

Welcome to



Berlin, 7th of February 2022

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

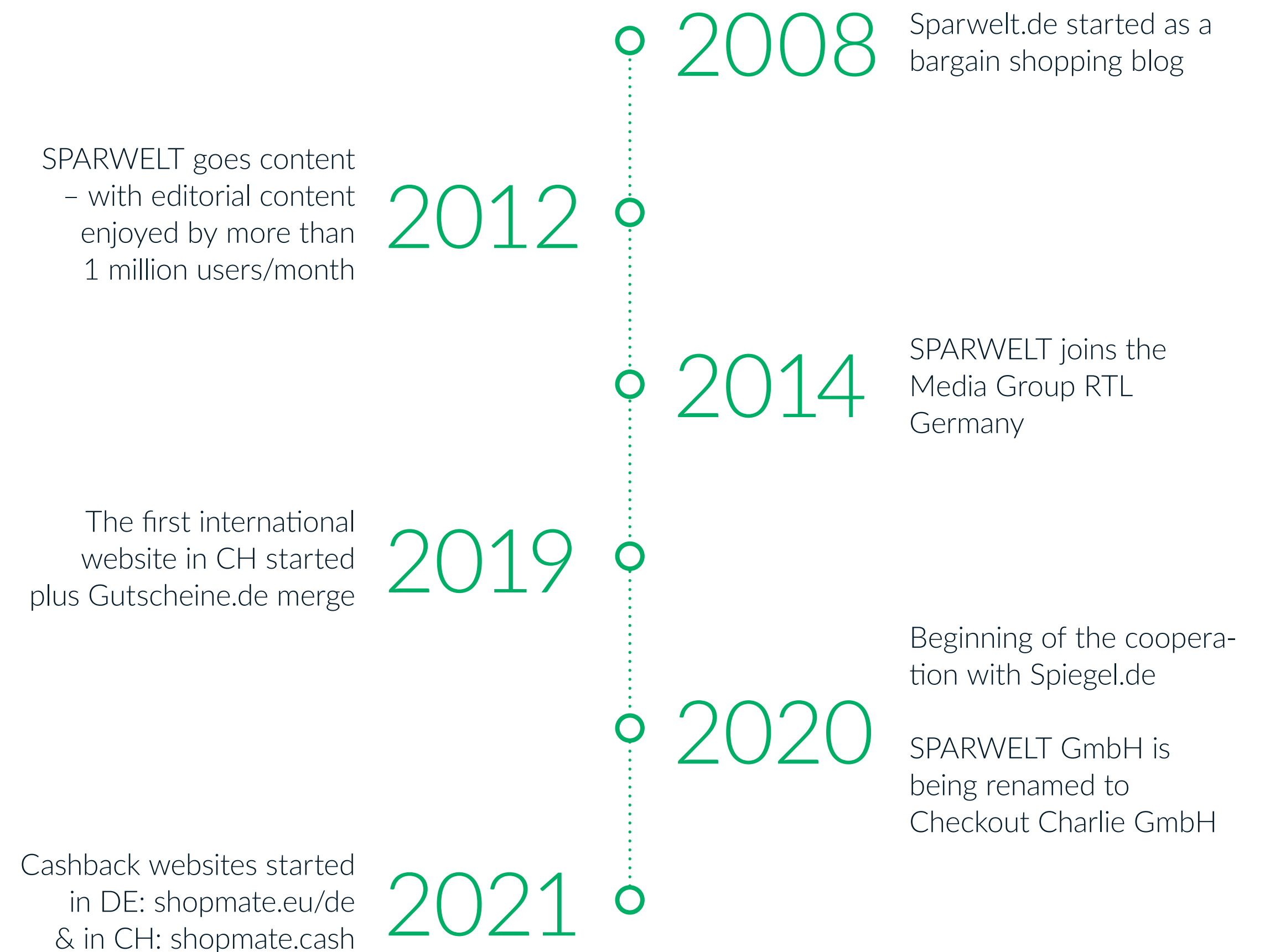
Once upon a time — from a blog to an all-rounder

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.



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.

SPAIN

Topdescuentos.es

GERMANY

Sparwelt.de
Gutscheine.de
shopmate.de
RTL.de
n-tv.de
Spiegel.de

SWITZERLAND

20min.ch
Gutschein(e).ch
shopmate.cash

AUSTRIA

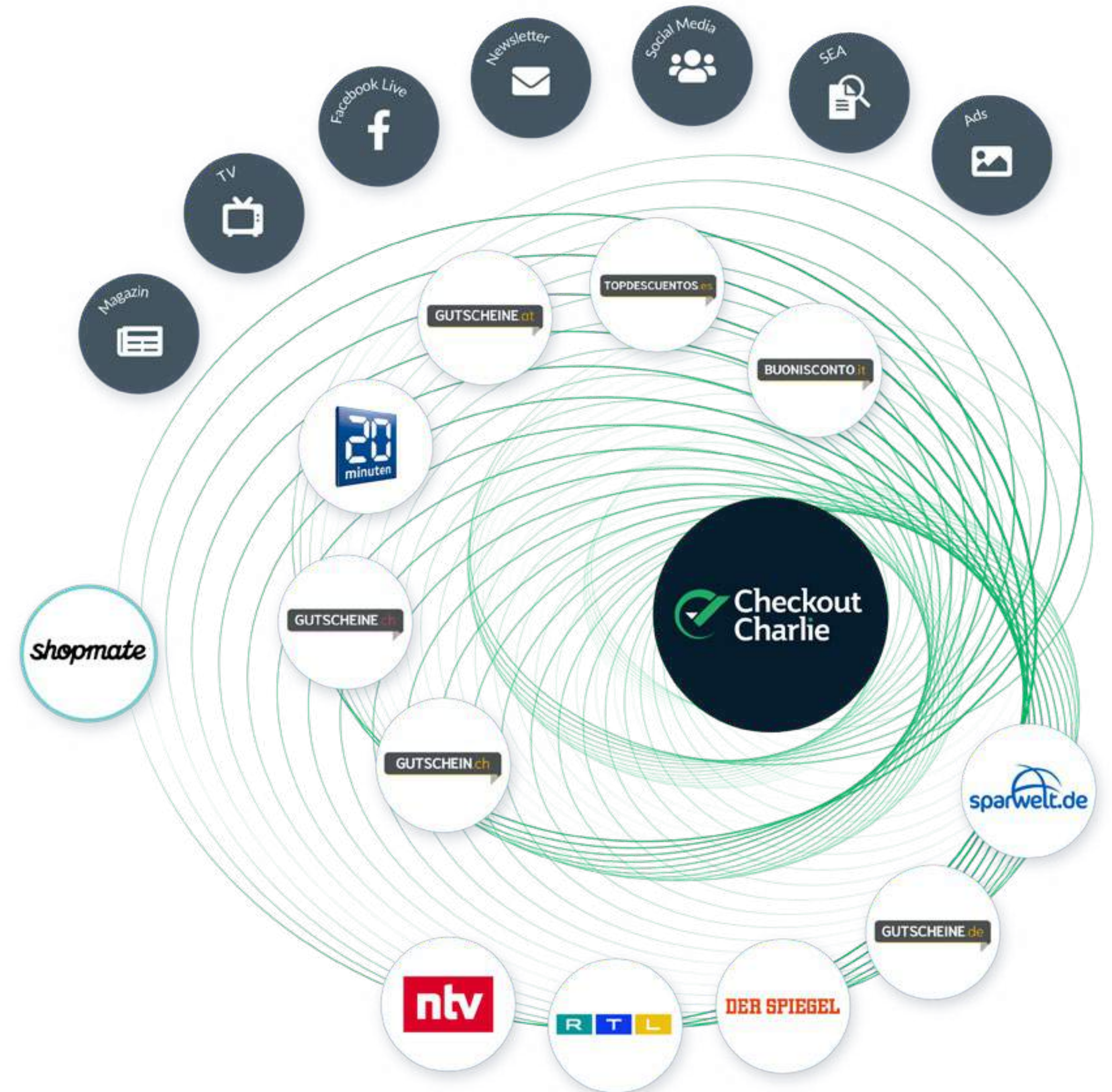
Gutscheine.at

ITALY

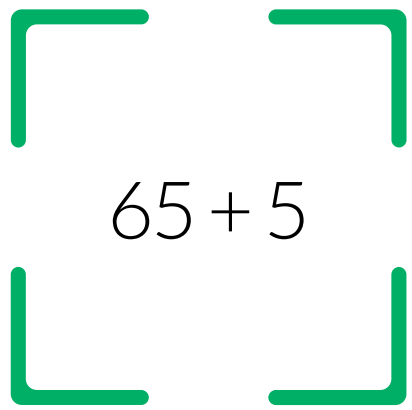
Buonisconto.it

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.

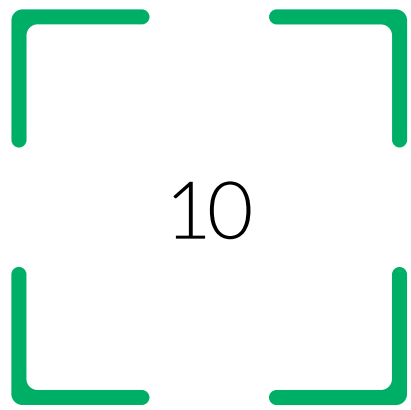


Checkout Charlie in a nutshell



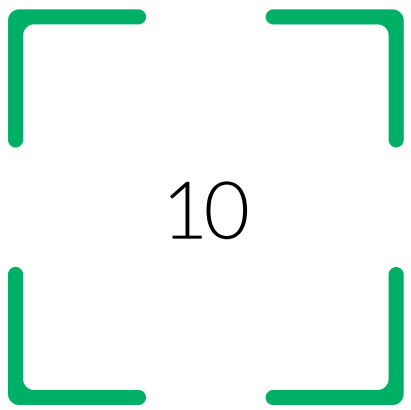
Employees

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.



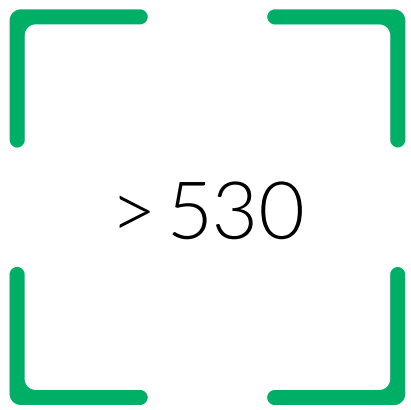
Portals

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.



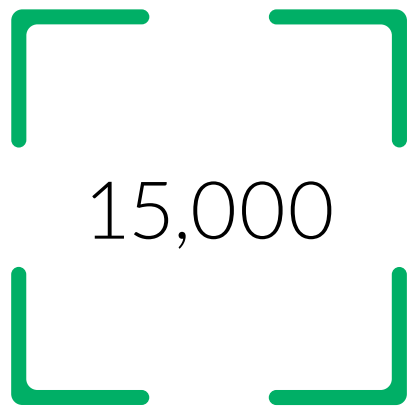
Verticals

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



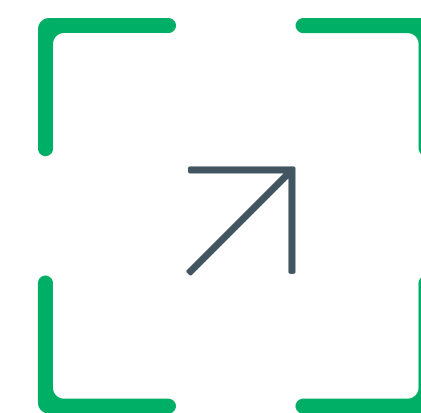
1.3 million
newsletter recipients



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

- [shopmate.de](#) - our new cashback website in DE
- [shopmate.cash](#) - our new cashback website in CH

shopmate | our cashback portals

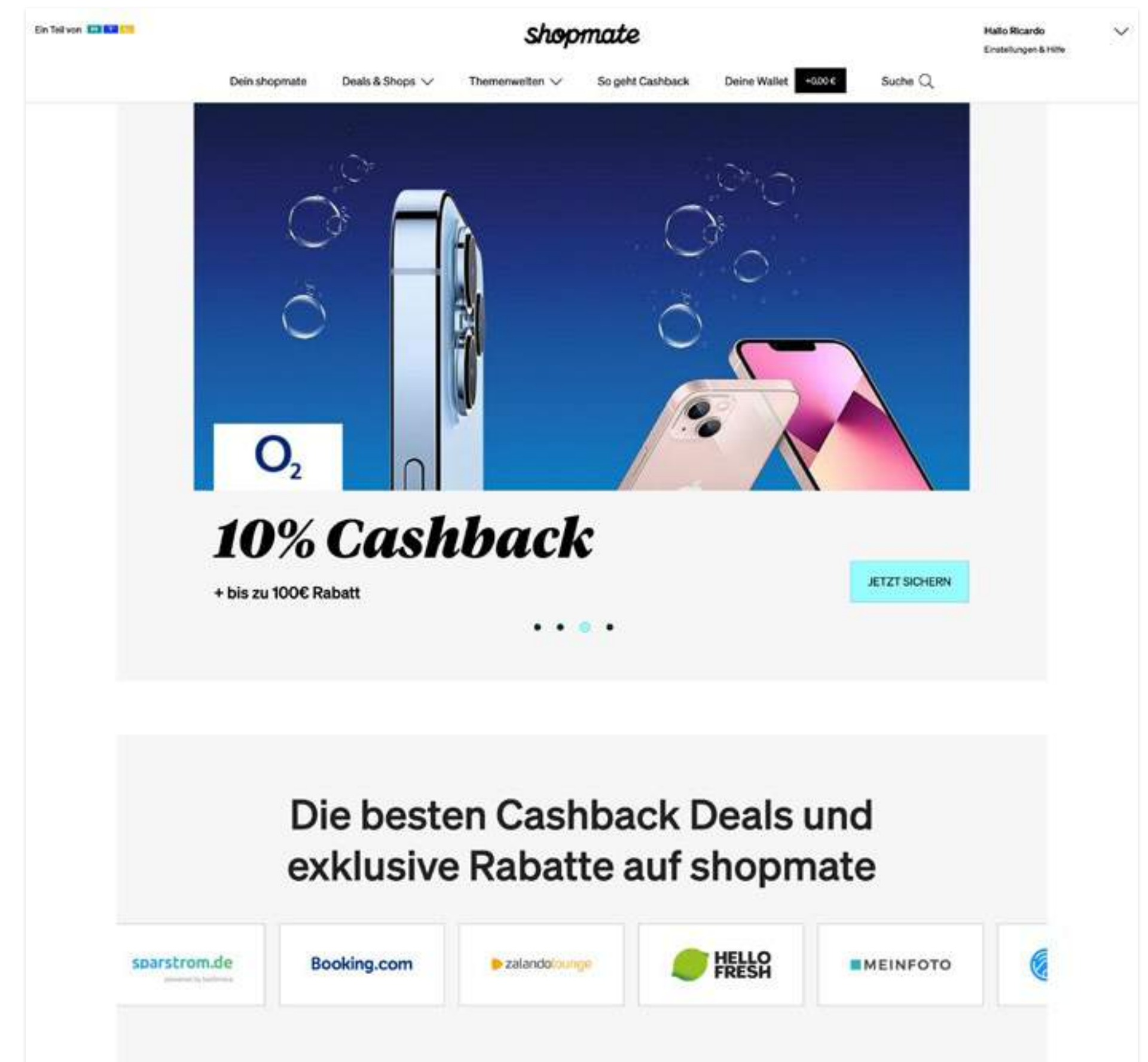
Reach a brand-new audience with shopmate

In May of 2021 we successfully launched our newest portal:

- shopmate.de 

Enter the world of cashback

As our first cashback portal shopmate works with over 1.000 shops – offering our customers the best cashback deals in Germany. Profit from our large customer base and reach a brand-new audience, from die-hard cashback fans to casual shoppers. shopmate is free for all users and offers cashback in categories such as fashion, electronics and home & living.



