 80 employees who work passionately on our products and your solutions every day.

You have a contact person — but you get the full expertise of the entire company and the advice you need.

Our experts:

- Creative content, marketing and design experts
- Other teams such as product, IT, BI and a few more who drive our further development and expansion in the background



# Our content and our campaign has lots of different faces

Meet some of our experts from the editorial-, marketing- and design-team.

Content				
Marketing				
Design				





57

## Your contact person

Your central contact person is the gateway to more attention and access to many experts. We are always available for you and support you with our market expertise, regardless of whether it is industry or country-specific.



# Your match for the German market



**Online department stores**

**Caroline Ziebig**

Head of Sales

Tel. +49 151. 44 05 96-42  
caroline.ziebig@checkout-charlie.com



**Electronics, home & living, food & drink, automotive**

**Janosch Stoebe**

Senior Key Account Manager

Tel. +49 151. 44 05 96-39  
janosch.stoebe@checkout-charlie.com



**Tariffs, finances, free gifts, subscriptions, Media & entertainment**

**Julian Wenzel**

Senior Key Account Manager

Tel. +49 151. 44 05 96-46  
julian.wenzel@checkout-charlie.com



**Travel, pharmacy & drugstore, baby & children, perfume & cosmetics, photo & stationary, opticians, love, pet supplies, Sport & leisure, Flowers & gifts**

