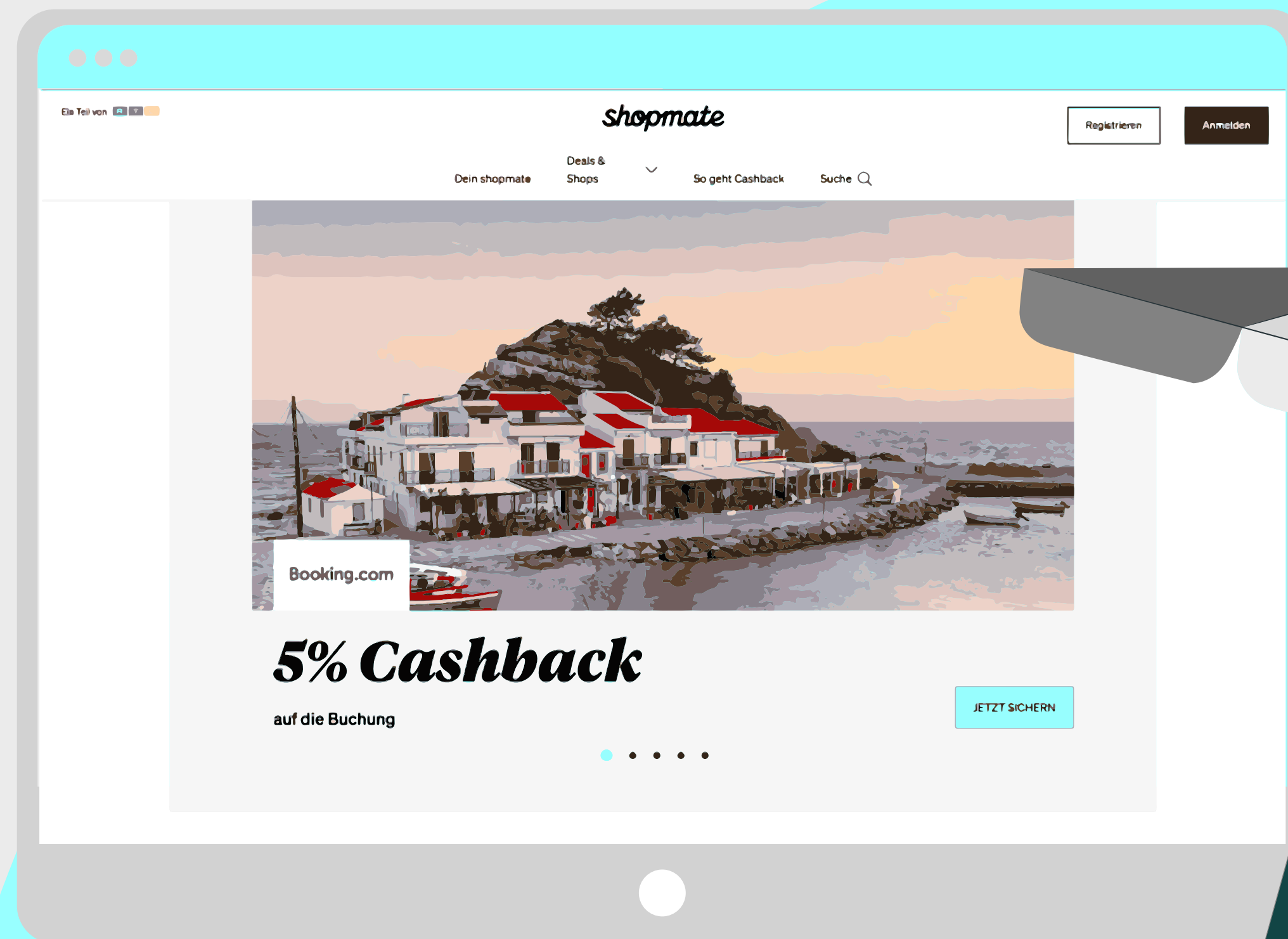


*shopmate*

Early Bird  
Travel  
Campaign

www.shopmate.cash



Now with  
*shopmate.cash*  
**BOOSTER-  
DISCOUNT**

**01** *About*

**02** *Pricelist*

**03** *Look & Feel*

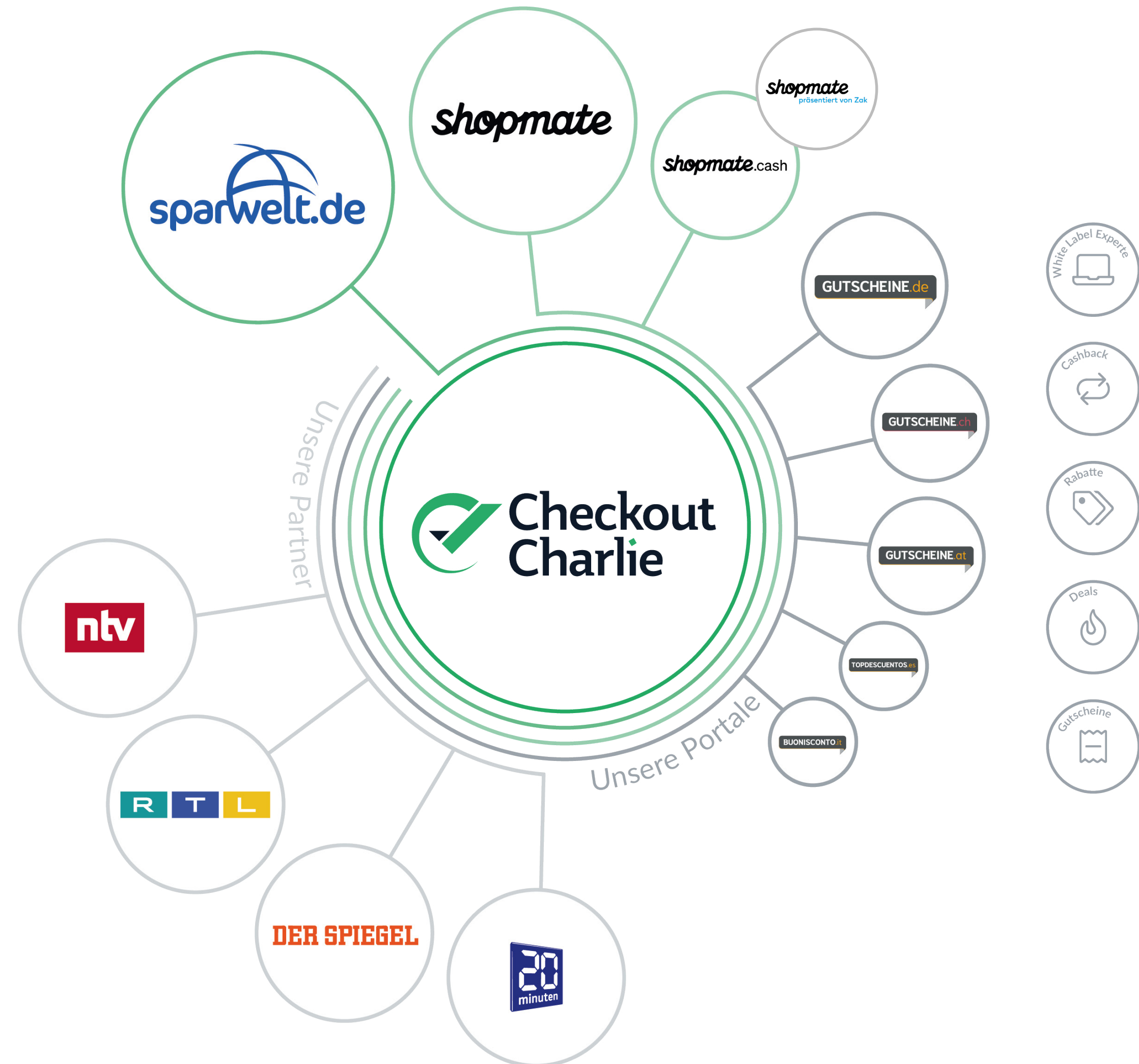
## WHO WE ARE

# About us

Checkout Charlie is the company behind many well-known, international consumer and voucher portals. On the Swiss market, with Gutschein.ch, 20min.ch and shopmate.cash, we build the interface between retailers and consumers.