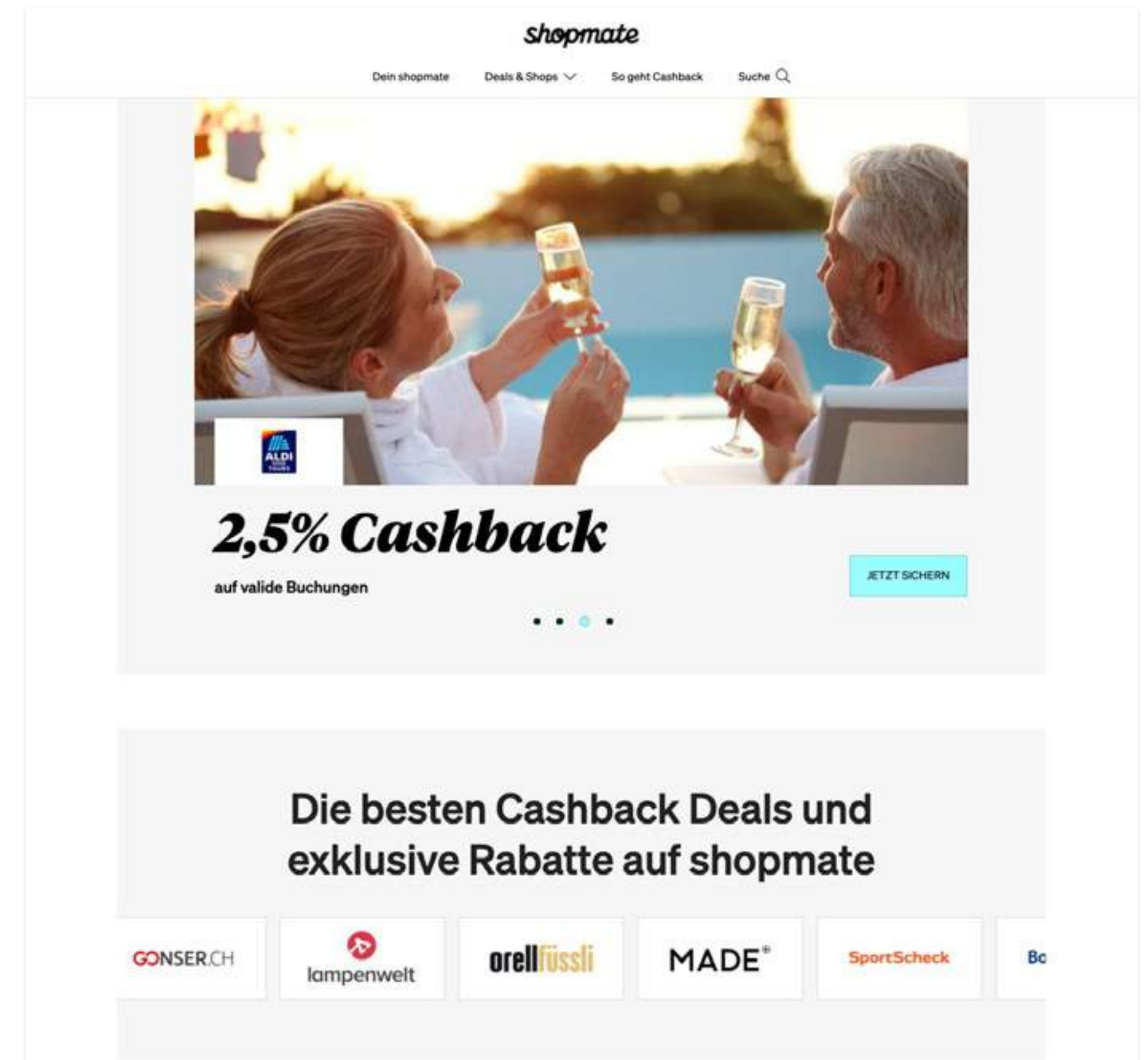
shopmate | our cashback portals

Hoi Switzerland! Welcome to shopmate

After the success of shopmate.de we recently added shopmate.cash to our portfolio.

The best cashback deals in the whole country

With shopmate.cash we connect companies and customers in Switzerland. Our users love our great cashback rates – while our merchants value the opportunities in customer engagement and brand loyalty. We strive to offer maximum usability, convenience, and transparency for our cashback users. shopmate.cash excels through clear web design, transparent processes, and fast customer support. We thereby guarantee a pleasant cashback experience for our new users as well as our long-time customers.