**Jasmin Faisst**

Key Account Managerin

Tel. +49 151. 44 05 96-37  
jasmin.faisst@checkout-charlie.com

# Your match for the German market



**Fashion & accessories**

## Francesca Belluomo

Key Account Managerin

Tel. +49 151. 44 05 96-51

francesca.belluomo@checkout-charlie.com



**New customers & account management**

## Tim Brosinsky

Key Account Manager Special Products

Tel. +49 151. 44 05 96-48

tim.brosinsky@checkout-charlie.com



# Your match for the international markets



## Switzerland & Austria

### Philipp Rössel

Regional Lead Switzerland & Austria

Tel. +41 79.405 32 56  
philipp.roessel@checkout-charlie.com



## Italy

### Chiara Migliardi

Content Strategist Italy

chiara.migliardi@checkout-charlie.com



## Spain

### Maria Roldan

Content Manager Spain

maria.roldan@checkout-charlie.com



## 61 | Appendix

- Newsletter
- Cleverpush
- Display-Marketing
- Social Media
- SEA
- Incentive



# Your deal in the mailbox of shopping affine users

## NEWSLETTER

Sparwelt.de

**Standard:**  
Tue. & Sun. | ca. 600,000 segmented recipients

**Standalone:**  
Upon agreement | ca. 250,000 segmented recipients

Gutscheine.de

**Standard:**  
Wed. & Sun. | ca. 90,000 recipients

**Standalone:**  
Upon agreement | ca. 50,000 segmented recipients

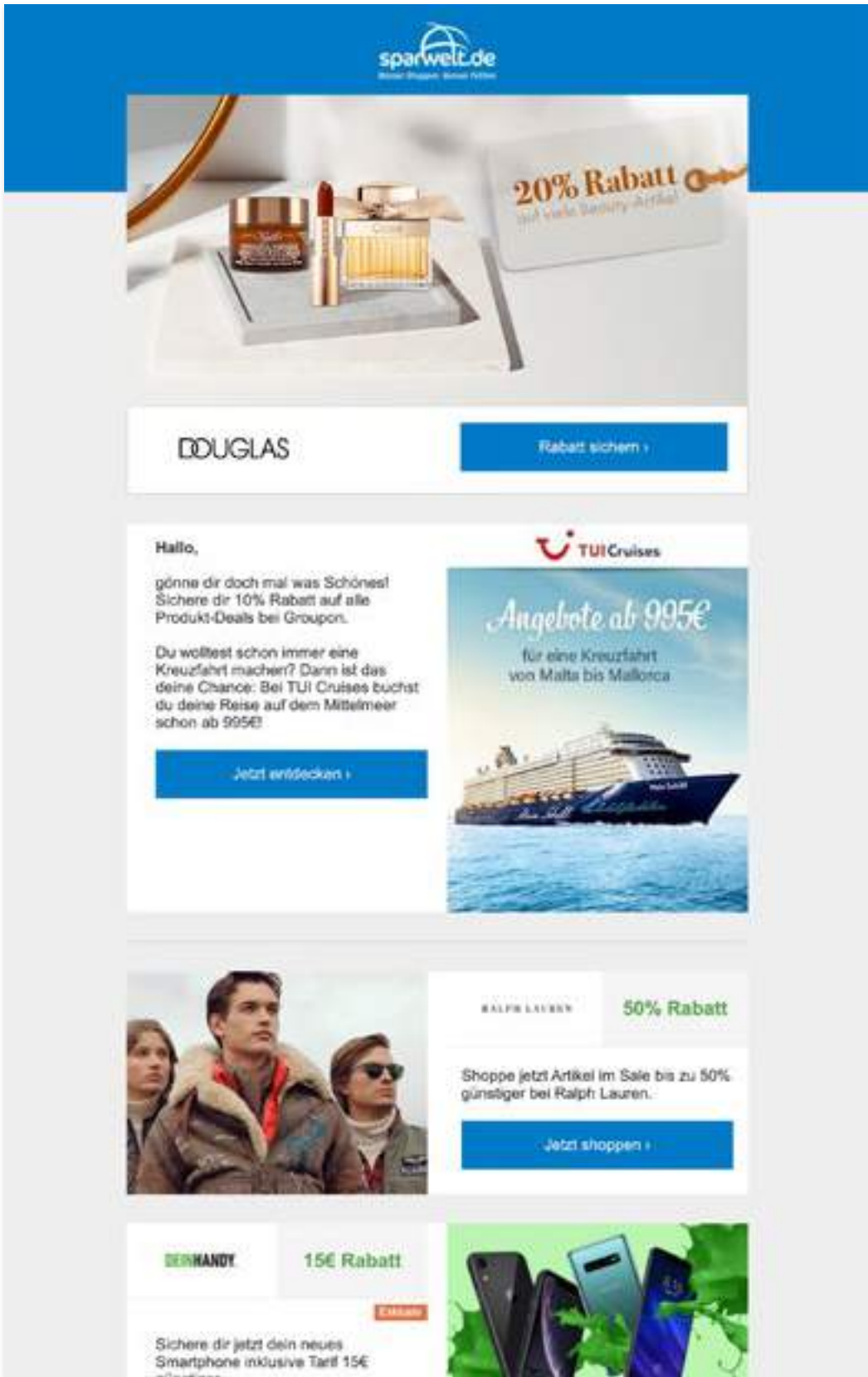