No matter what goal you are reaching for, we always have a fitting solution! Select your favorite pages and channels and benefit from our expertise.

In 2021 **shopmate.cash** as our own cashback portal in Switzerland went live, making cashback as easy and accessible as possible. In 2022 we successfully launched our cashback white label solution for the Swiss Bank Cler within their banking App Zak – **shopmate präsentiert von Zak**.



# Our target groups, your fans

Shopmate makes collecting cashback easy and simple, even for inexperienced, new users. Our users include the following three target groups.



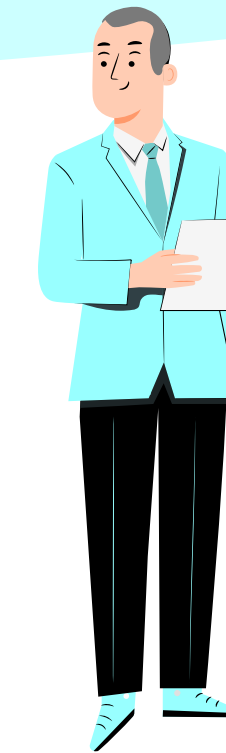
## ***Harmonizer***

This target group is truly about family. Harmonizers like to save up in order to make their loved ones happy with the saved budget. Complex processes quickly become a hurdle, which is why the ease of use and transparency are important for Shopmate. Harmonizers will find a trustworthy solution and quickly become Shopmates best friends.



## ***Open-minded***

Easily getting excited about little everyday luxury goods, discovering new products and occasionally treating themselves to something - these are our “Open-minded”. They’ll enjoy shopping and browsing, but avoid lengthy or complicated processes. Shopmate is not only intuitive, it also offers inspiring campaigns and seasonal topics which we will turn into the perfect stage for your brand!



## ***Disciplined***

The finances always in view and always on the lookout for the best bargain, these are the “Disciplined”. This target group is well informed and researches extensively to find the best deals, so cashback is well known to those users. With your attractive offers, the “Disciplined” will quickly become our biggest fans!

## ABOUT ZAK APP

# What is Zak App?

### Zak App

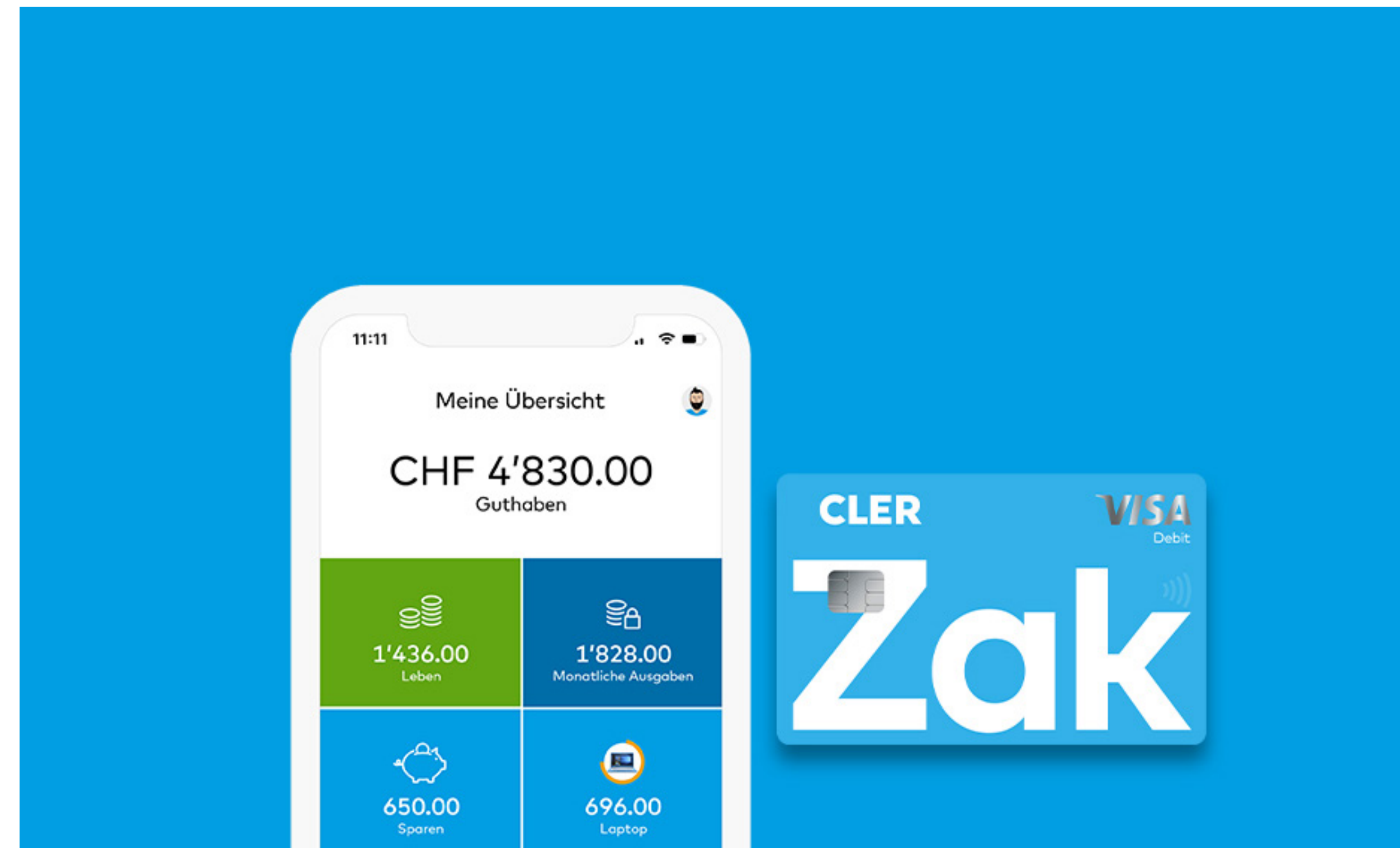
Zak App - a product of the Swiss Bank Cler - is a simple and clear app that gives users complete control over their finances: account, card with mobile payment, saving pots, payments and provisions. Zak App is completely free and can be used from the age of 15.