13 | Our portals

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

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

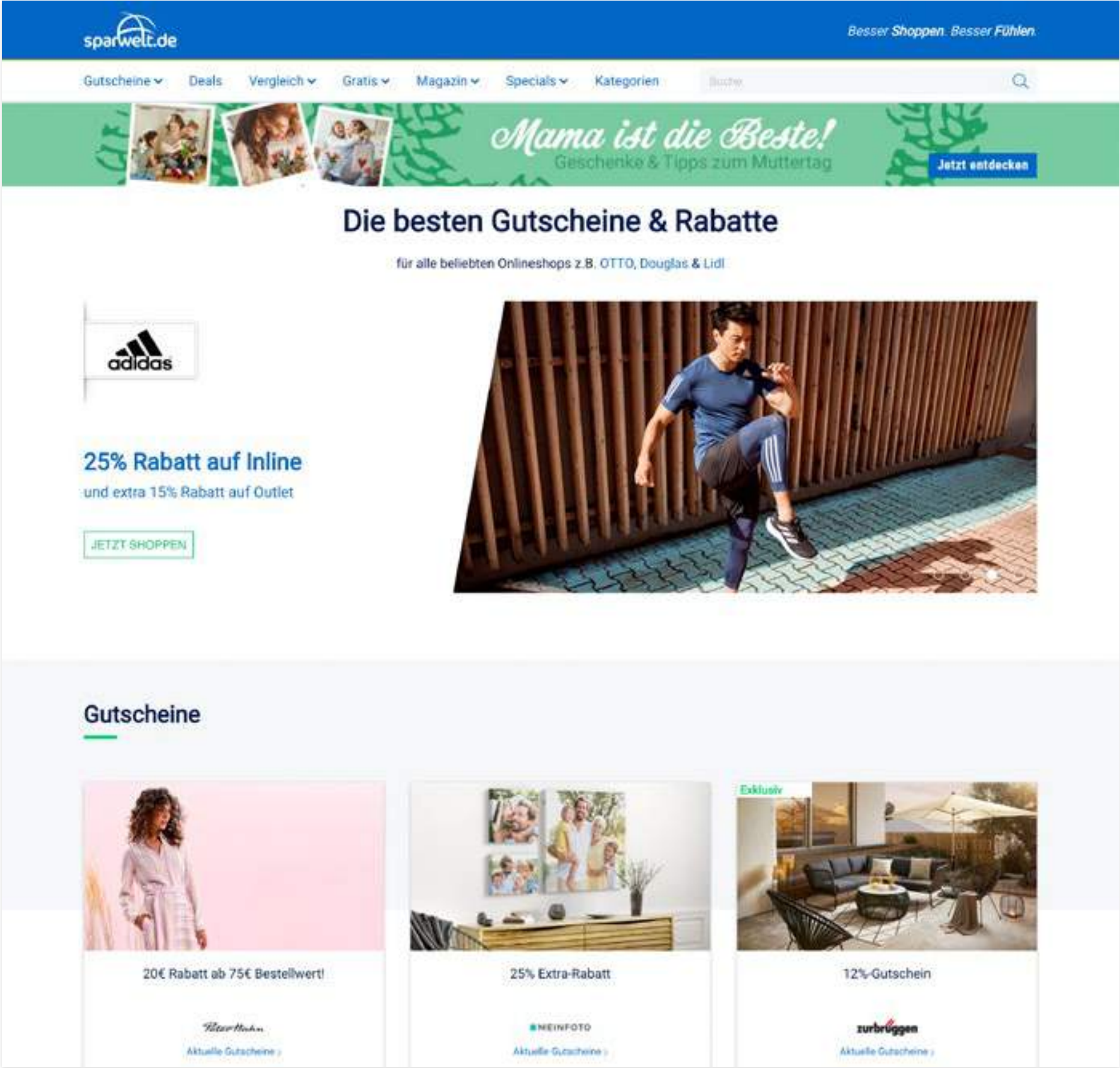
Sparwelt.de

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



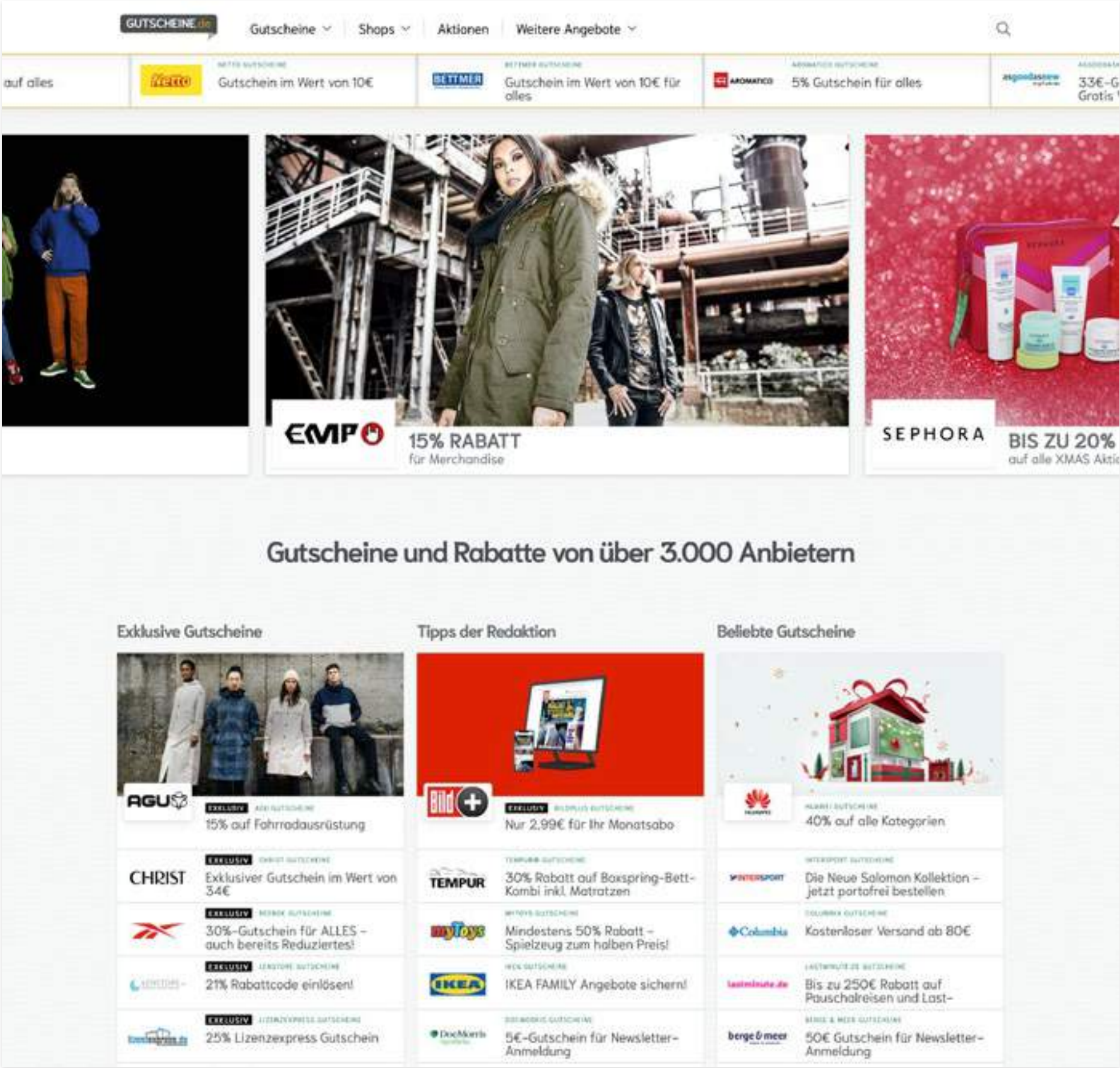
Gutscheine.de

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



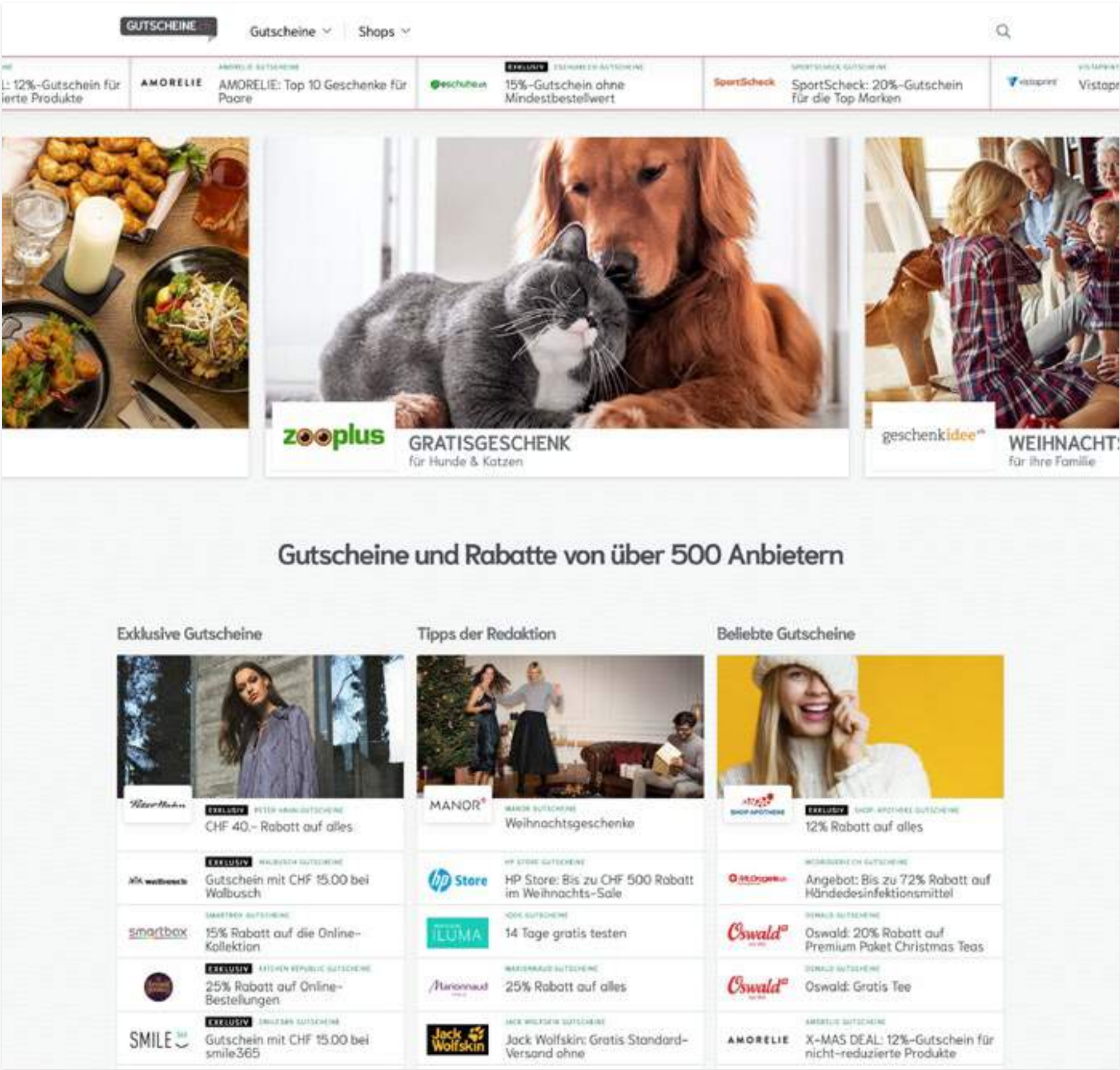
Gutscheine.ch

“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



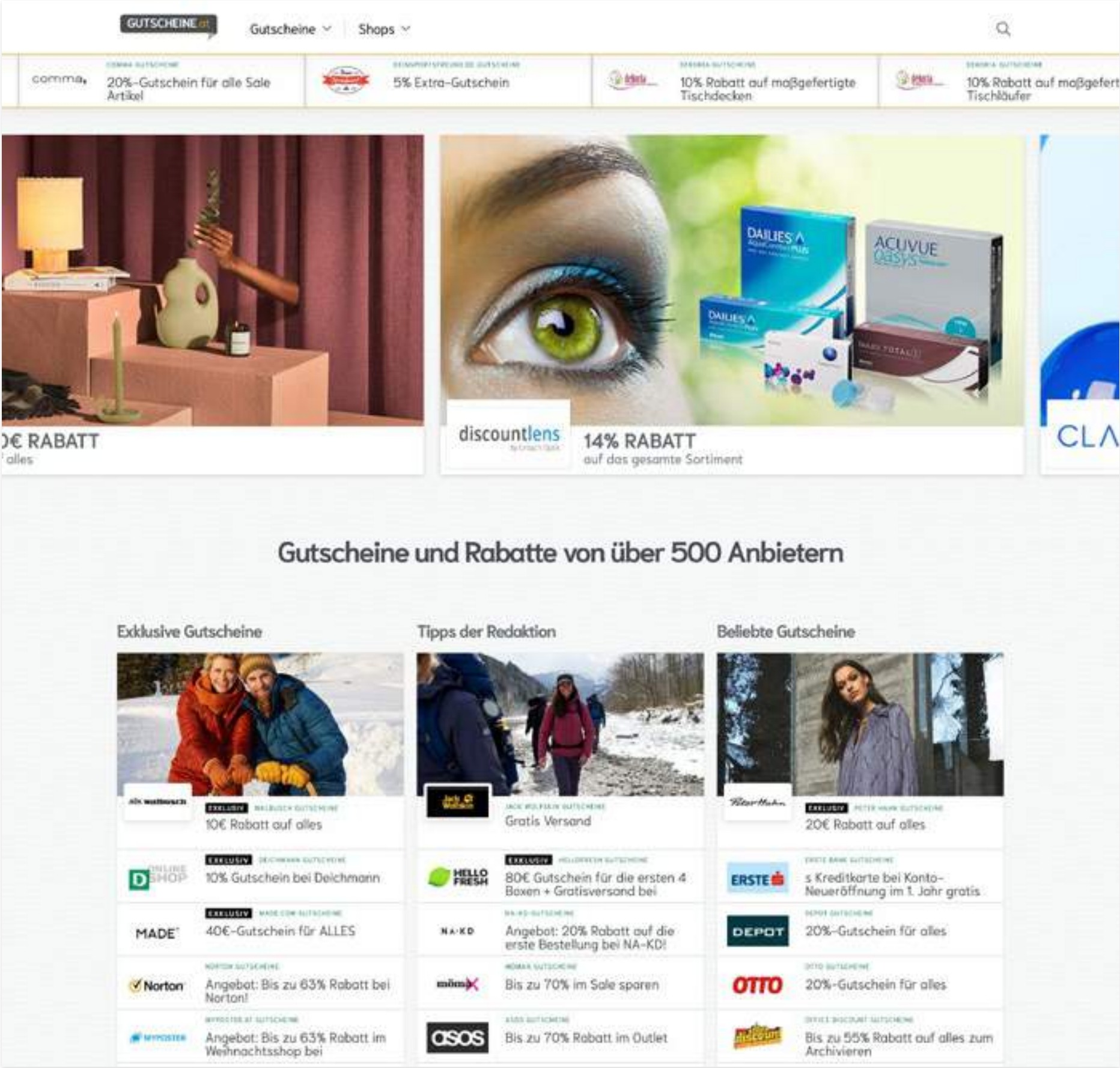
Gutscheine.at

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

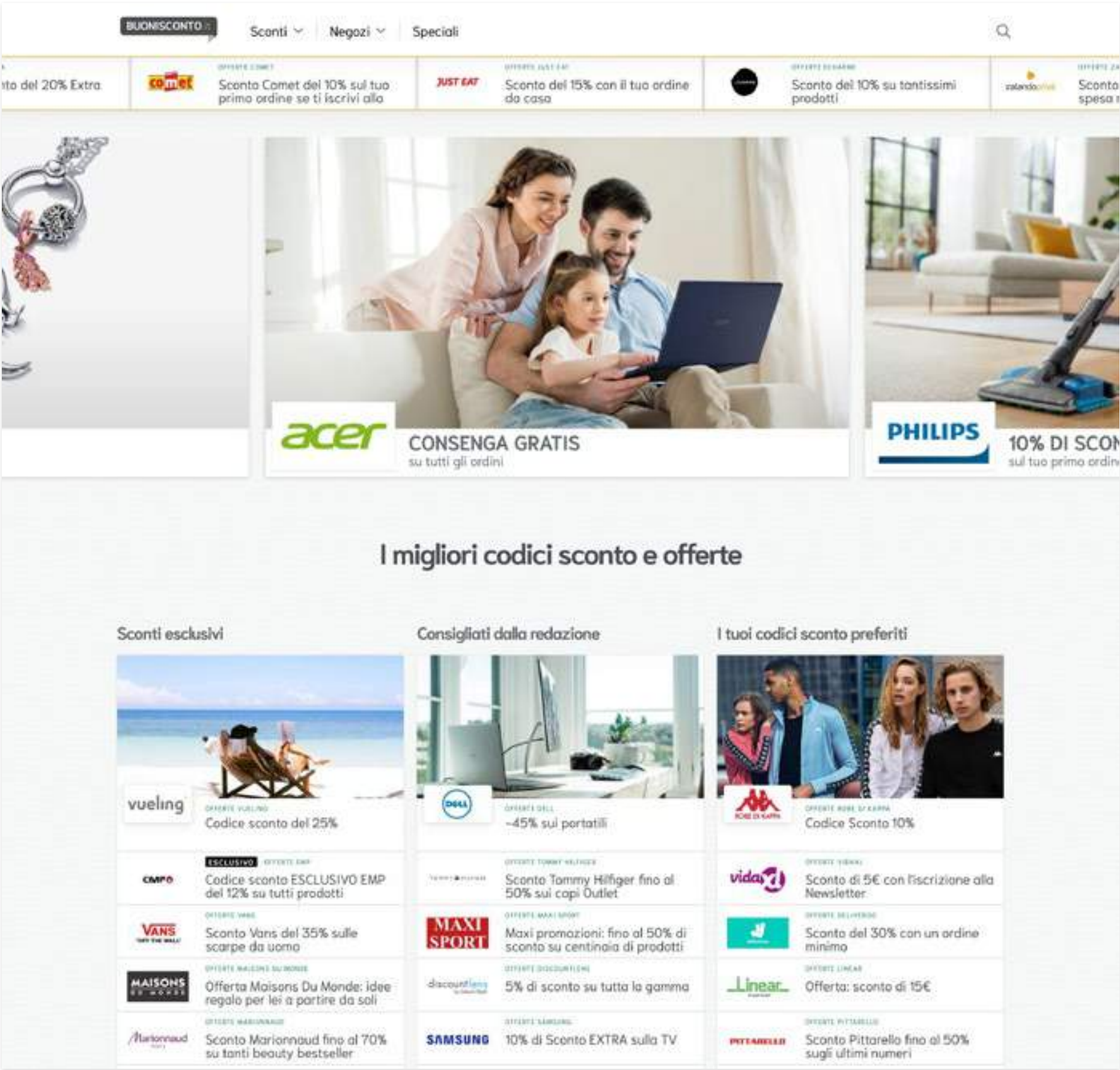
Description	clever goal-oriented modern
Gender	48,7 % female 51,3 % male
Age	48 % between 21 and 52 years old



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.



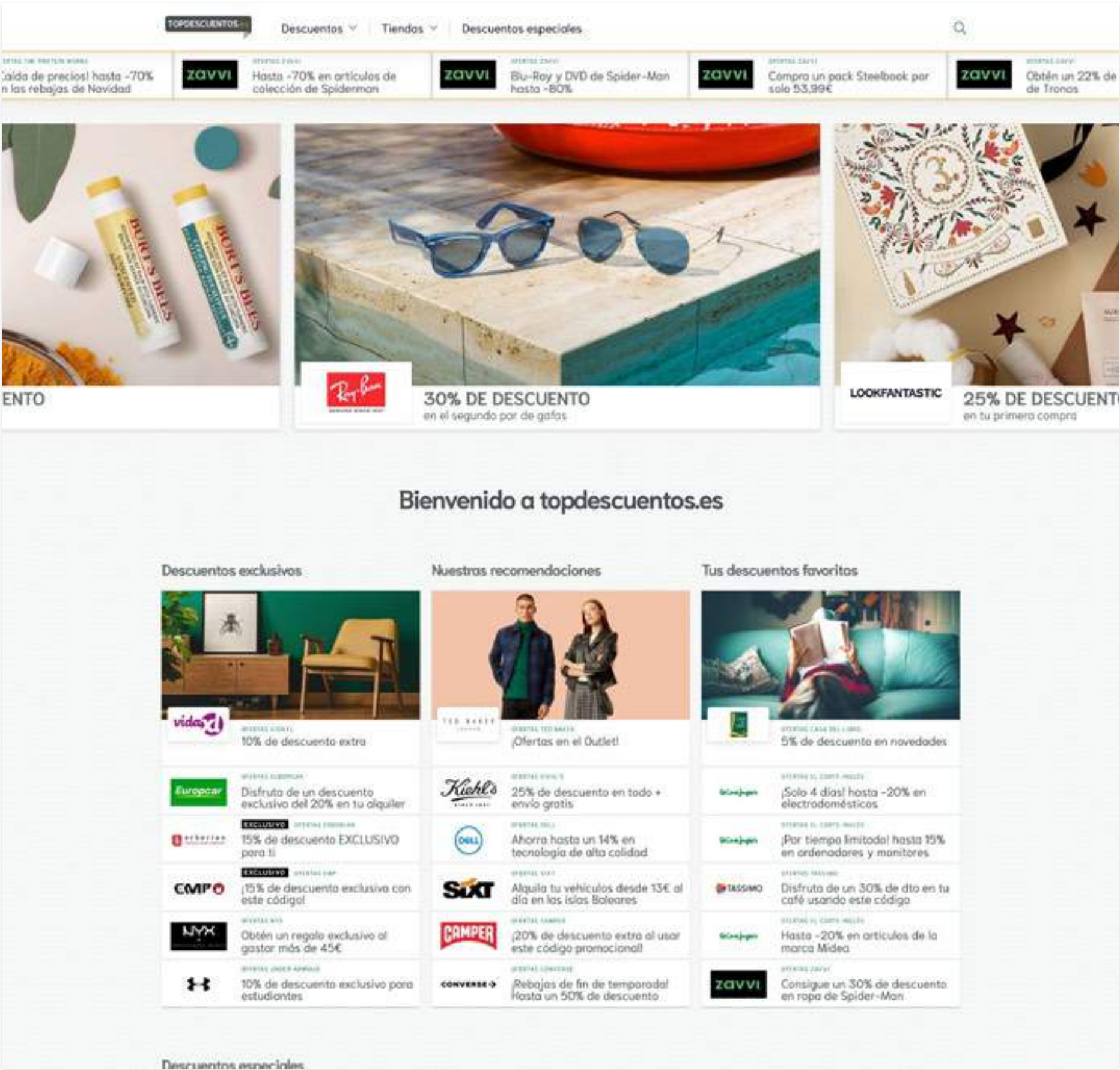
Topdescuentos.es

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!