DER SPIEGEL, RTL, ntv

currently only editorial

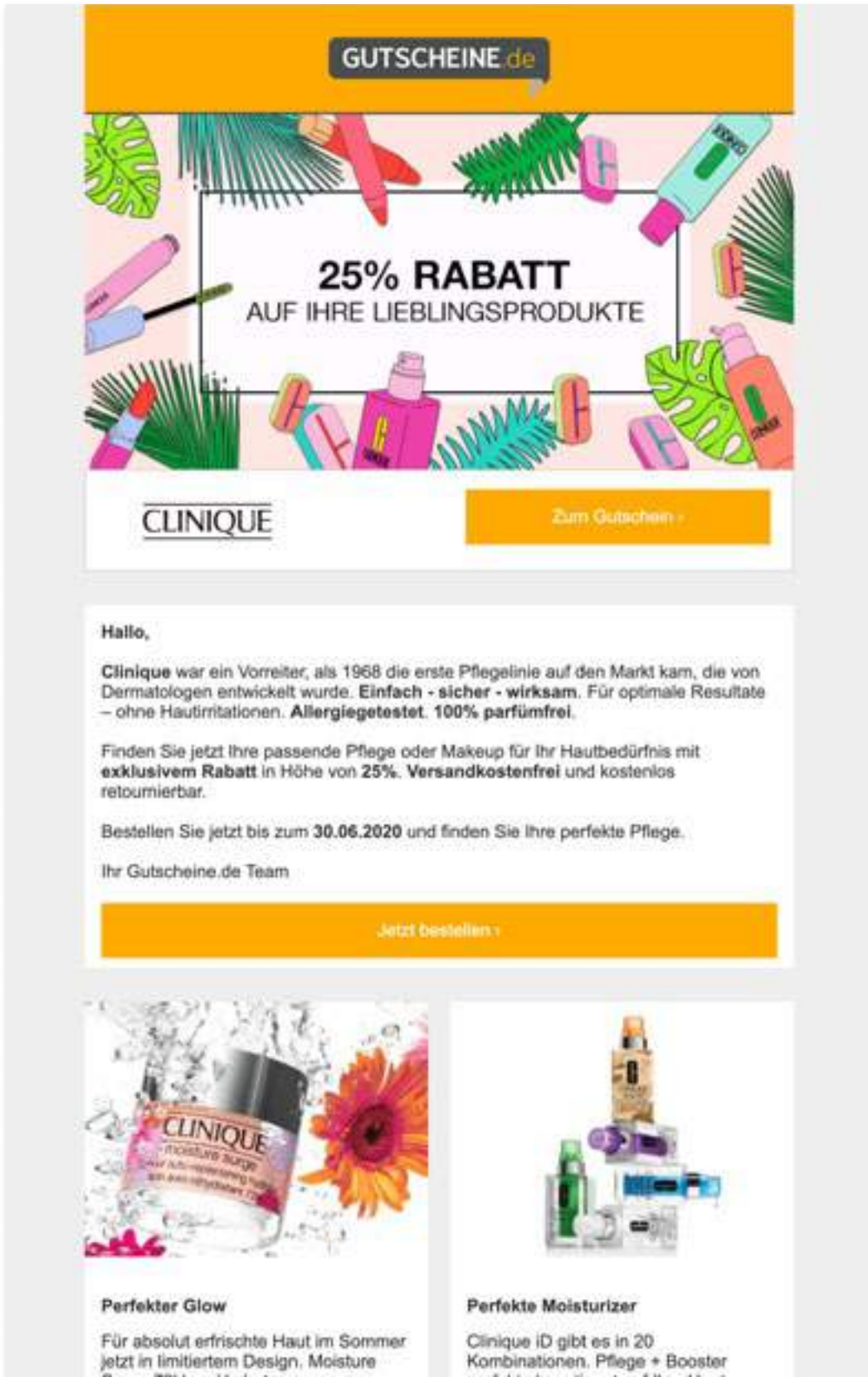
20 Minuten

**Standard:**  
Sun. | ca. 35,000 recipients

**Standalone:**  
Upon agreement | ca. 35,000 recipients



Standard-Newsletter



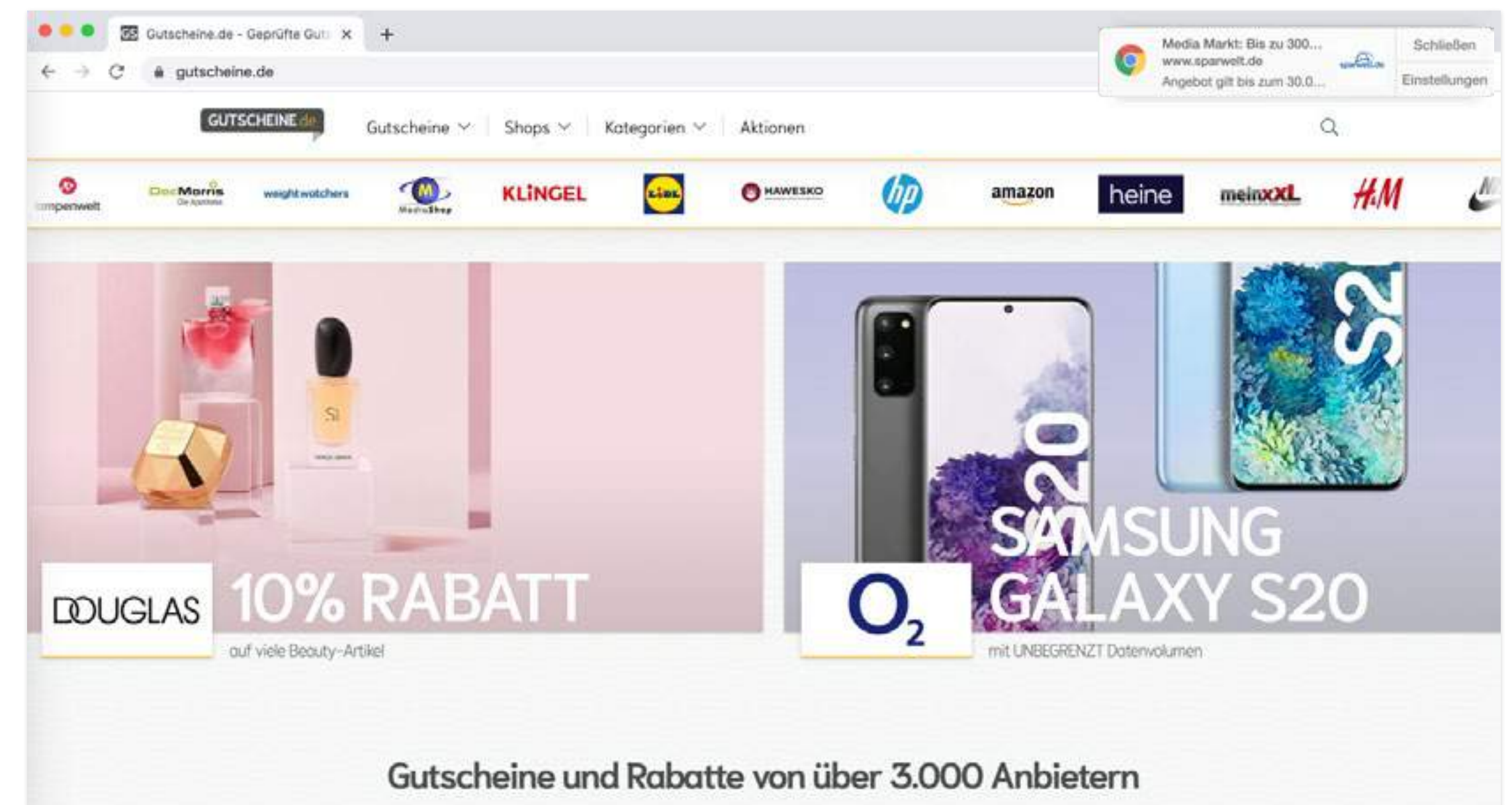
Standalone-Newsletter



# Cleverpush – Targeted notifications

We have the option of sending push notifications directly to our users:

- We have 320,000 subscribers
- Special targeting
- For Sparwelt.de and Gutscheine.de two posts are sent out per week.
- Push is displayed as a pop-up in the browser, even if the users are not surfing on the portals.
- Deals are selected by our editorial team.