**User:** approx. 55'000 (yearly growth +15k)

**Usage:** ø user comes to 14 opening/month

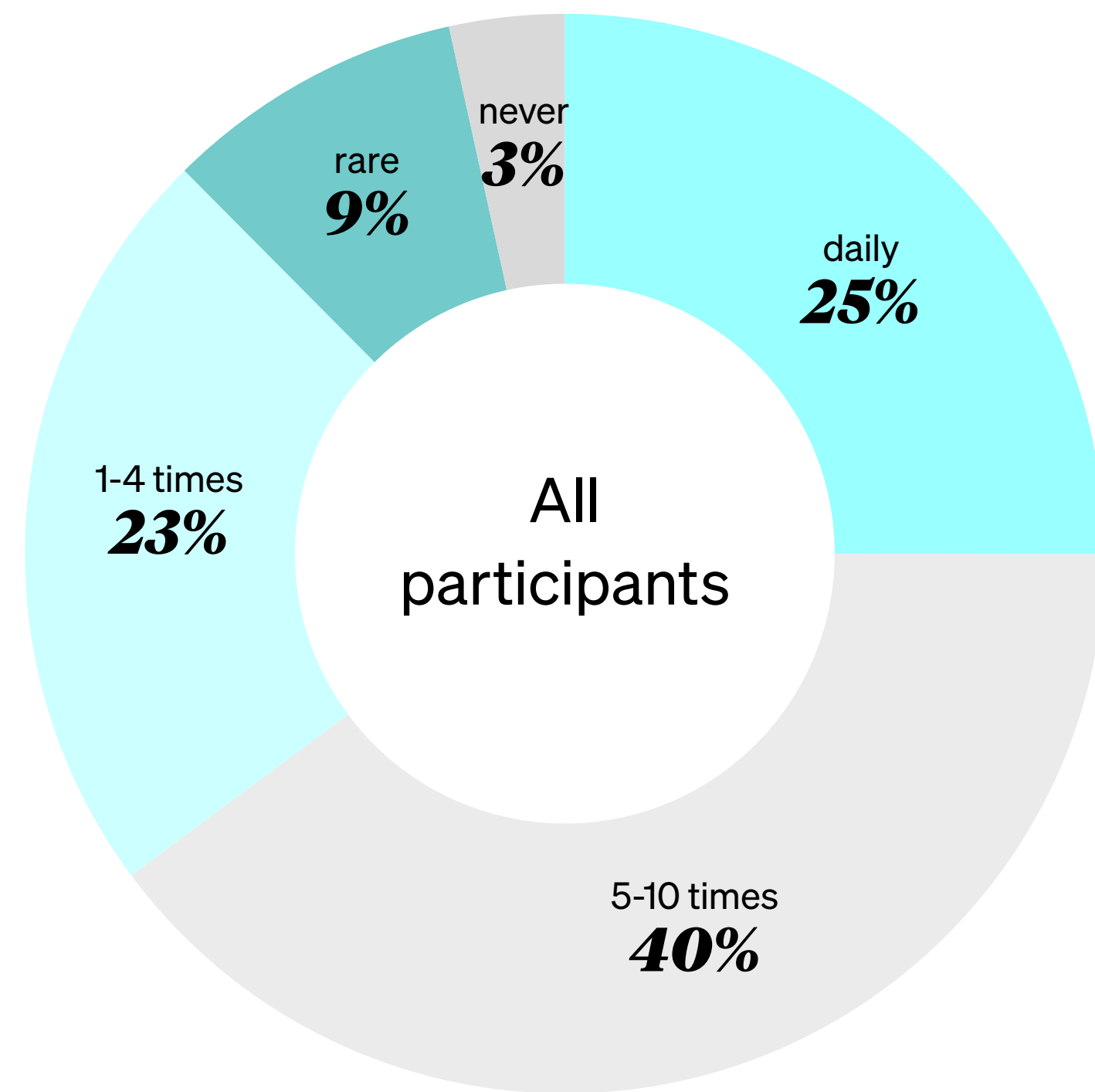
### shopmate placements in the Zak App environment:

- Top-Banner at the Zak App start screen
- Zak App newsletter placement
- Slider on the Zak App shopmate screen