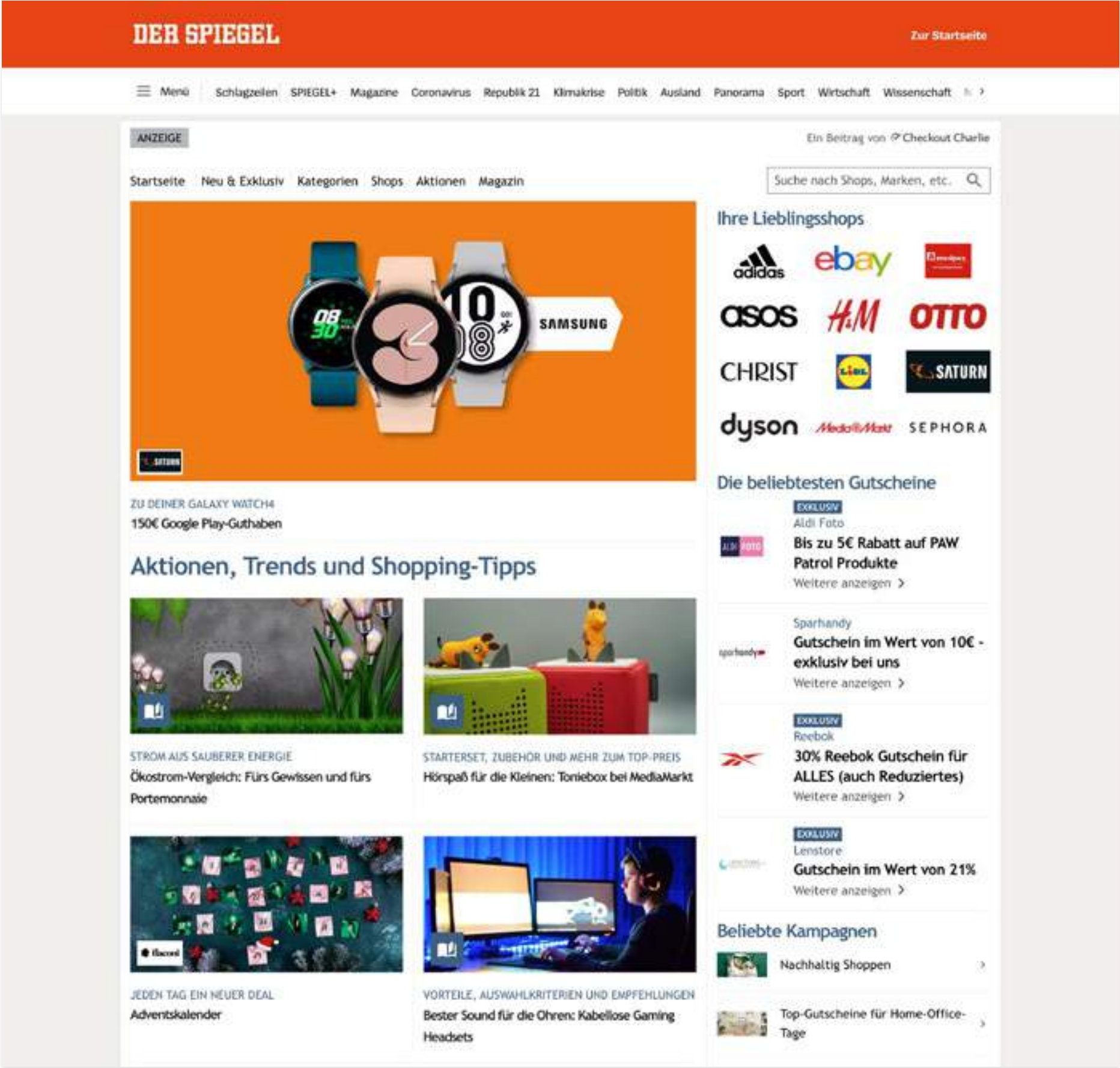
Spiegel.de

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

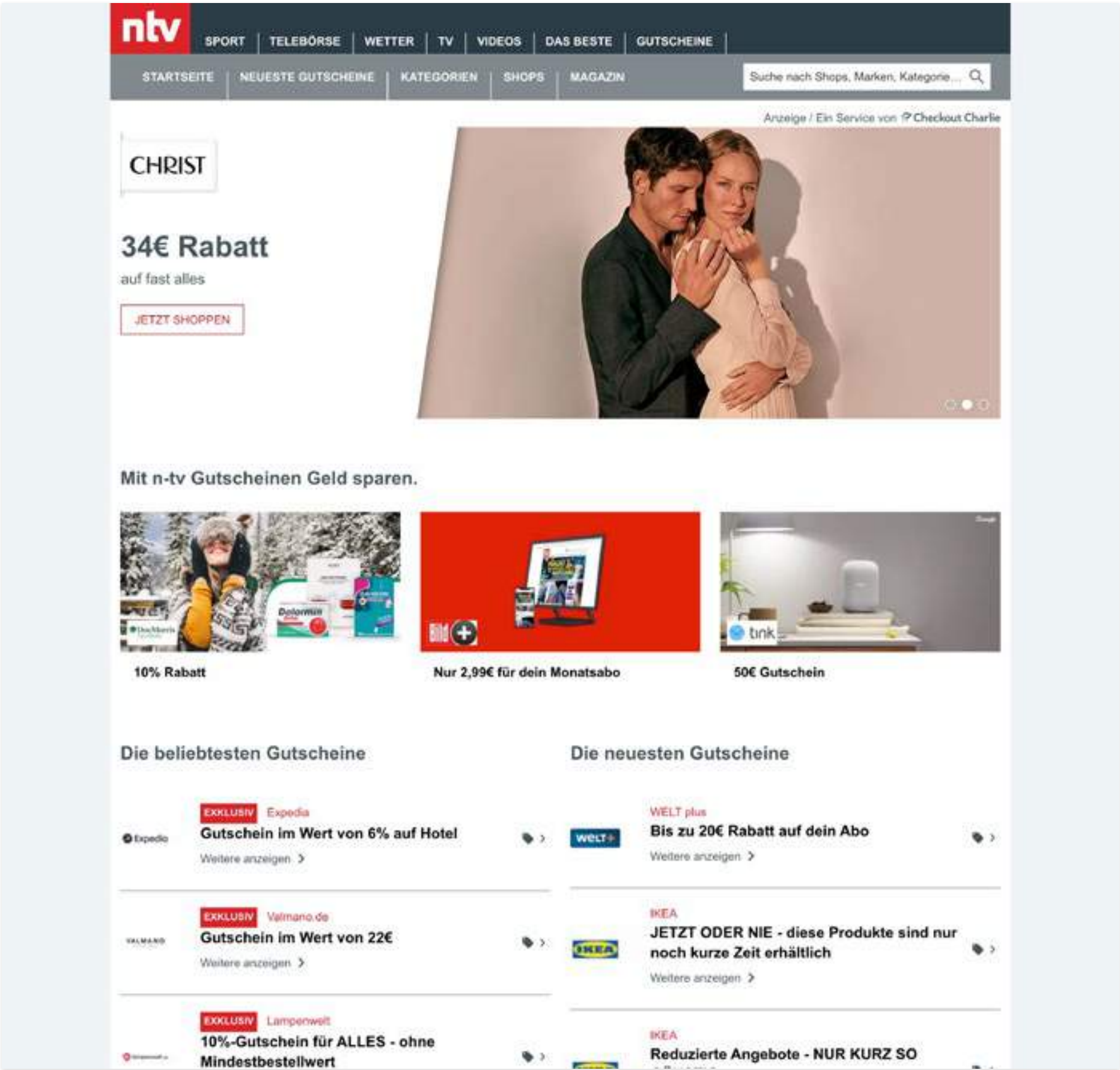


The cross-media news brand

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

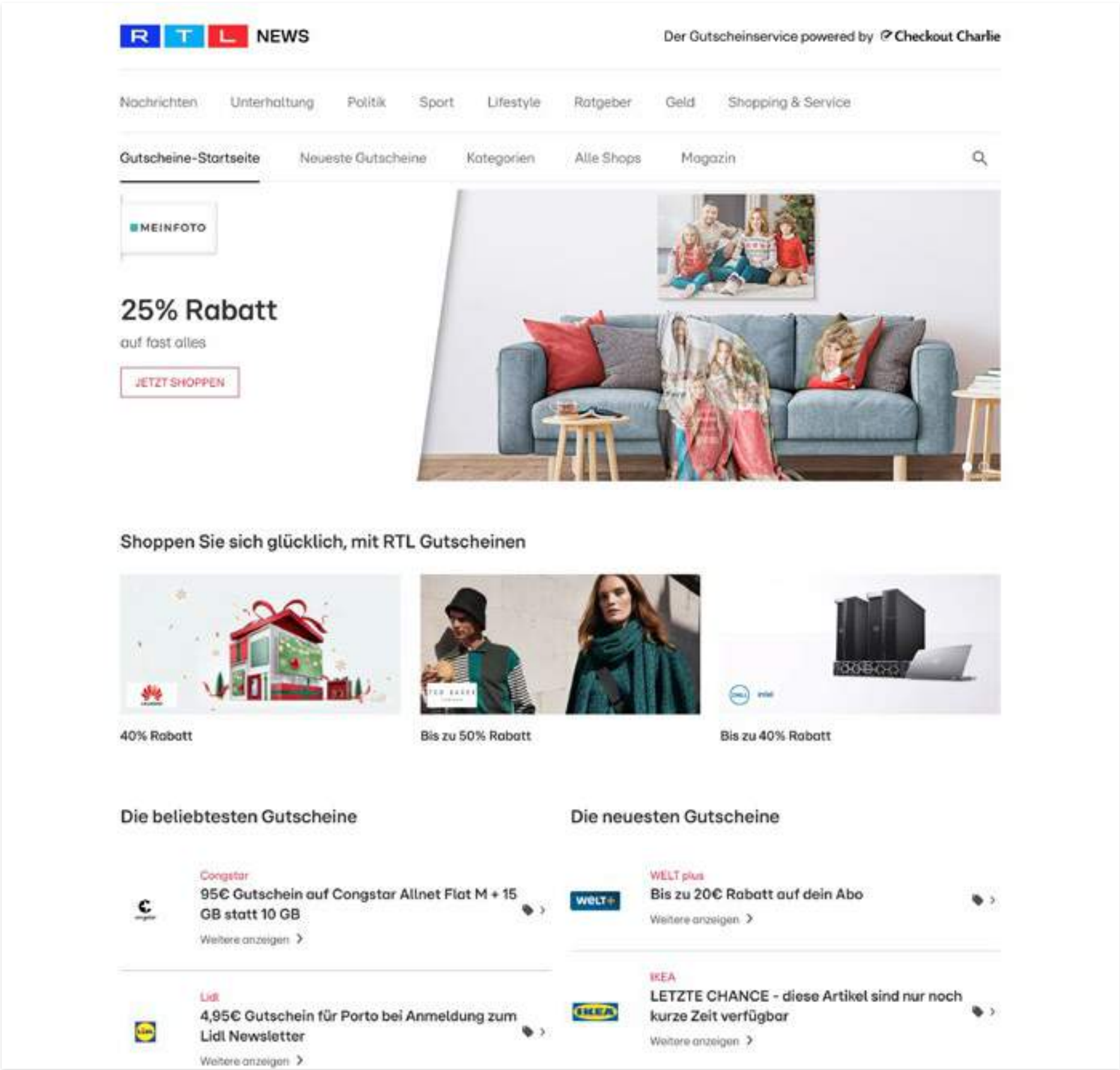
emotional
adventurous
colourful

Gender

58 % female | 42 % male

Age

20 to 49 years old



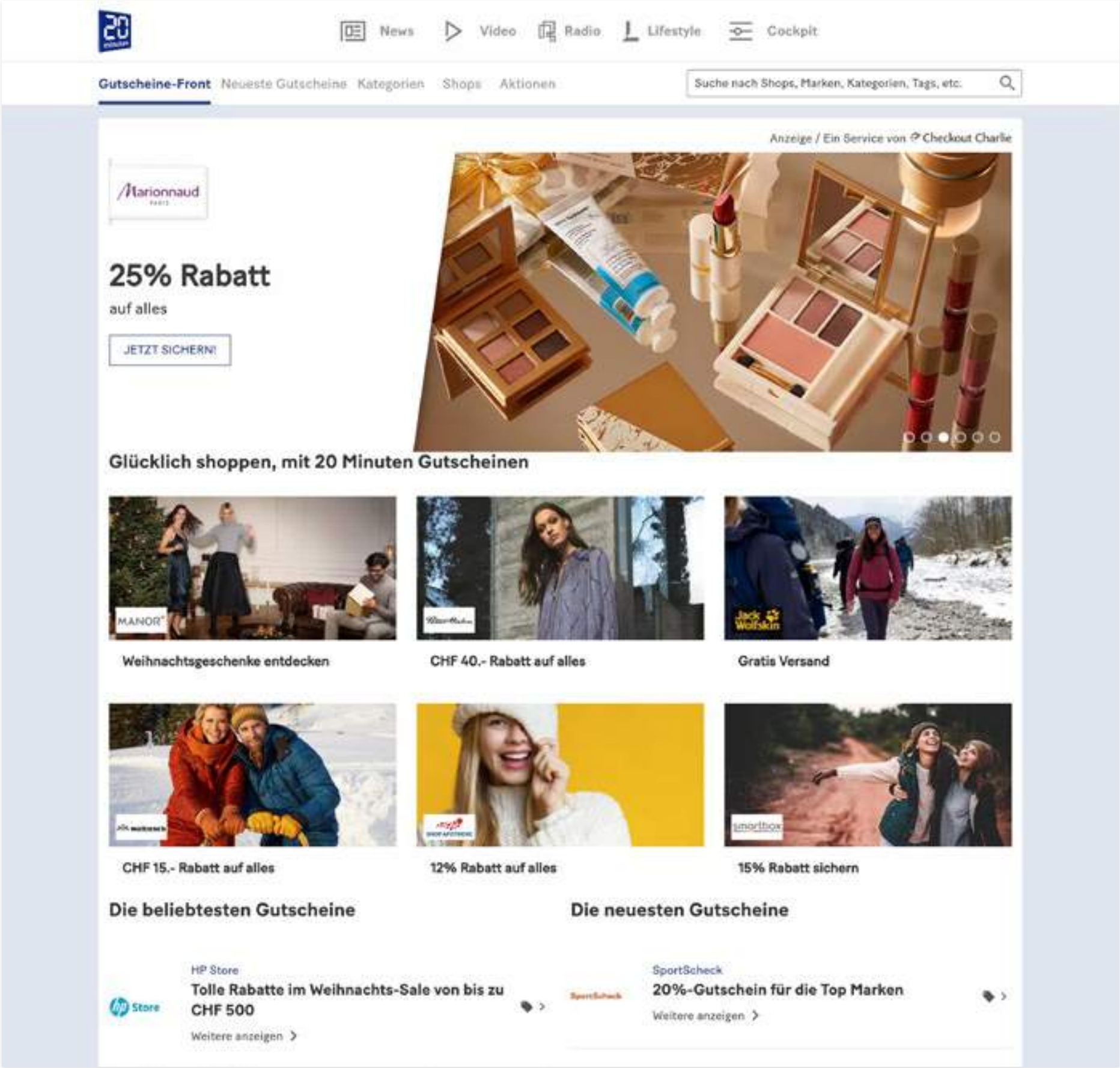
20min.ch

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





24 | Our welcome packages

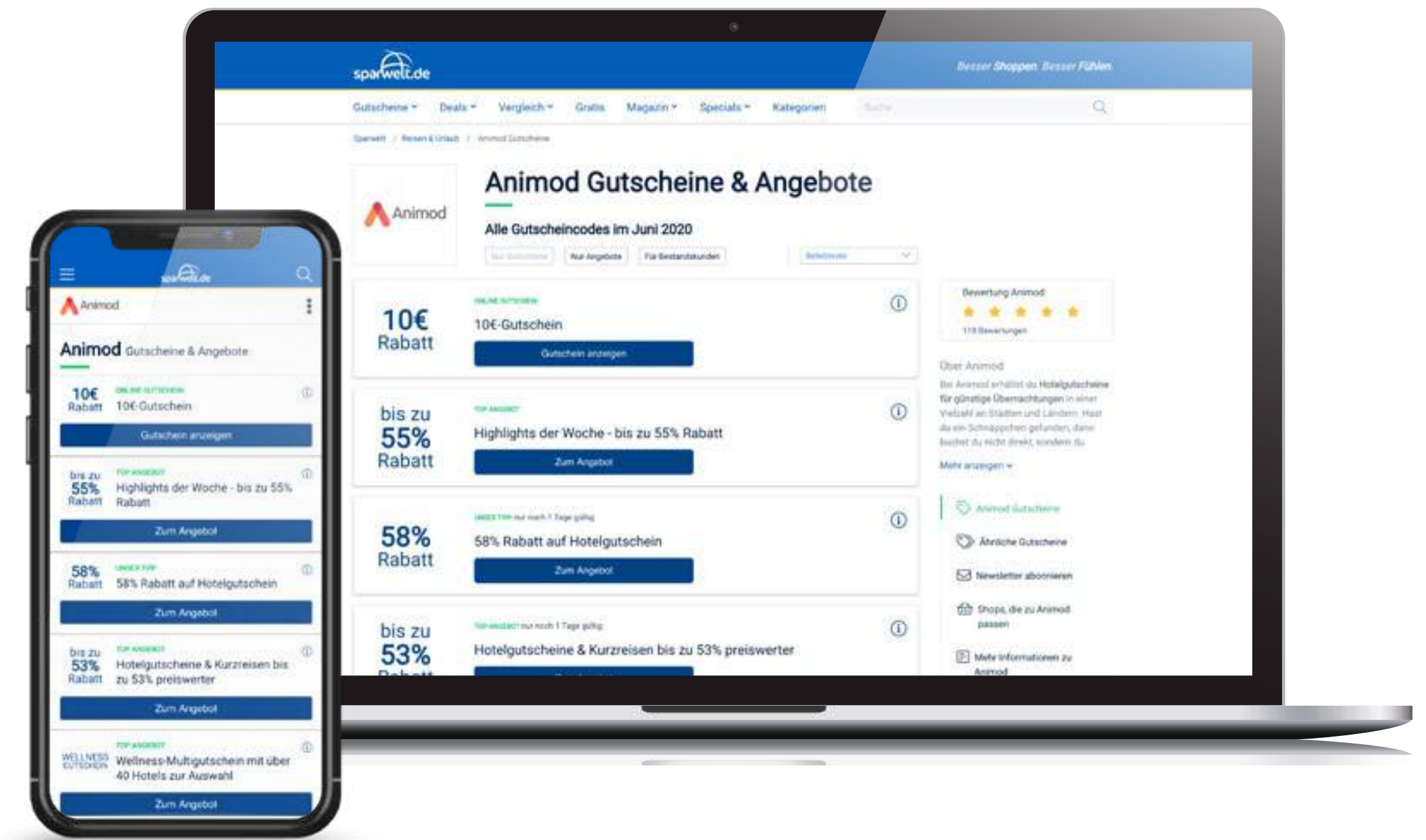
Are you new to affiliate marketing? We help you getting started!