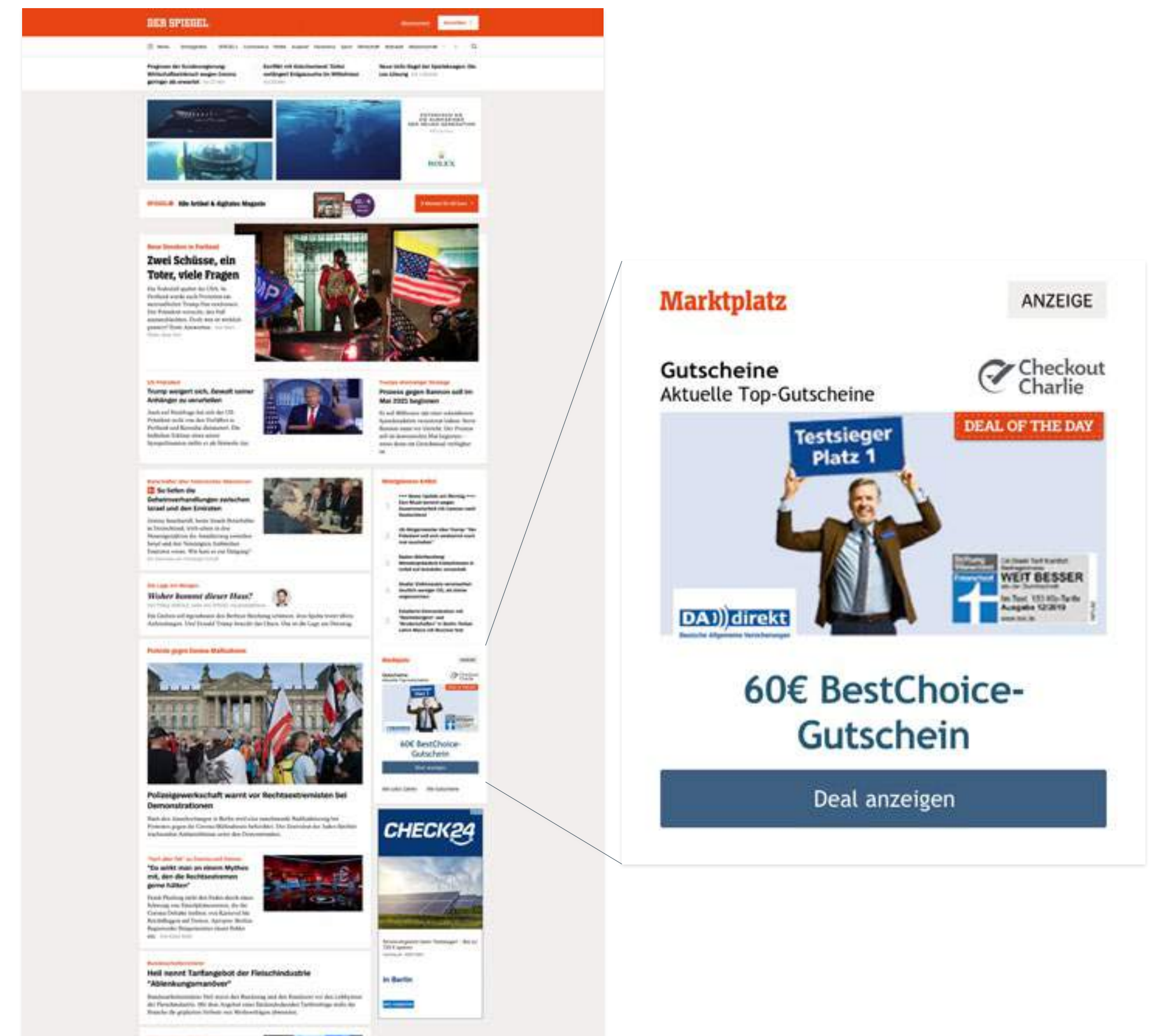


# Intelligent solutions for display marketing

Do you love display? We do too!

Together with our media partners, we offer a wide range of display areas on frequently visited pages:

- Image-text teaser on RTL.de
- Widgets on SPIEGEL, ntv and 20minuten
- SPIEGEL “Deal of the day” every Tuesday