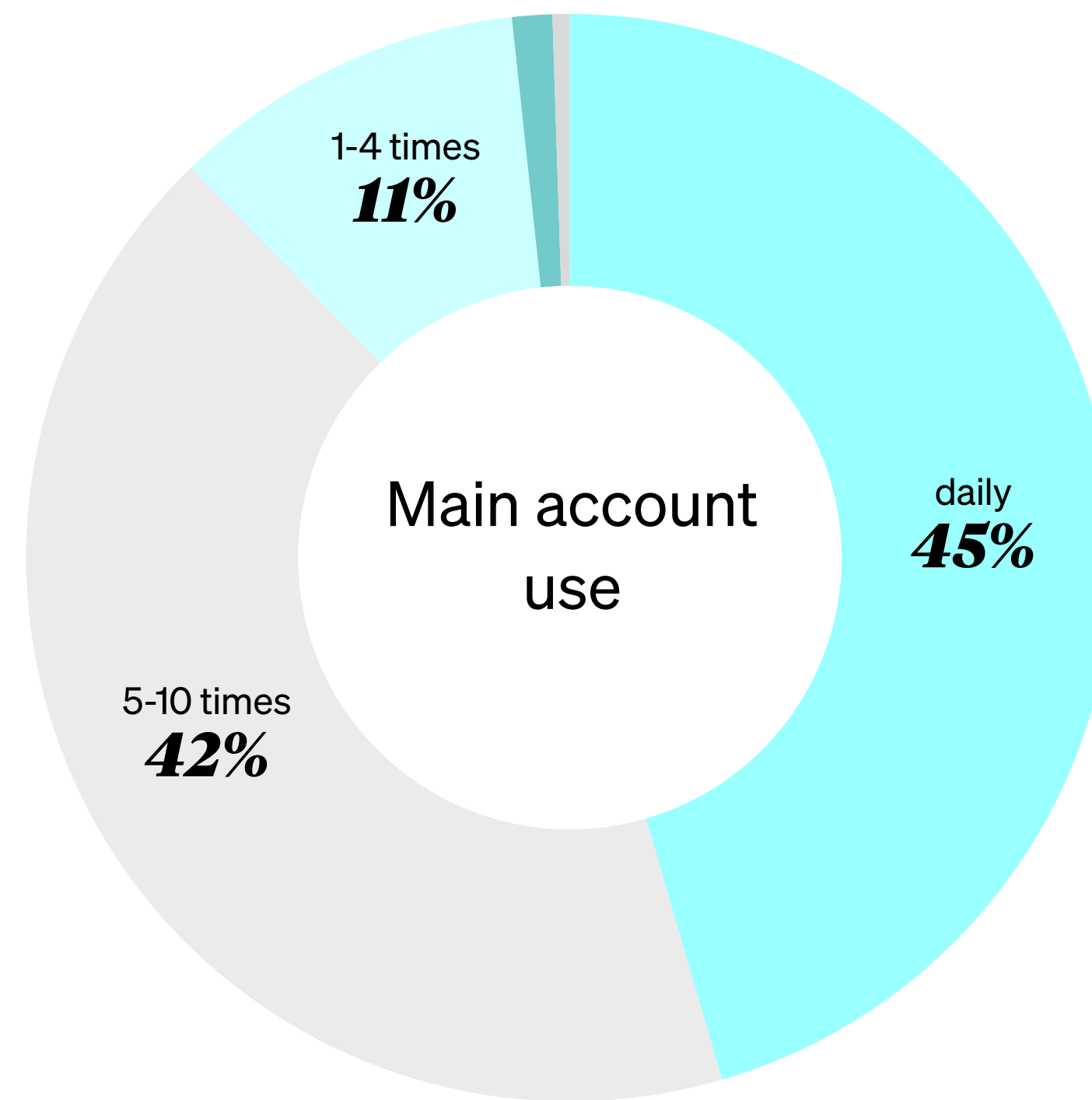


# Key figures for Zak App usage

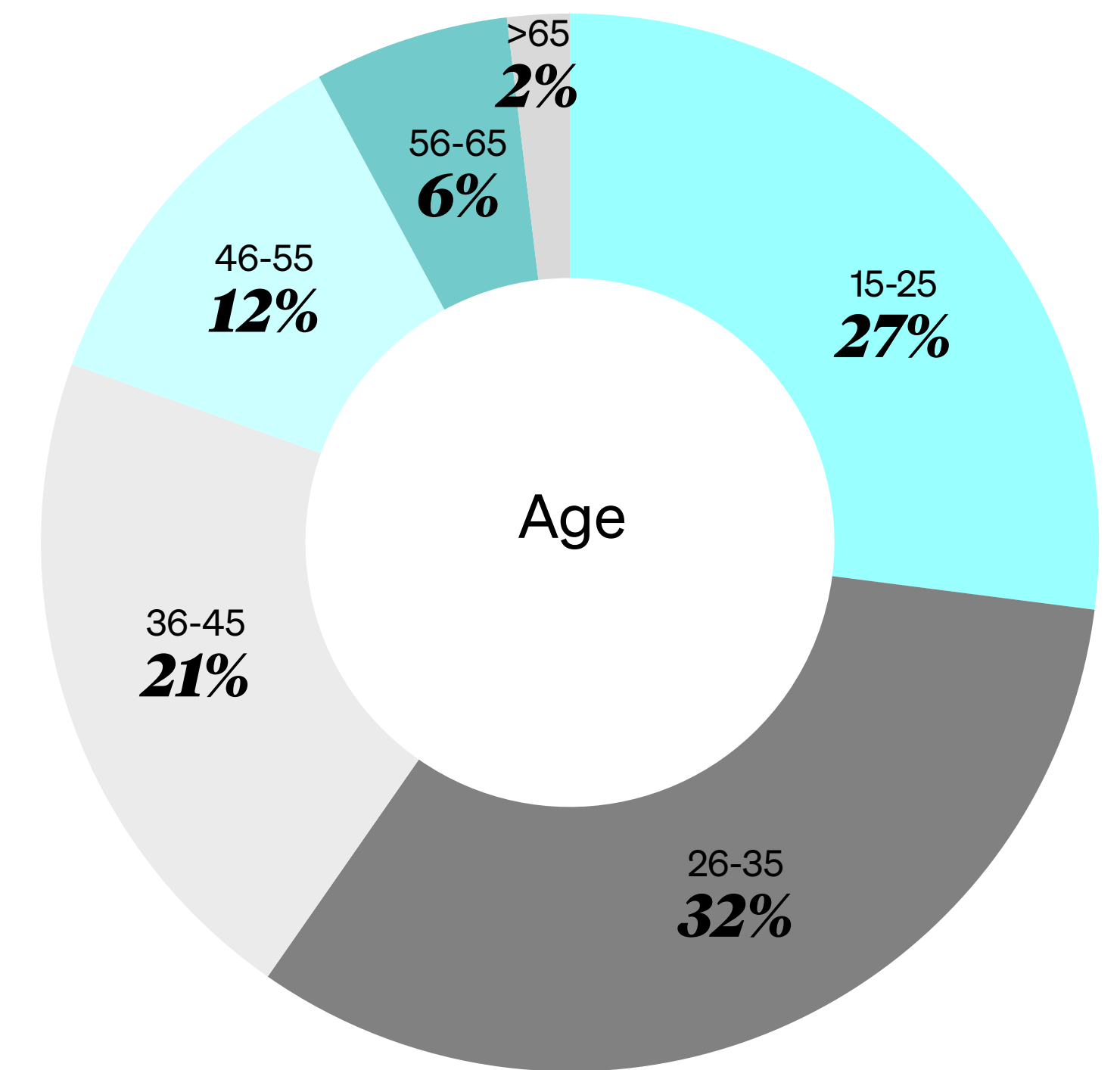
## Zak App usage



65% of all participating Zak users use Zak 5 times a month to daily.



Main account users use the app particularly frequently: 87% use Zak 5 times a month to daily.



59% of clients are up to 35 years old  
80% of clients are up to 45 years

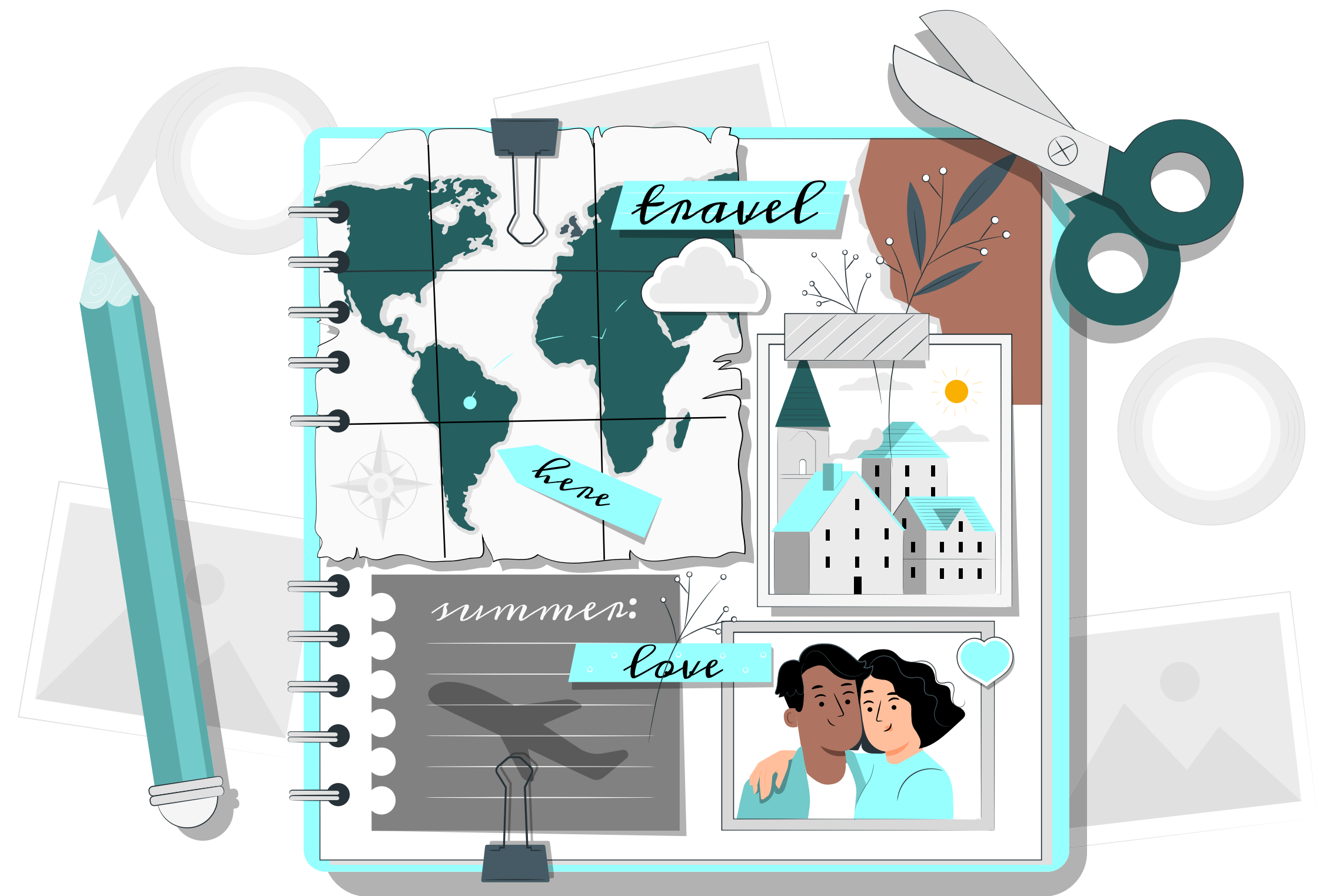
SHOPMATE.CASH & SHOPMATE PRÄSENTIERT VON ZAK

# Early Bird Travel Campaign

All our users can think about right now is planning their next holiday! Within our Early Bird Travel Campaign users get inspired to plan their next trip and save money while using cashback. Whether it's early booking for an all inclusive summer vacation, a city trip with individual flights & hotel bookings or a road trip which requires a rental car or camper, with the best cashback rates and discounts we help our users to get the vacation they deserve.