- How to become part of Checkout Charlie
- Welcome Packages
- Best Practice

How to become part of Checkout Charlie

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.
- All prices are + CPO / CPL
- Please connect to an affiliate network before working with us
- Our welcome packages are only for new customers and can be booked once.
- Benefit from a substantial discount and get your first sales push.



Welcome Packages



Bronze

Small but powerful!
Become part of our Checkout-Charlie.de-family as an appeizer for our whole universe.



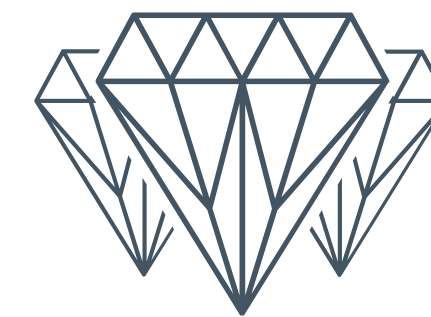
Silver

Our premium product Sparwelt.de is what you want? Than the Silver Package is the best match for you. On top we will include an additional partner site.



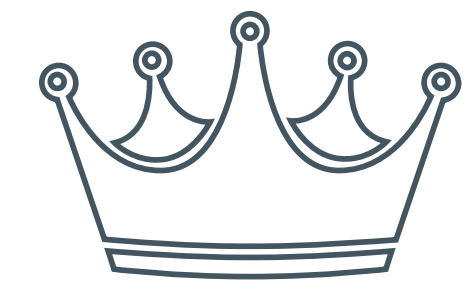
Gold

You want our premium product Sparwelt.de and additional two other partner sites? Go for our Gold Package.



Triple Diamond

Take the whole German country and reach the most highest presence and attention in this market!



Royal Blue

The German speaking countries are the markets you want to get in? Our Royal Blue-Package is the perfect choice for you!

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 >





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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

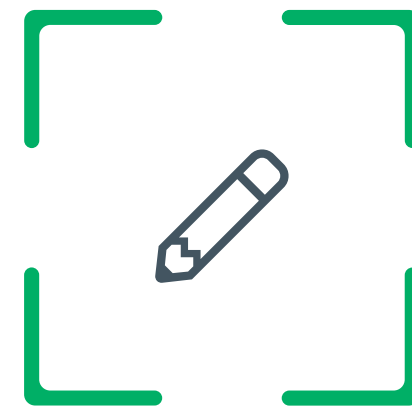
5 good reasons for content with Checkout Charlie



We put your goals first!



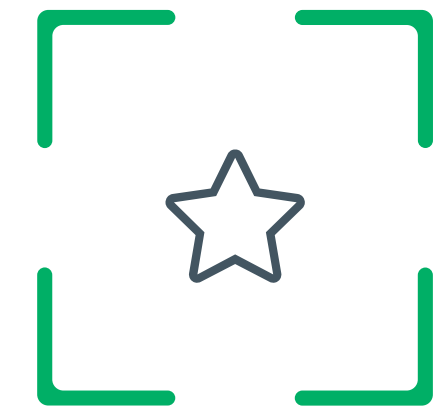
We offer individualized content: advisory, entertaining, inspiring, funny, up to date.



We offer you a colorful selection of advertising possibilities.



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



We give you a good feeling.

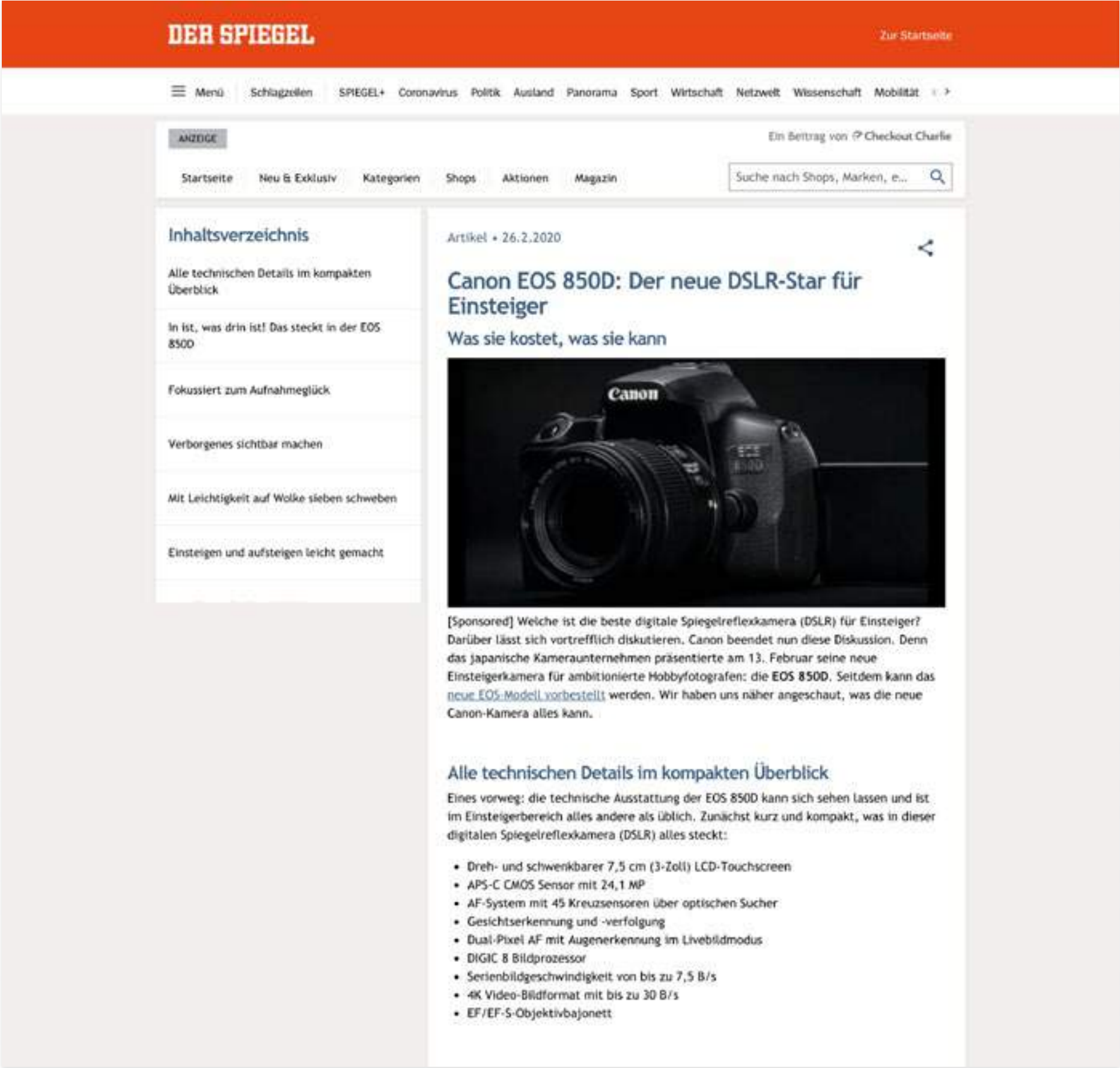
Best case: Canon at DER SPIEGEL

Canon EOS 850D: the new DLSR 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