# Social Media – The power of the community

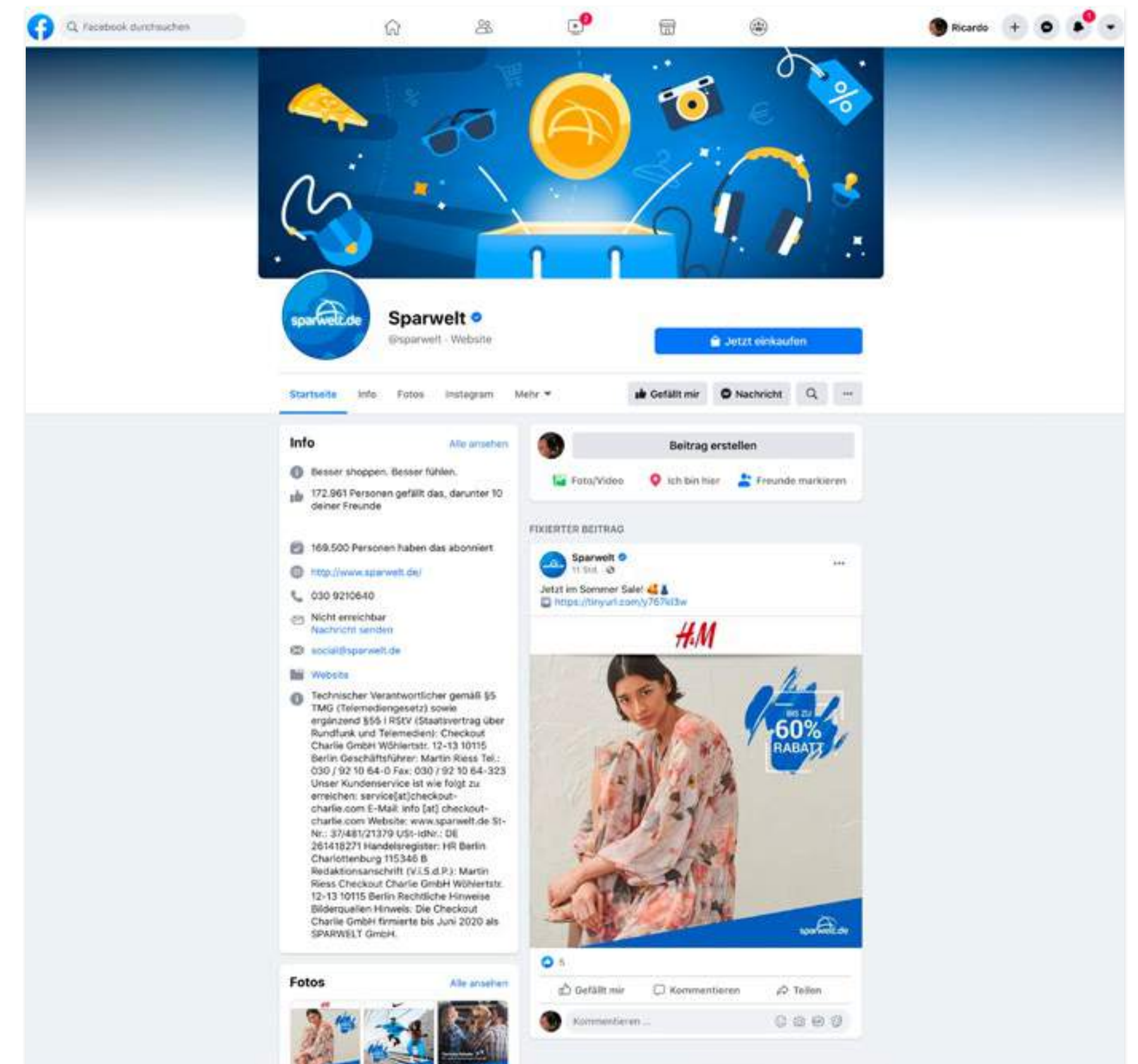
Reach your target audience where they are. Facebook and Instagram are used several times a day by our end customers.

## And this we use for you:

- Organic or paid posts for your promotion
- Target group-oriented advertisement
- Special targeting (ads)

## Our community:

- Interactive
- Peaceful
- Loyal
- Recurring





# SEA – Make your offer visible

We create targeted search engine advertising for your campaign.

You get a sales boost. Sounds great?

- SEA is possible with all Checkout Charlie's own brands.
- We push your own promotions and offers
- Our experienced SEA managers create and optimize your campaign during the entire duration
- Thanks to the optimized conversion funnel, an increase in sales of up to 1,500 % is possible!