Don't miss the chance to be part of our **Early Bird Travel Campaign** featured on [shopmate.cash](https://shopmate.cash) and [shopmate](https://shopmate.com) präsentiert von Zak

Campaign run time: **February 6th – March 5th**



SHOPMATE PRÄSENTIERT VON ZAK

# Campaign Promo Package incl. Zak App: Early Bird Travel Campaign

## ***Package Price\****

1x	Premium Placement in Zak Themed Newsletter
1x	Deal Promotion on Bank Cler Social Channels (IG + FB)
1x	Shopmate.cash Newsletter Exposed Content Ad
1 week	Slider Placement on shopmate.cash Start Screen
1 week	Teaser Placement on shopmate.cash Advertiser Deal Overview

**CHF 1'500.-\***





# Placements

## ***shopmate.cash\****

Unit	Placement	Regular Rate	Booster-Discount Rates
week	Slider Homepage	CHF 300.-	CHF 150.-
week	Listing Homepage	CHF 100.-	CHF 50.-
month	Listing Homepage	CHF 350.-	CHF 175.-
month	Brands Homepage	CHF 250.-	CHF 125.-
week	Slider & Slider Homepage & Advertiser Deal Overview	CHF 400.-	CHF 200.-
week	Slider & Teaser Homepage & Advertiser Deal Overview	CHF 350.-	CHF 175.-
day	Content Ad Newsletter	CHF 150.-	CHF 100.-

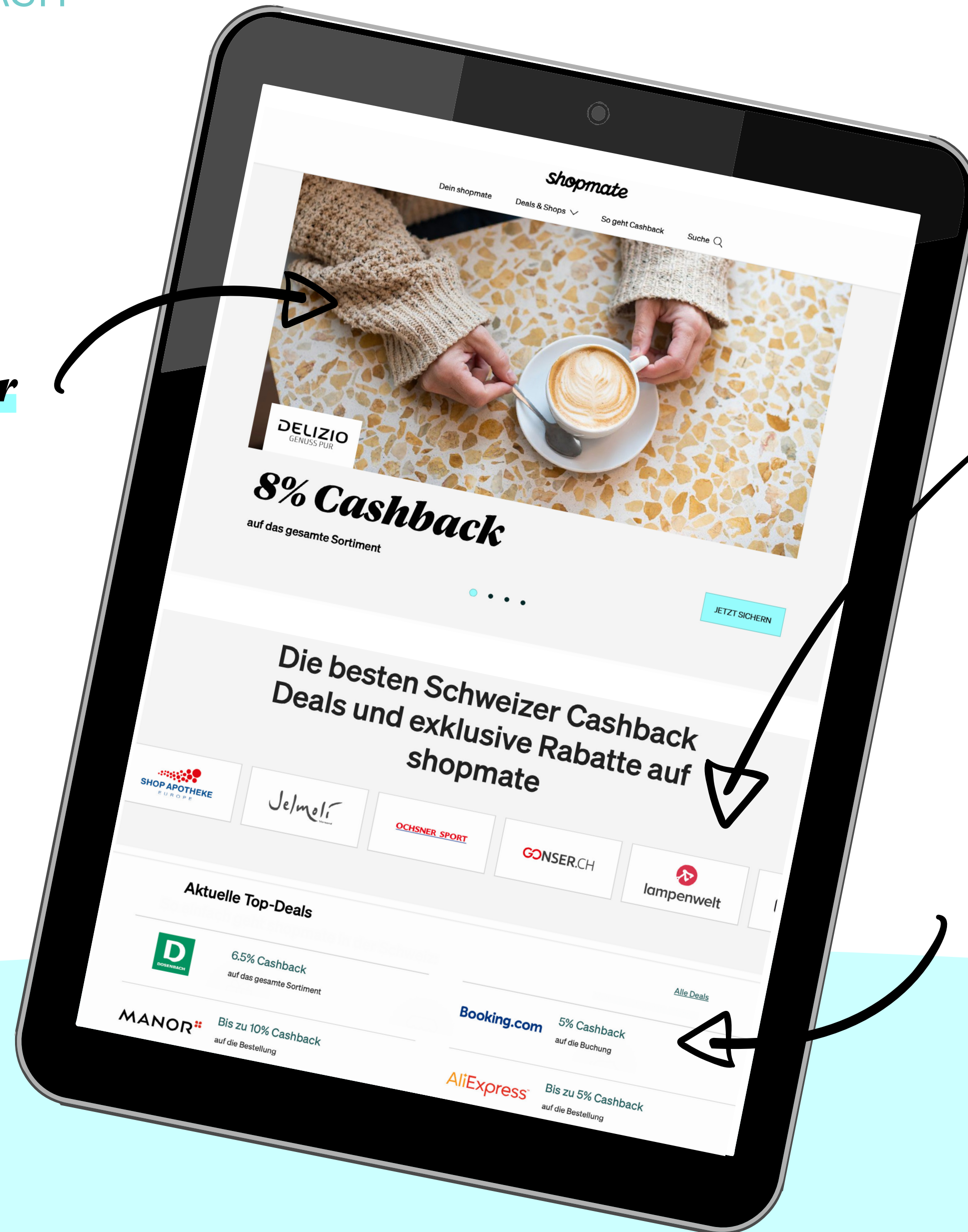
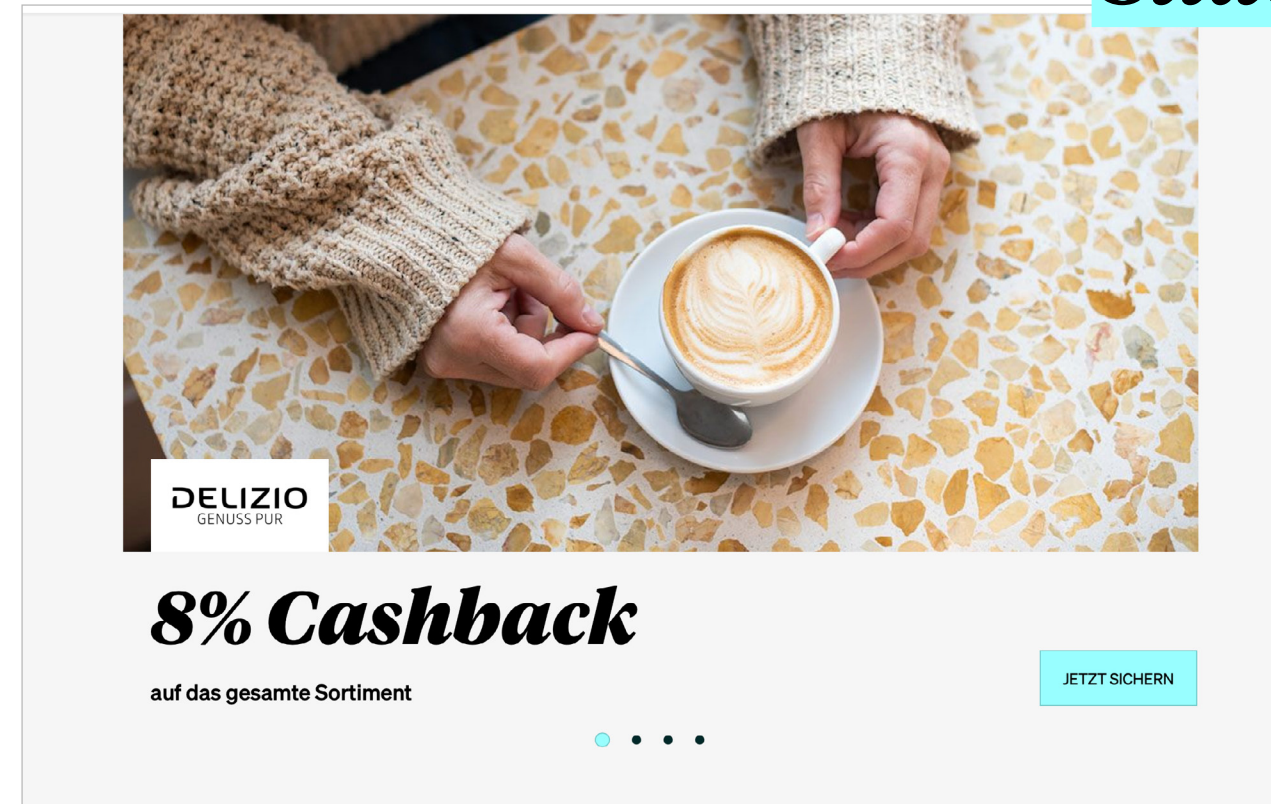
## ***Long term placements on Zak App\****