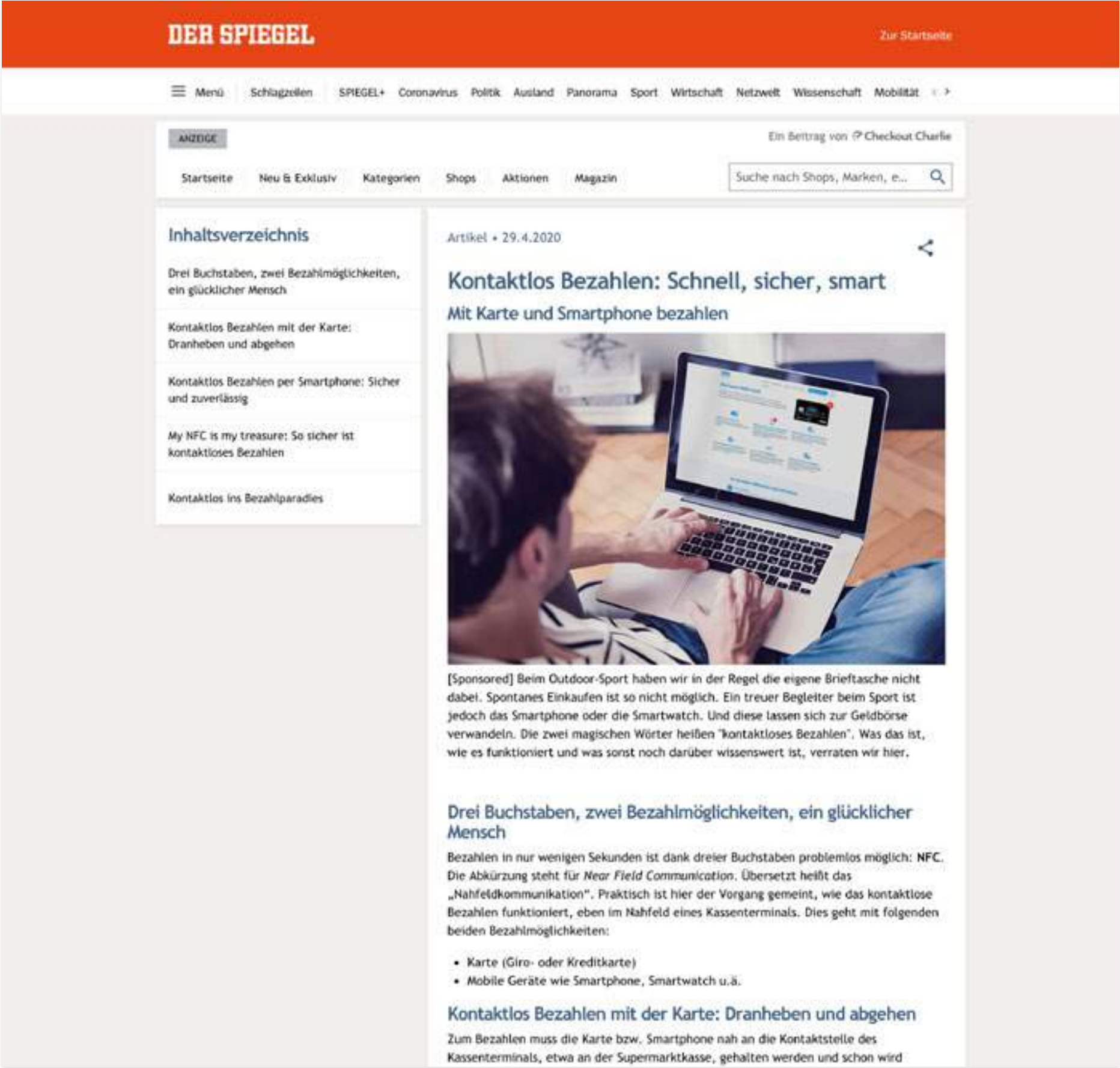


Best case: DKB at DER SPIEGEL

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



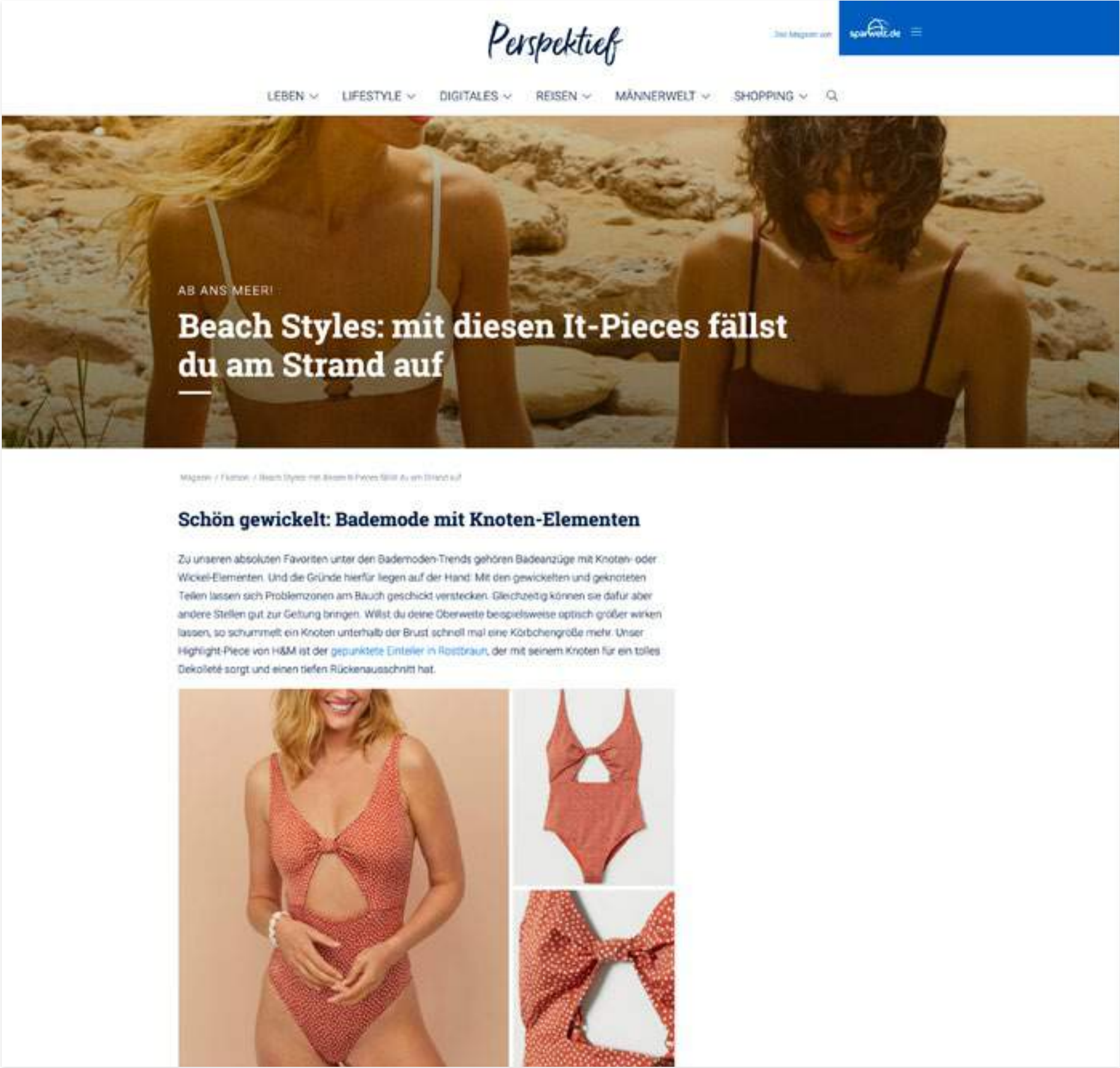
Best case: H&M in Perspektief

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



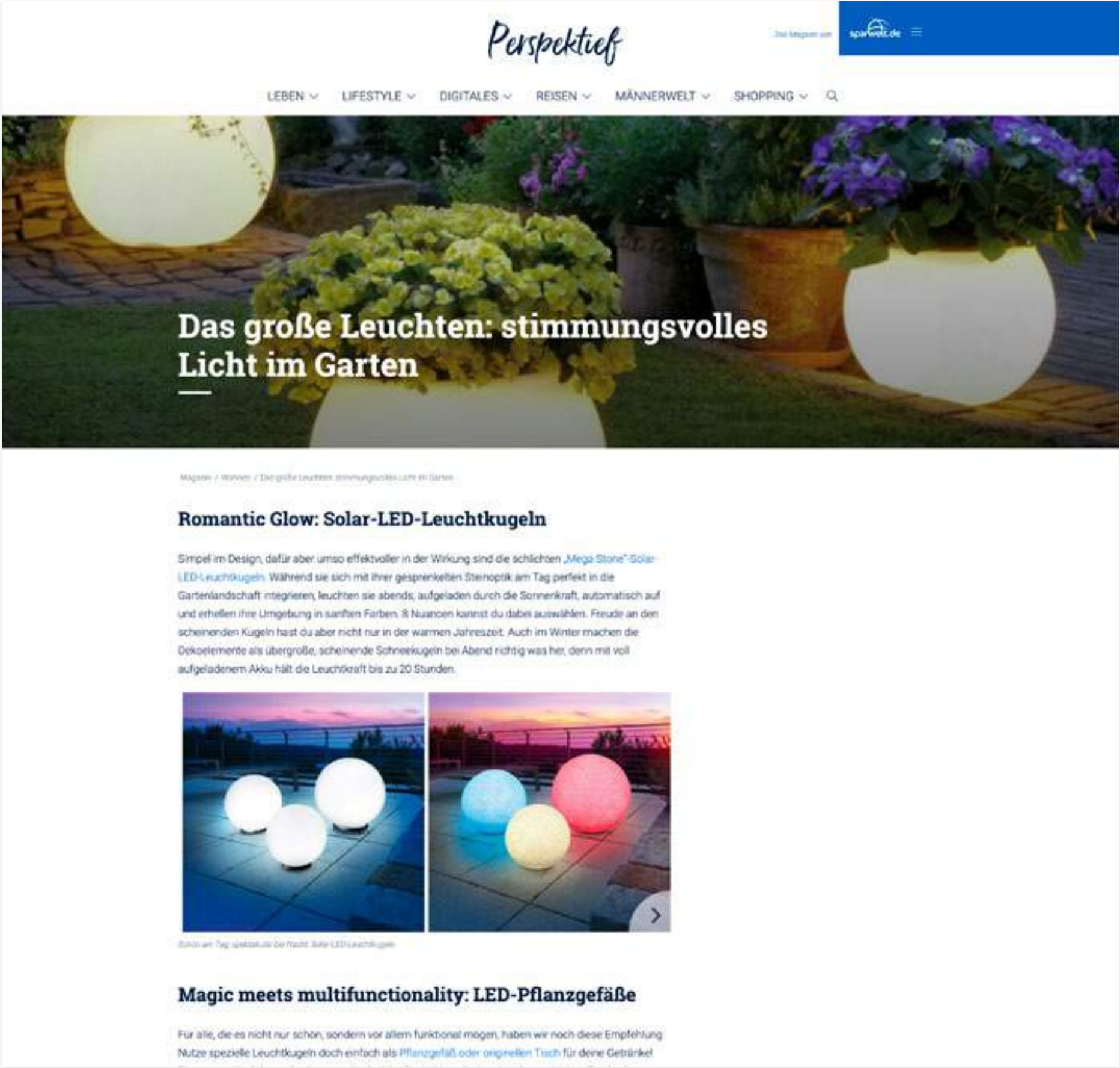
Best case: Lampenwelt in Perspektief

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



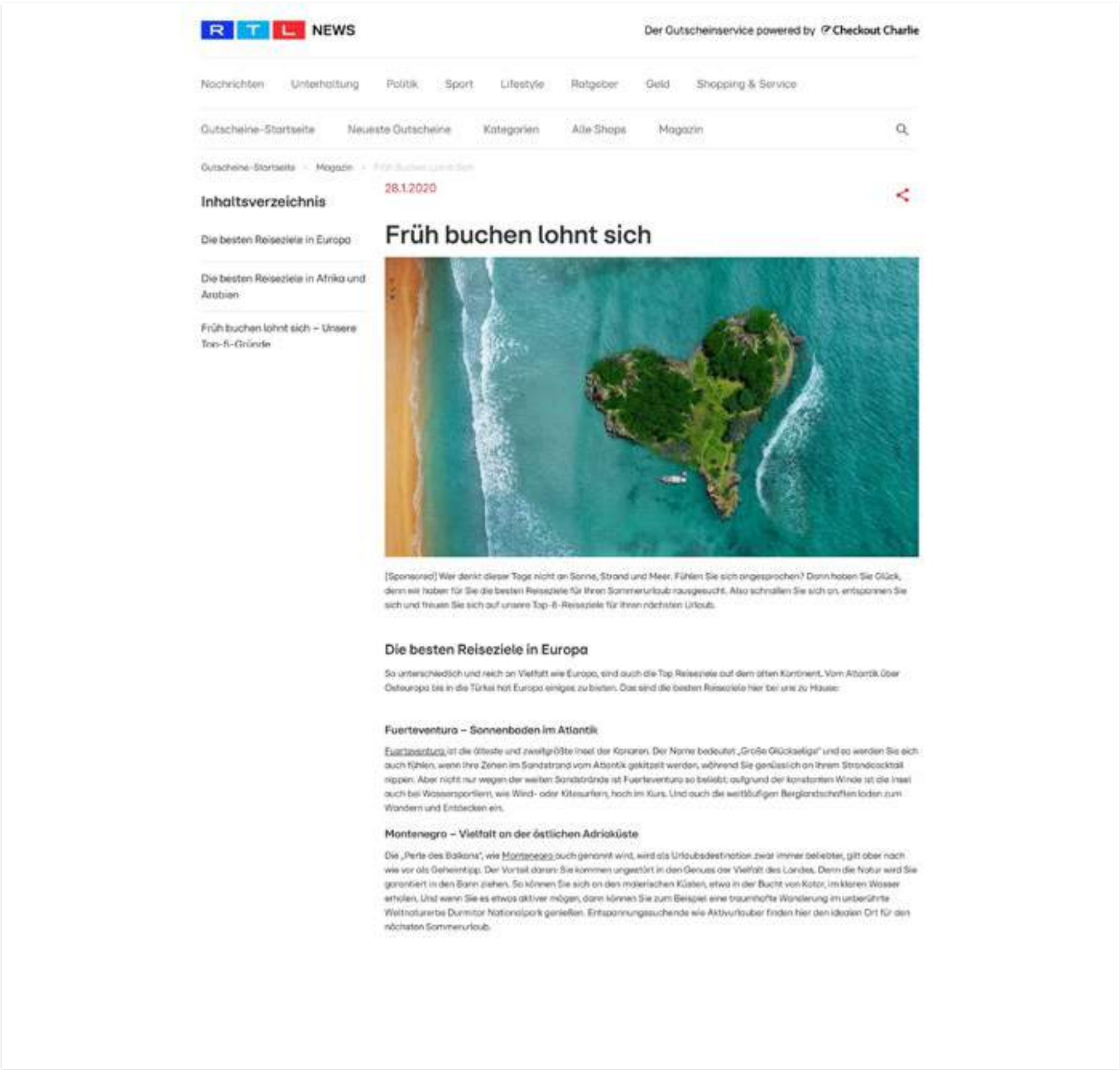
Best case: FTI at RTL.de

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



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

RTL NEWS

Der Gutscheinservice powered by Checkout Charlie

Nachrichten

Unterhaltung

Politik

Sport

Lifestyle

Ratgeber

Geld

Shopping & Service

Gutscheine-Startseite

Neueste Gutscheine

Kategorien

Alle Shops

Magazin

Gutscheine-Startseite

Magazin

Legere Kleidung

Mit Schnitt, Charm und Highland-Print

13.03.2020

Inhaltsverzeichnis

Mit legerer Kleidung in den Tag starten

Eleganz pur! Kleider für Ihren großen Auftritt

Mit Stil und Würde durch die Nacht

Exotere Kleidung für Lady

Legere Kleidung – Mit Schnitt, Charm und Highland-Print

[Sponsored] Die 1920er Jahre sind im modischen Hinsicht kaum zu überbieten. Dies wurde in der deutschen Drama-Serie „Babylon Berlin“ aufs Neue eindrücklich vorgeführt. Prägend für die Damenmode jener Zeit waren Shirtkleider mit kariertem oder Totenkopf-Print, sogenannte Flapper Dresses, Fransen und Pailletten, die Cloche sowie die legendären Mary-Jane-Schuhe. Doch die aktuellen 20er Jahre unserer Jahrtausende müssen sich modisch alles andere als verstecken. Wir zeigen Ihnen die neueste Damenkollektion für das Jahr 2020 und wie Sie diese legere Kleidung geschickt in Ihr Alltag einbauen können – und das völlig lässig und zwanglos. So viel können wir schon verraten: figurbetonte Kleider in hellen Pastellfarben und in Highland-Print sind dieses Jahr hoch im Kurs.

Mit legerer Kleidung in den Tag starten

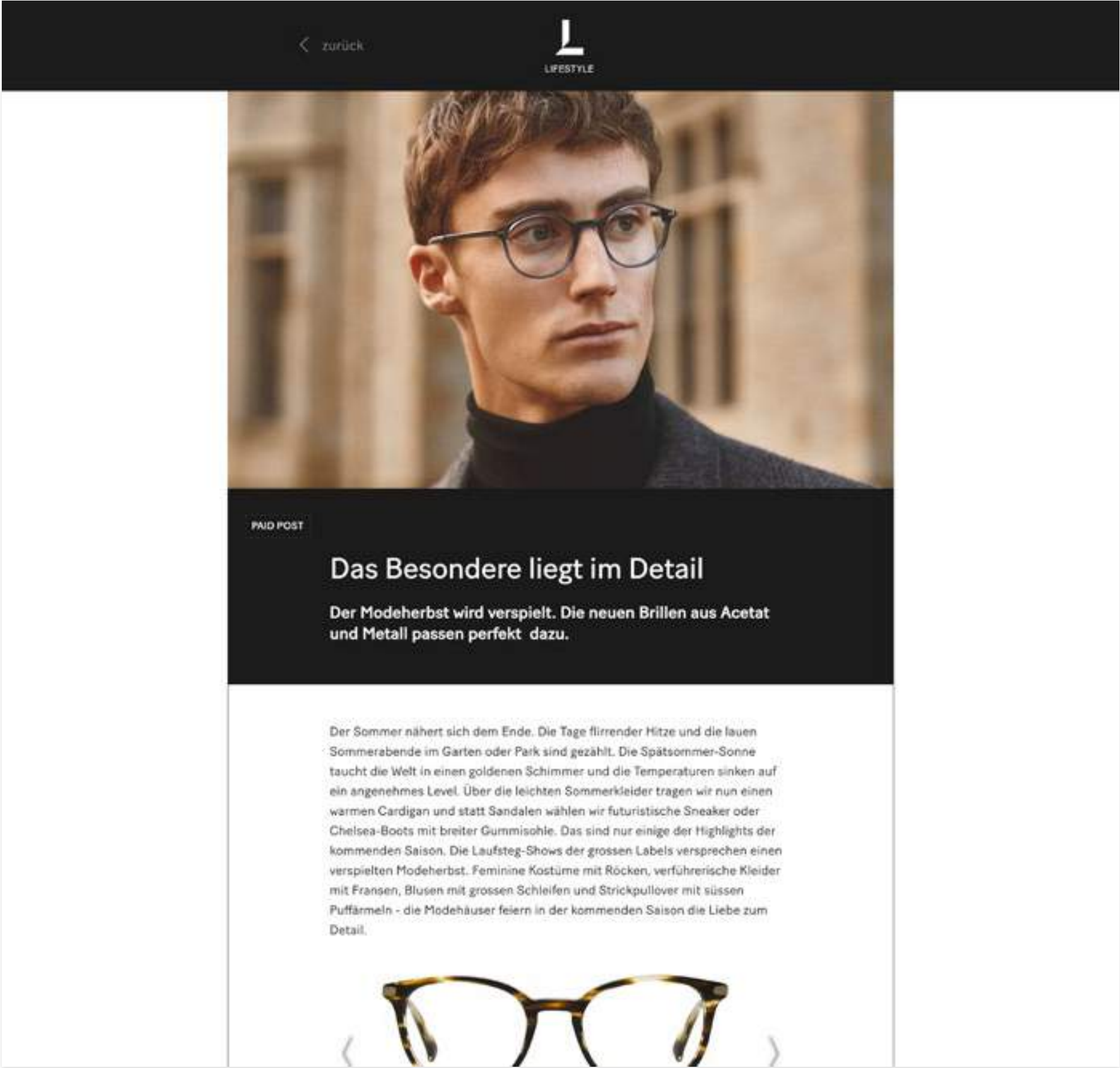
Gleich am Morgen, nach Kaffee und Marmeladenbrot, können Sie Ihr Modebewusstsein zeigen, indem Sie auf einen Trend setzen: greifen Sie bei Ted Baker zu einem **Mid-Block in leichterem Pastellfarbton**, einem ebenfallsfarbigen **Oberteil mit eleganten Highland-Print** sowie zu einer passenden, kurzen **Jacke in Navy**. Mit dieser optimalen Farbkombination zeigen Sie auf dem Weg zur Arbeit, dass Sie es zwar locker und elegant mögen, die Funktionalität bei Ihnen aber nicht zu kurz kommt.

Sie können aber kombinieren so viel und was Sie möchten. Sie möchten lieber ein **vichitres und smarteres Oberteil** haben? Dann kombinieren Sie doch dieses Top in **Everglades-Print** am besten mit einer stilvollen, in schwarz gehaltenen und modernen **Seiden-Jacke**. Und sollte diese Kombination etwas zu frisch für Sie sein, dann ziehen Sie doch einfach einen **glänzenden Cardigan mit Highland-Print** und V-Ausschnitt darüber an. Diese tolle Kombination ist ein Hingucker und unterbreicht, dass Sie nicht unüberlegt und hektisch das Haus verlassen.