BRILLE24

MADE<sup>+</sup>



ebookers.com

CONVERSE ➔

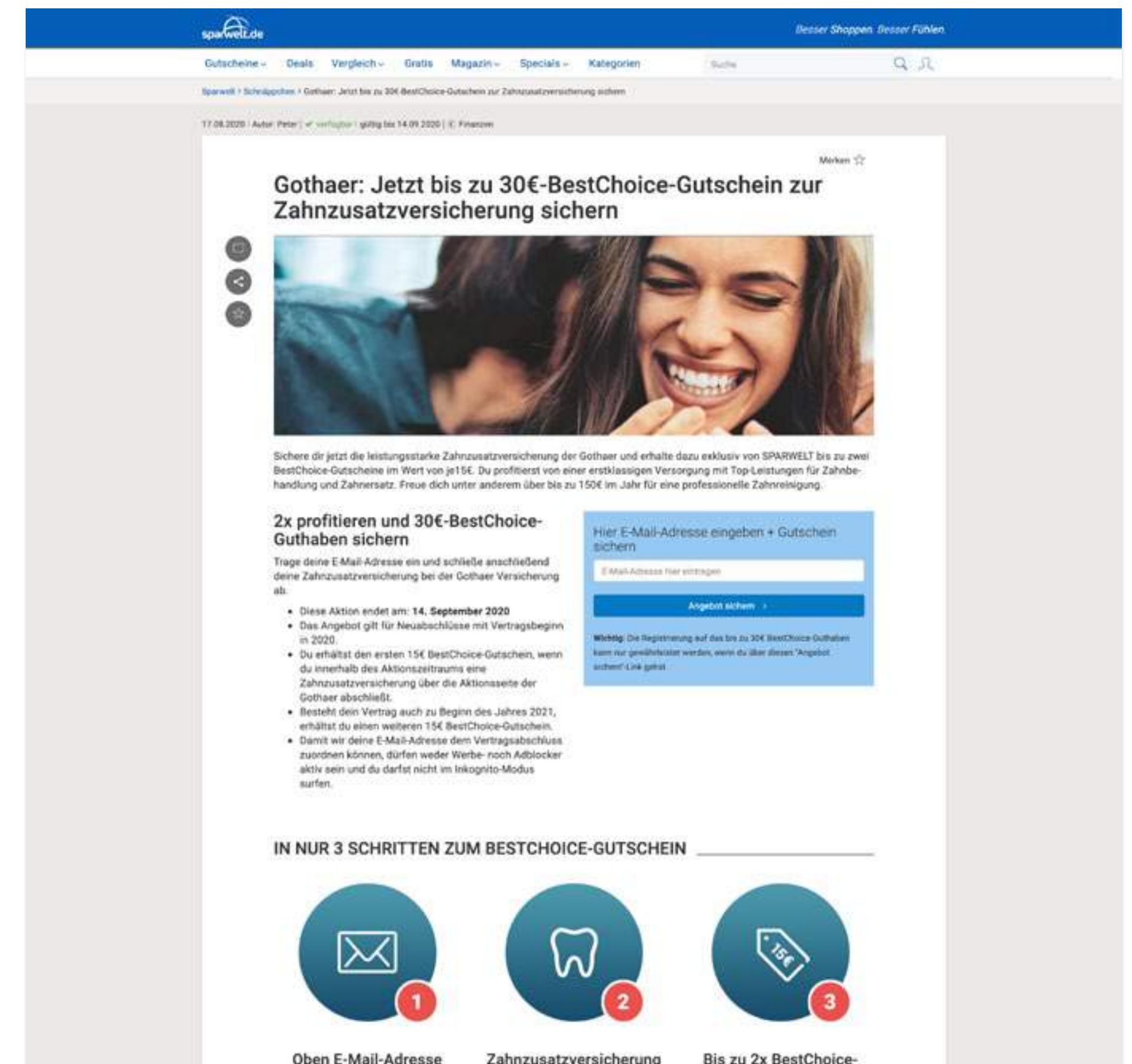


# Incentive – Performance meets conversion

Most of the times it's the small things that count-or gift cards.

With our incentive-campaigns:

- You create valuable incentives for users and seduce them to buy.
- Increase your sales without voucher codes (no discounts on the product).
- You gain valuable new customers and customer feedback.
- You will receive your own landing page with all conditions of participation.
- You get prominent placements and a very high reach.
- We take care of all customer care related requests.
- You can only win, because we have 6 years of experience in successful incentive campaigns.







Checkout Charlie GmbH

Salzufer 15-16

10587 Berlin

[www.checkout-charlie.com](http://www.checkout-charlie.com)

Made  
with ♥  
in Berlin + Zürich