Unit	Placement	Regular Rate
half year	Slider Zak App shopmate screen	CHF 4'000.-
year	Slider Zak App shopmate screen	CHF 7'500.-

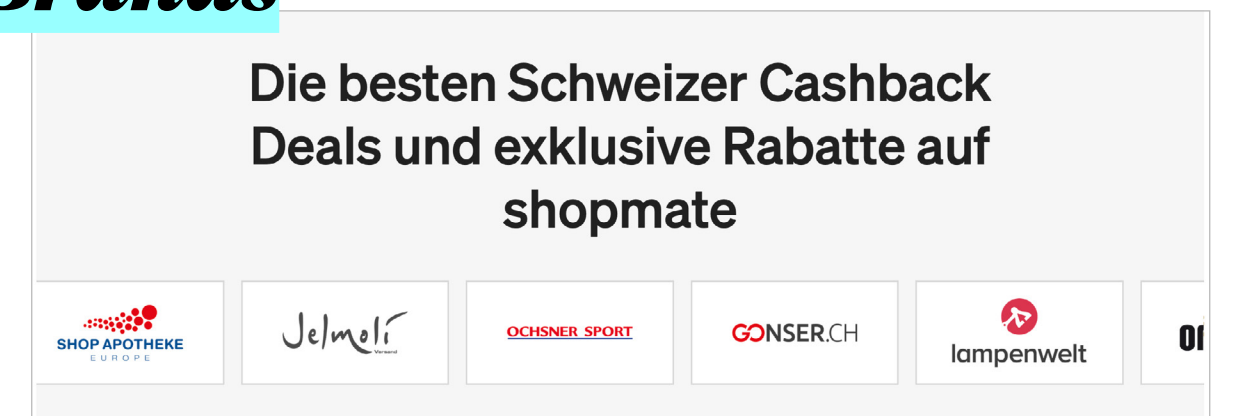


# Homepage

**Slider**



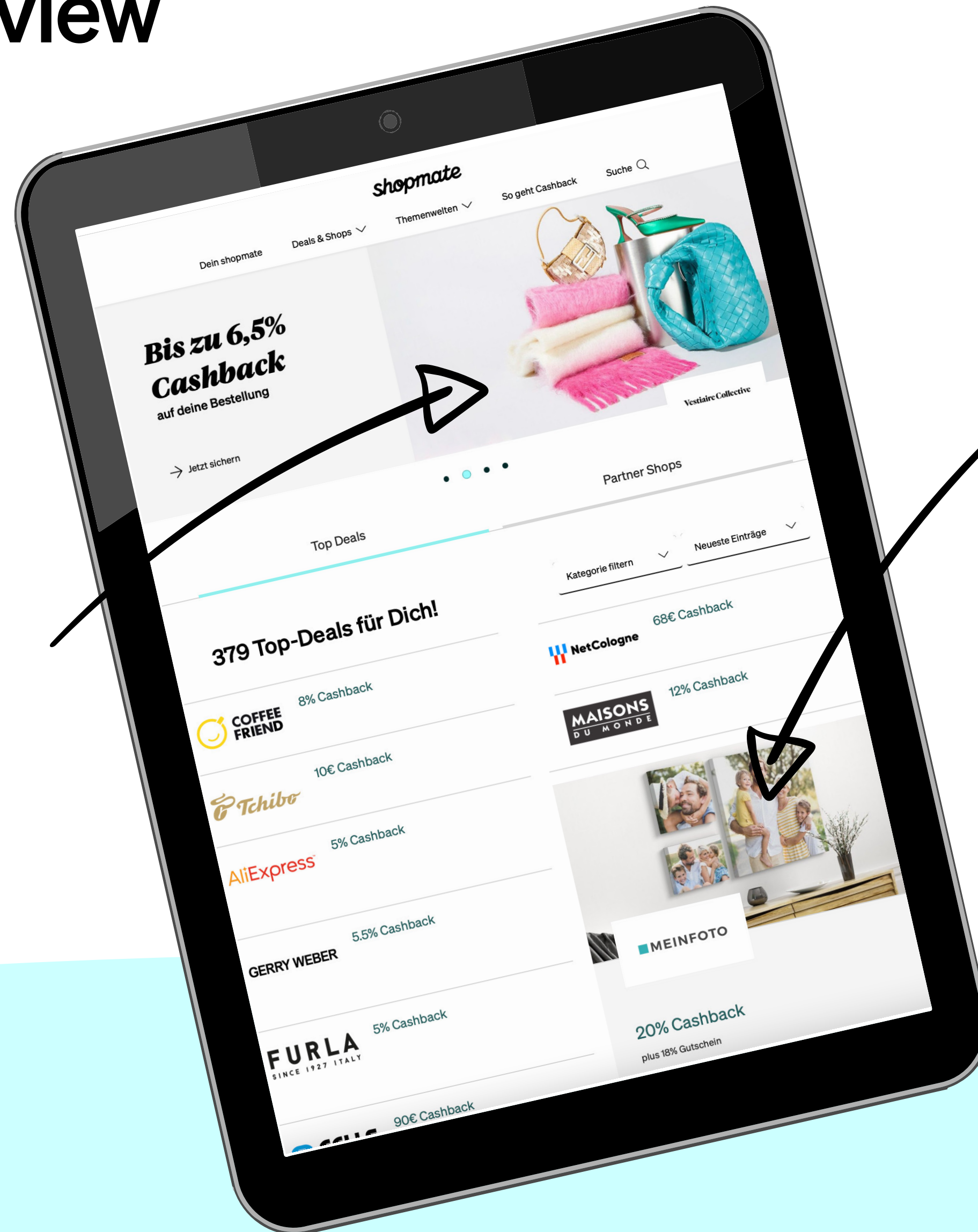
**Brands**



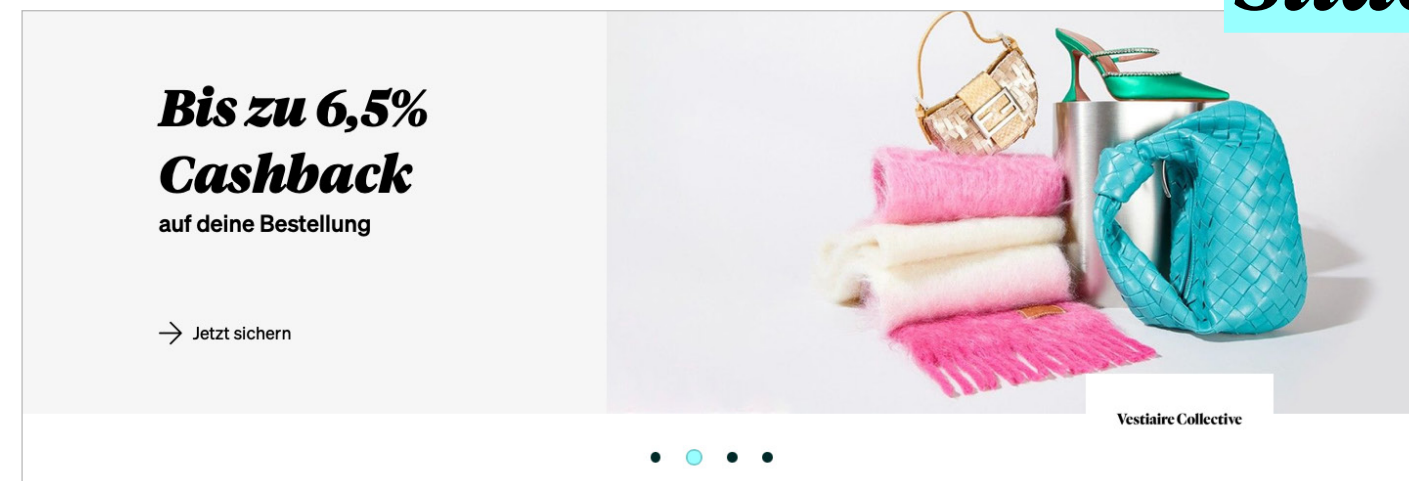
**Listing**



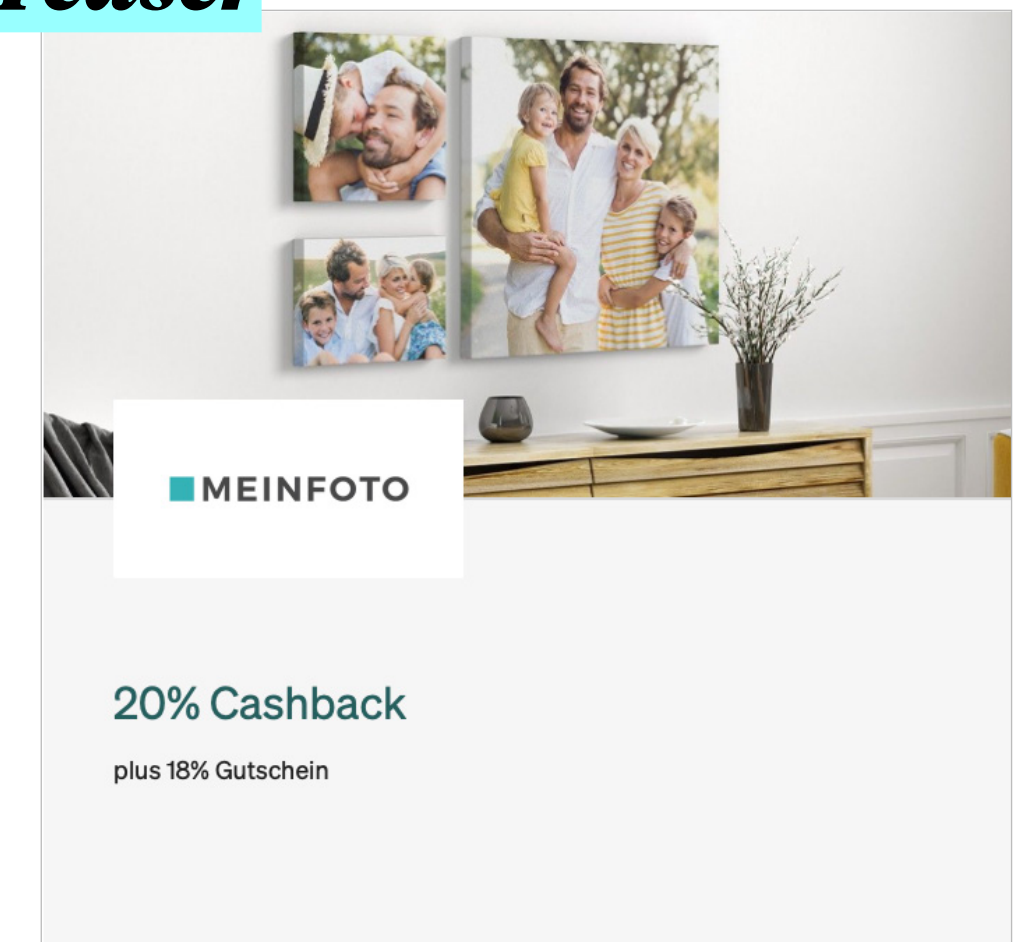
# Advertiser Deal Overview



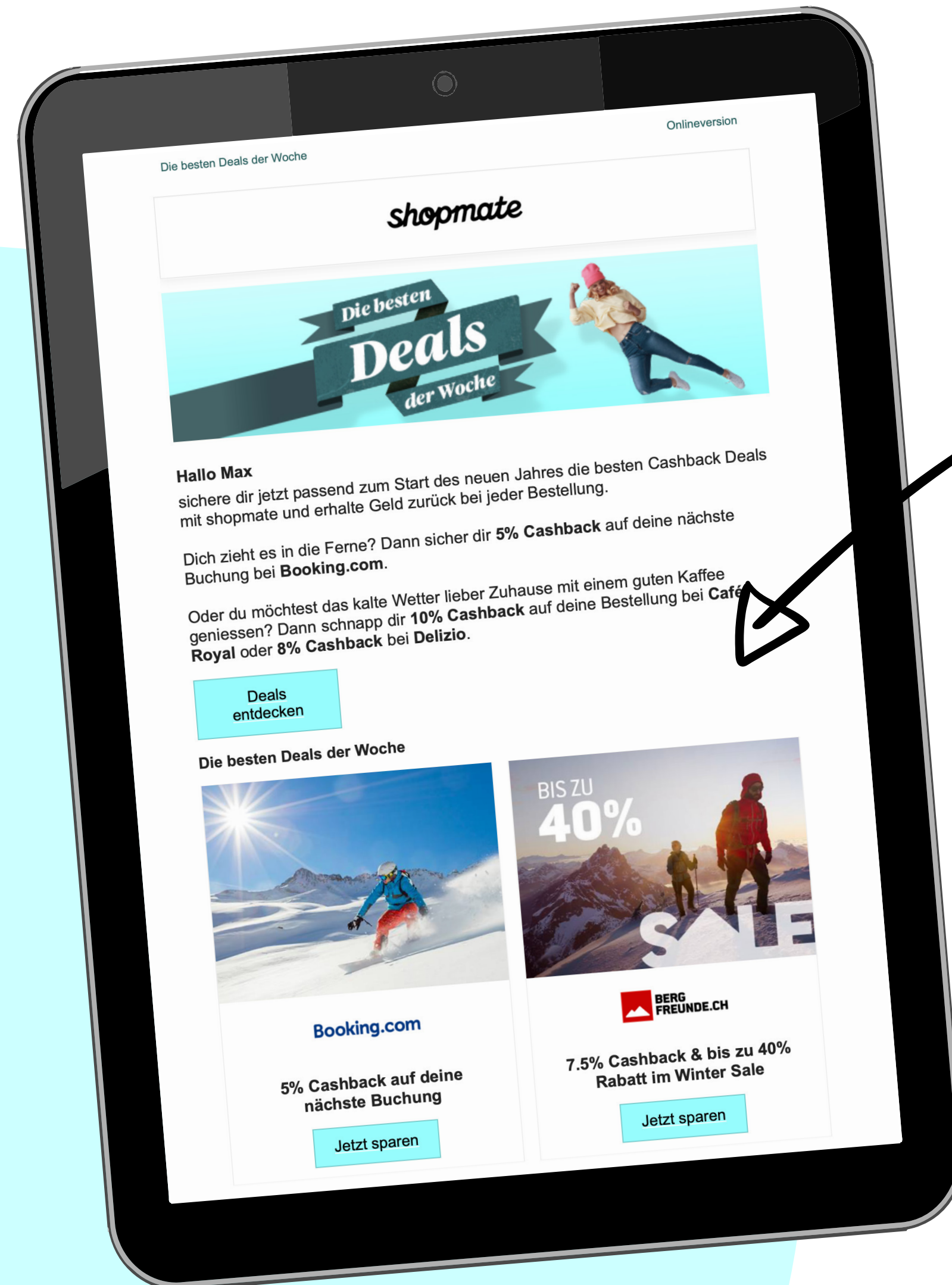