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

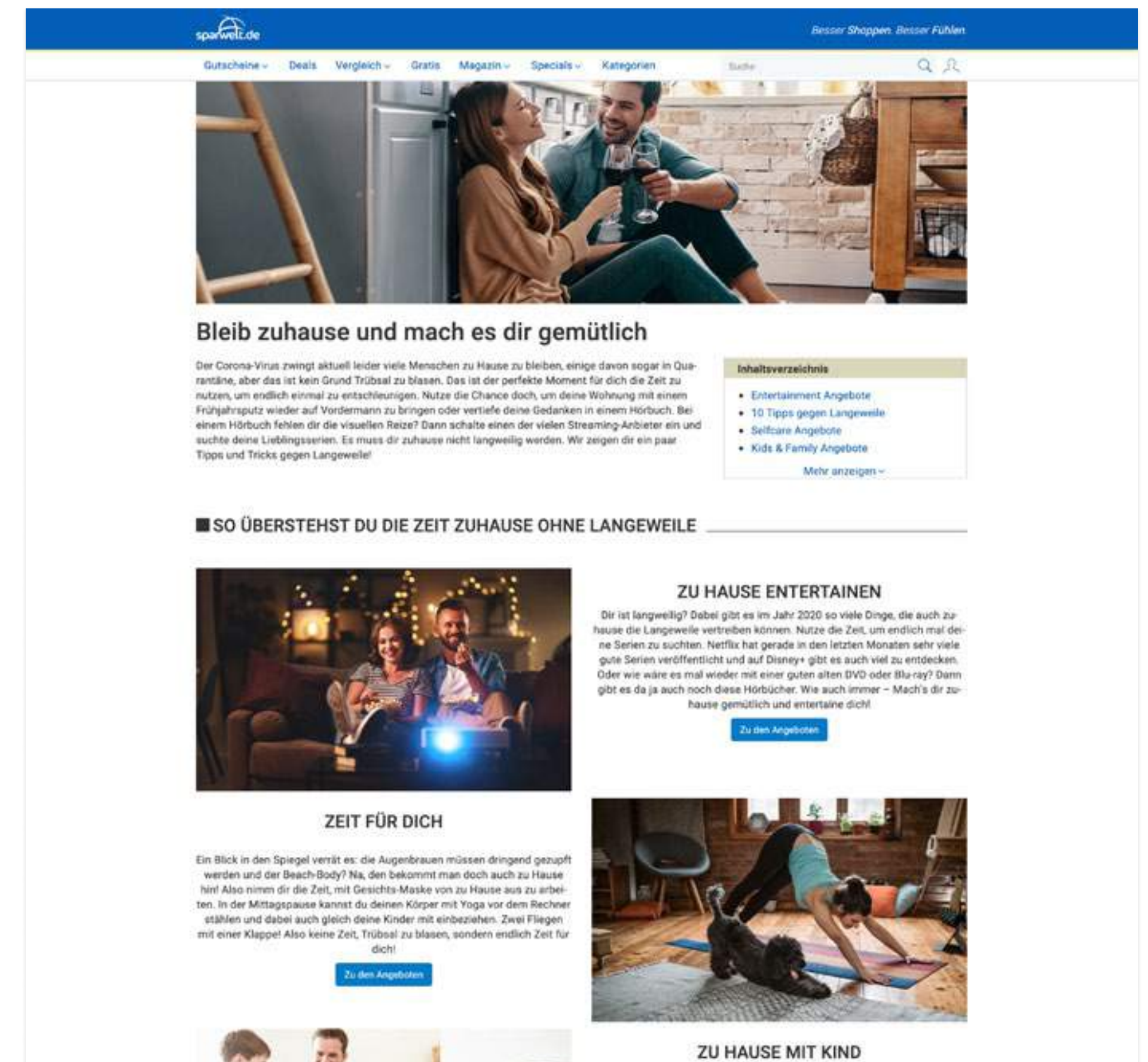
fielmann



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 2022 | Part 1

DURATION	CAMPAIGN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
		01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52											
10.01. – 30.01.	We want to say: Thank You (11.01.)												
10.01. – 28.02.	Travel campaign (early booker /last minute)												
24.01. – 14.02.	Valentine’s Day (14.02.)												
01.03. – 03.04.	Finance Weeks												
21.03. – 18.04.	Easter (17.04.)												
19.04. – 01.05.	Home & Garden												
19.04. – 08.05.	Mother’s Day (08.05.)												
09.05. – 05.06.	Tech Weeks												
09.05. – 05.06.	Summer Lookbook												
06.06. – 31.07.	Last Minute Summer												

Plan your campaign in 2022 | Part 2





40

Our multimedia offer

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

- Spot on! Your appearance in TV
- Entertainment, humor & charm on Facebook live
- Let's talk about it: Our podcast „Fairbraucher“

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!

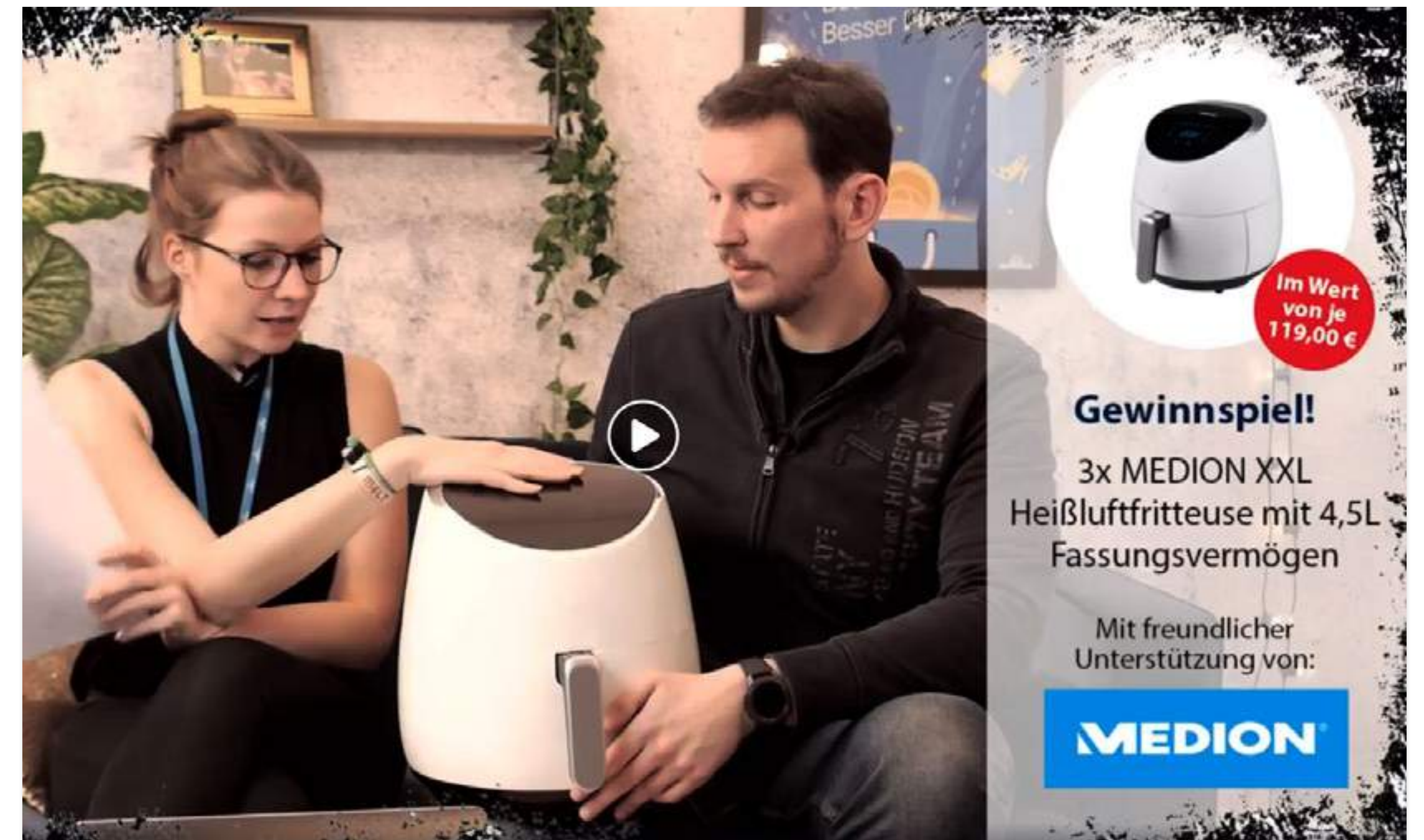
Facebook Live will ensure that your brand stays in tune with the latest developments and close to young, modern consumers.

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“

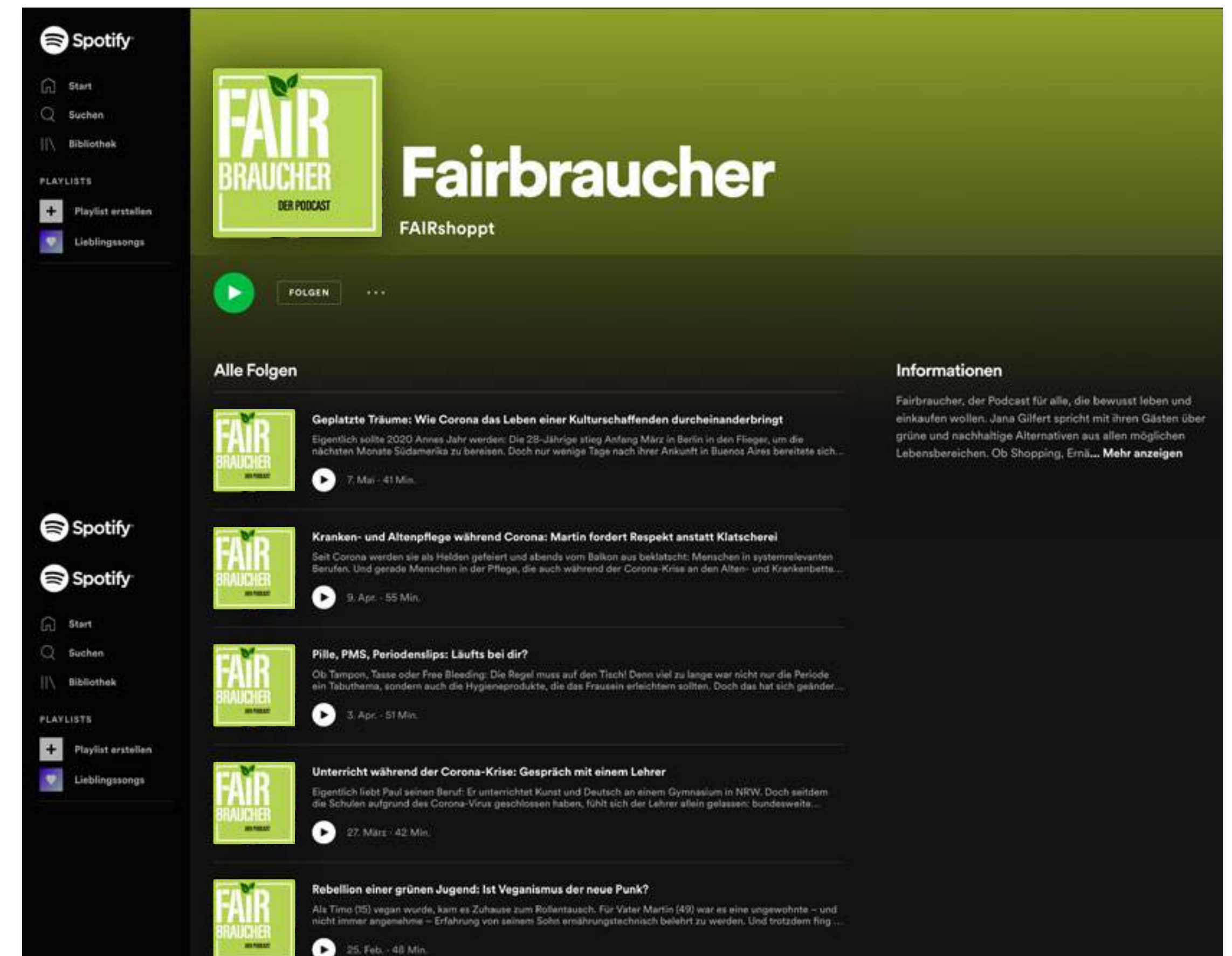
We have been producing our own podcast for our partner DER SPIEGEL since the beginning of 2020:

- 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.





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Your contact persons

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



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50 | 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:
Sun. | ca. 90,000 recipients