**Slider**



**Teaser**



# Newsletter



## Newsletter placement

**Booking.com**

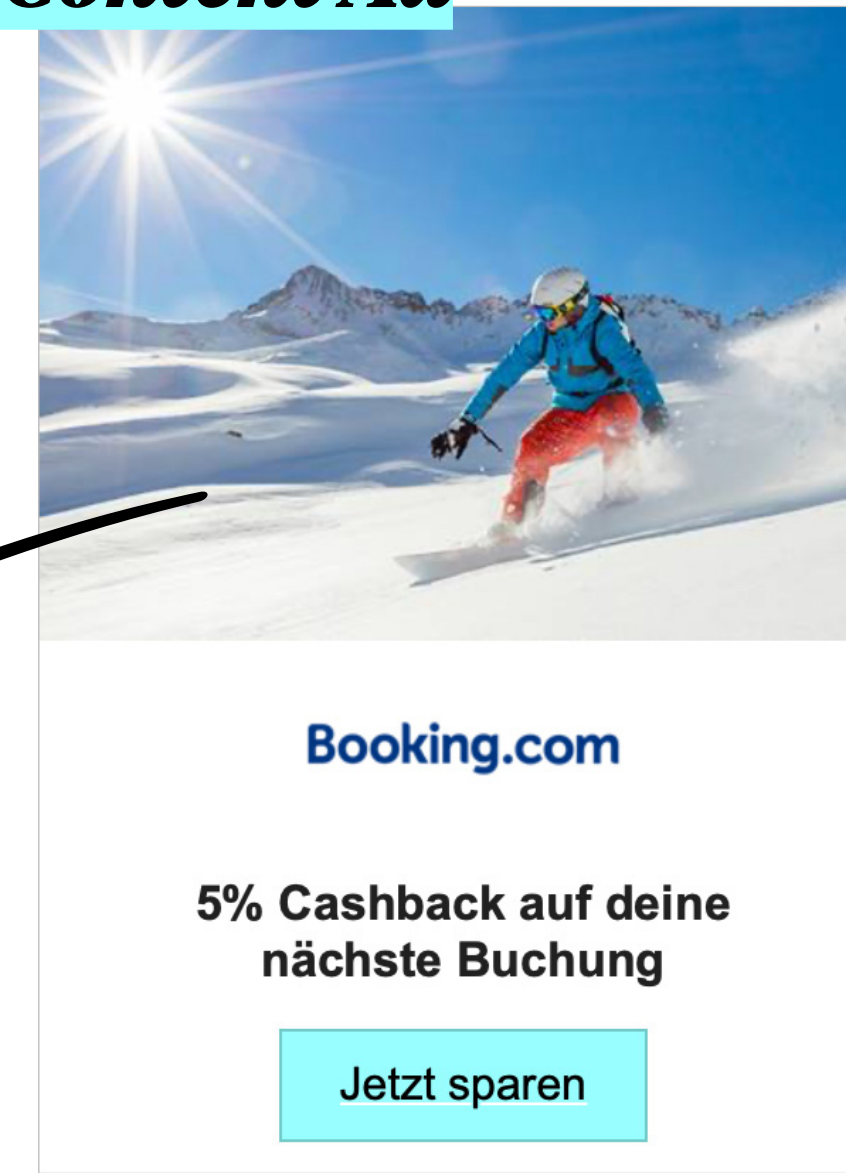
5% Cashback auf deine nächste Buchung

Jetzt sparen

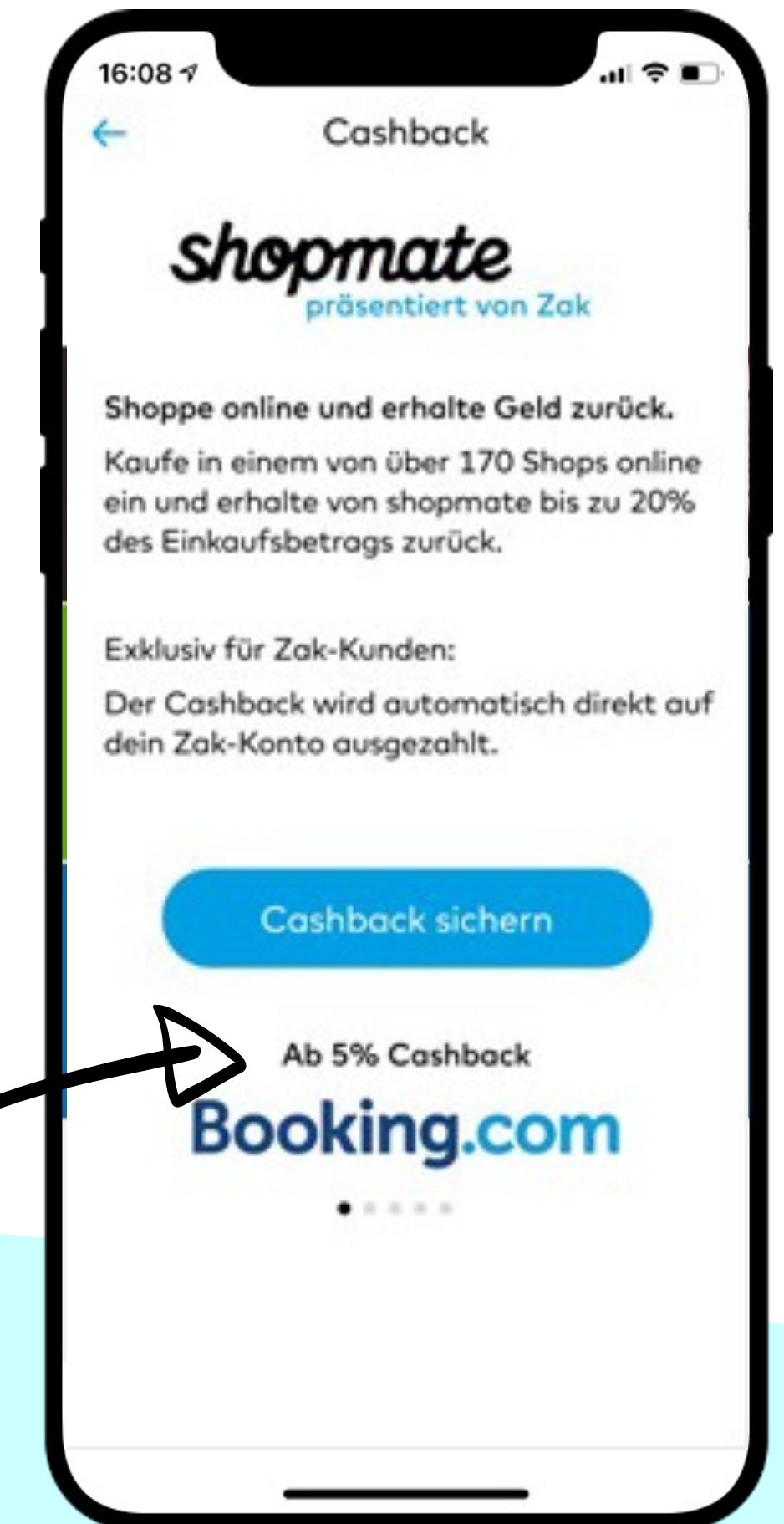
# Placement within Zak App Newsletter



**Content Ad**




**shopmate Screen**



# Any questions left?

## ***Philipp Rössel***

Regional Lead Switzerland & Austria

 +41 79 405 32 56

 philipp.roessel@checkout-charlie.com

 Checkout Charlie GmbH


c/o digivelopr GmbH

Hofackerstrasse 16

8032 Zürich

## ***Nadja Kiwus***

Senior Content Managerin

 +49 30 92 10 64-20

 nadja.kiwus@checkout-charlie.com

 Checkout Charlie GmbH

Salzufer 15

10587 Berlin

The logo features the word "shopmate" in a bold, black, italicized sans-serif font, centered within a large, light pink circle.

*shopmate*

A teal-colored circle containing text that reads "Made with a heart icon in Berlin + Zürich".

Made  
with ♥  
in Berlin  
+ Zürich