Standalone:
Upon agreement | ca. 90,000 recipients

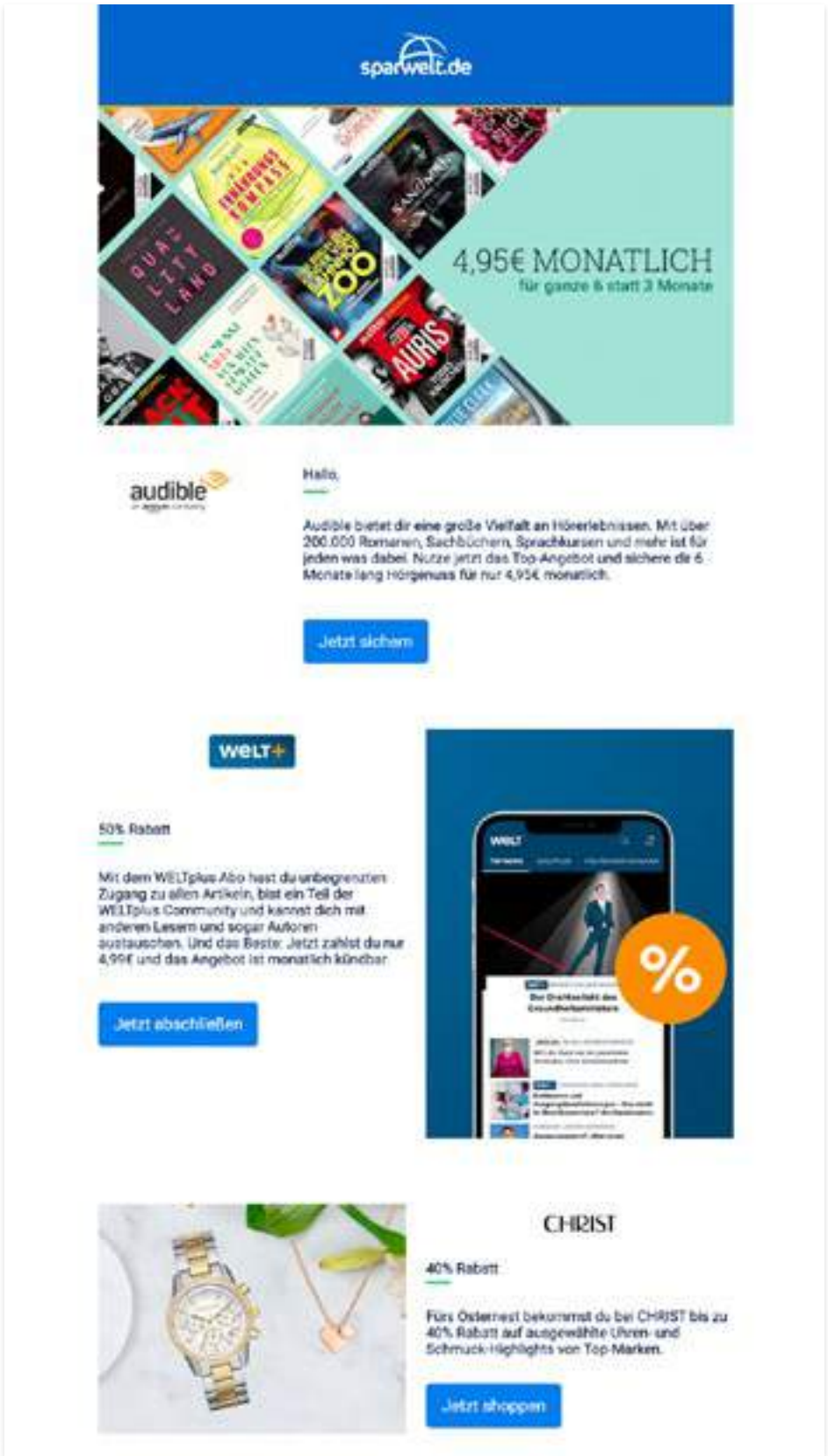
DER SPIEGEL, RTL, ntv

currently only editorial

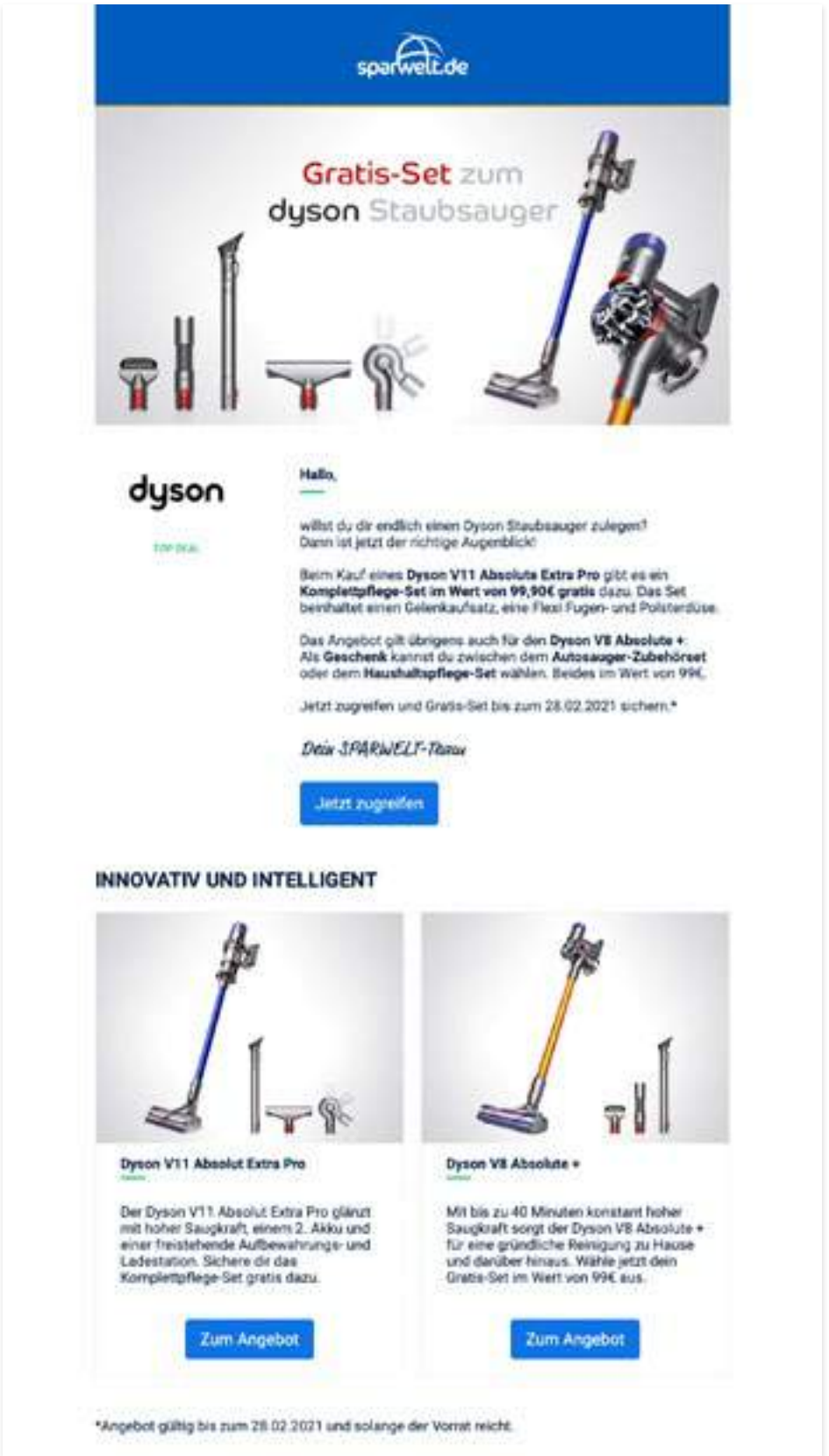
20 Minuten

Standard:
Sun. | ca. 40,000 recipients

Standalone:
Upon agreement | ca. 40,000 recipients



Standard-Newsletter

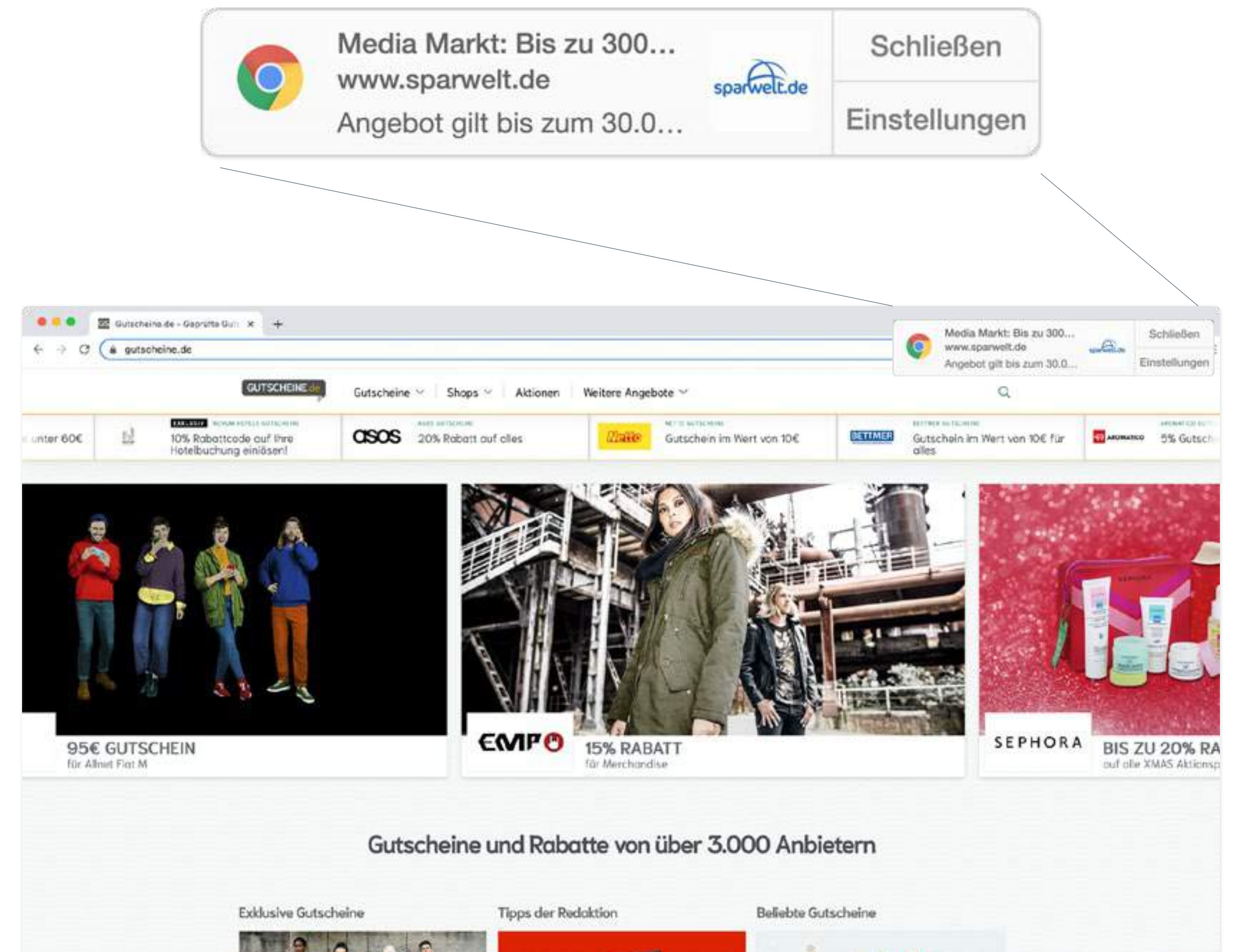


Standalone-Newsletter

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

The image shows a screenshot of the SPIEGEL website. The main content area displays several news articles with headlines and images. On the right side, there is a 'Deal of the Day' advertisement for a 60€ BestChoice-Gutschein. The ad features a man holding a sign that says 'Testsieger Platz 1' and a 'CHECK24' logo. The text '60€ BestChoice-Gutschein' is prominently displayed, along with a 'Deal anzeigen' button. The ad also mentions 'DA direkt' and 'Checkout Charlie'.

Social Media – The power of the community

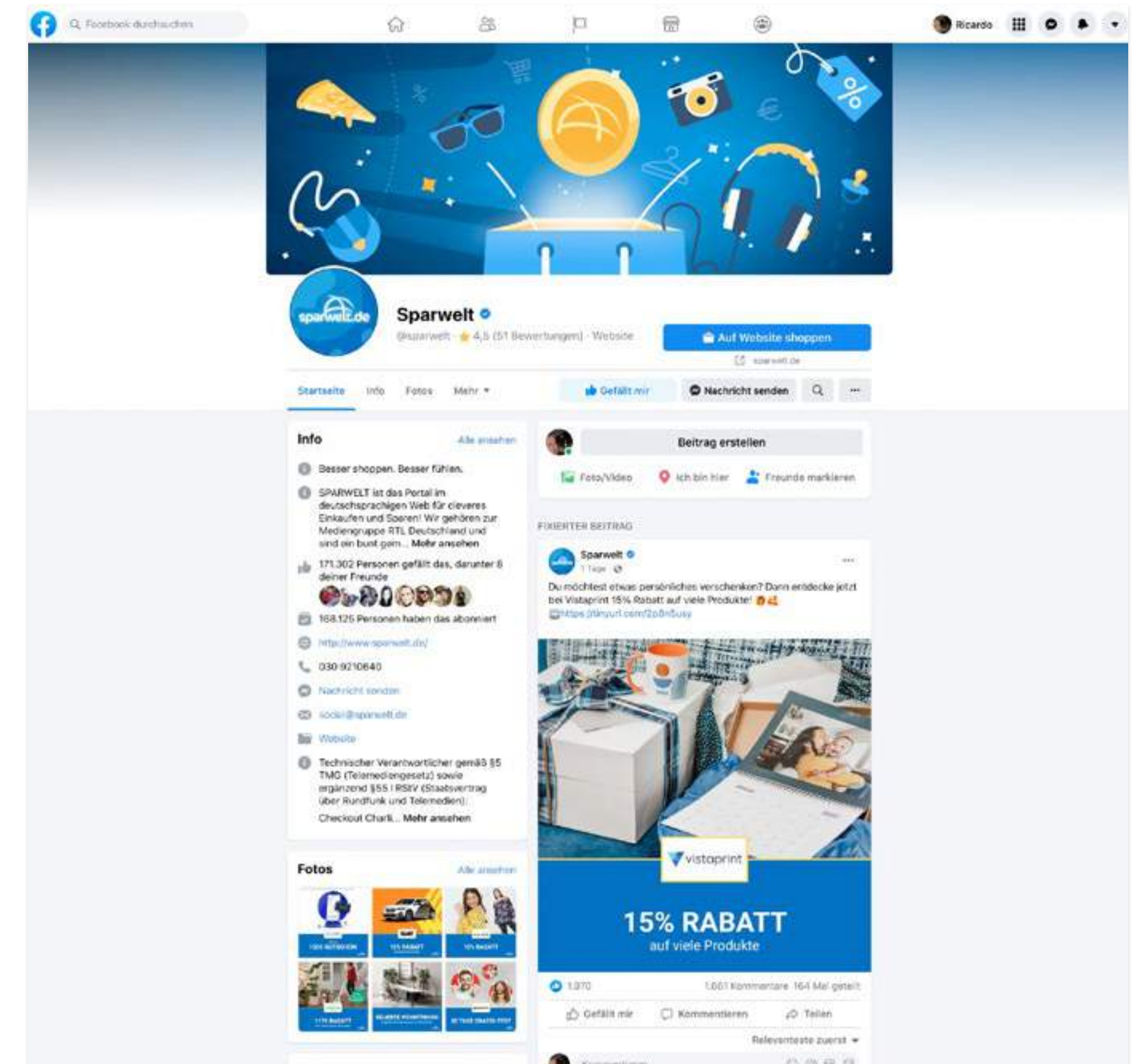
Reach your target audience where they are. Facebook and Instagram are used several times a day by our end customers.

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⁺



ebookers.com

CONVERSE ➔

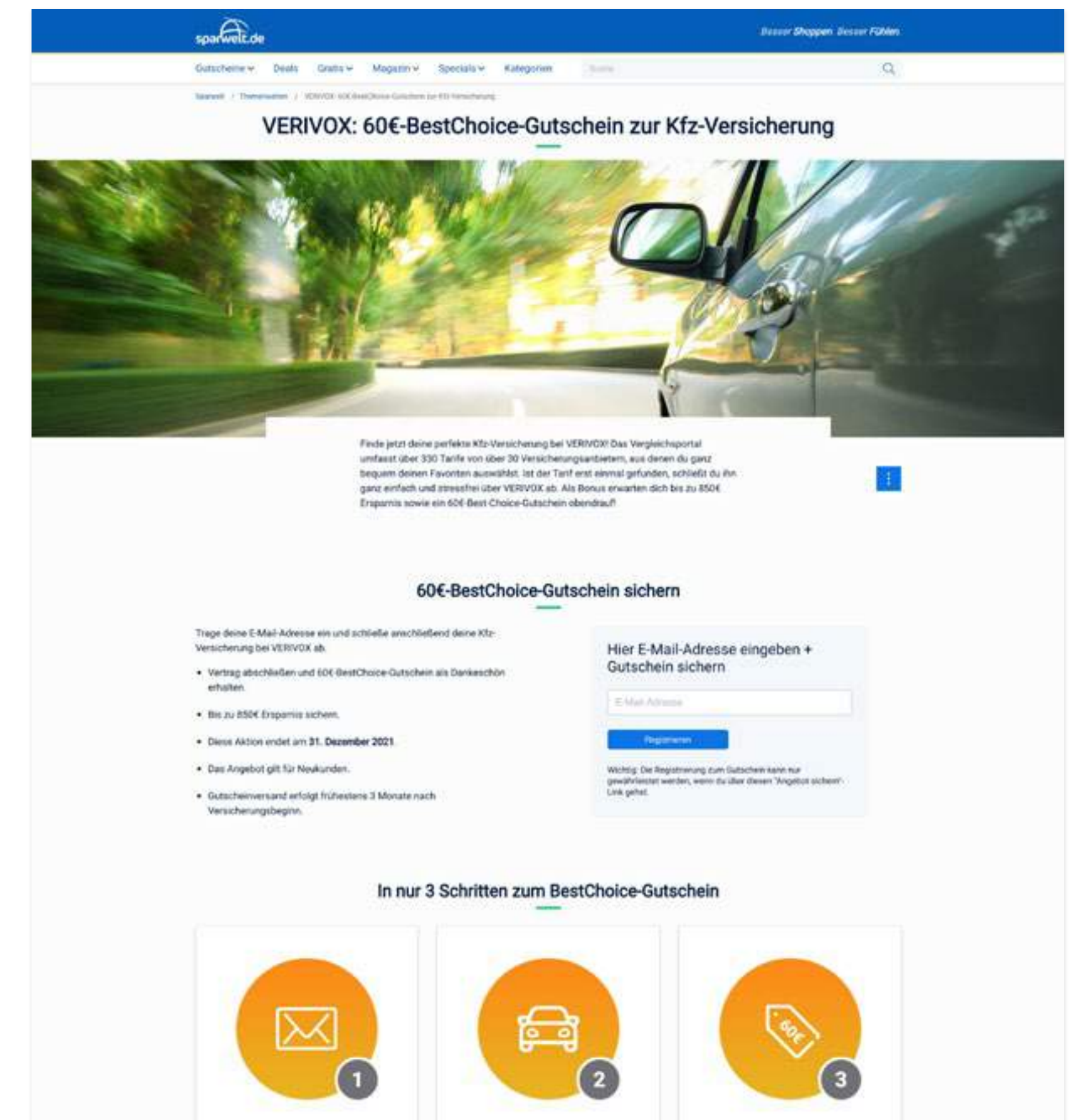


Incentive – Performance meets conversion

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.





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Made
with ♥
in Berlin + Zürich