



**Welcome
to the
company!**



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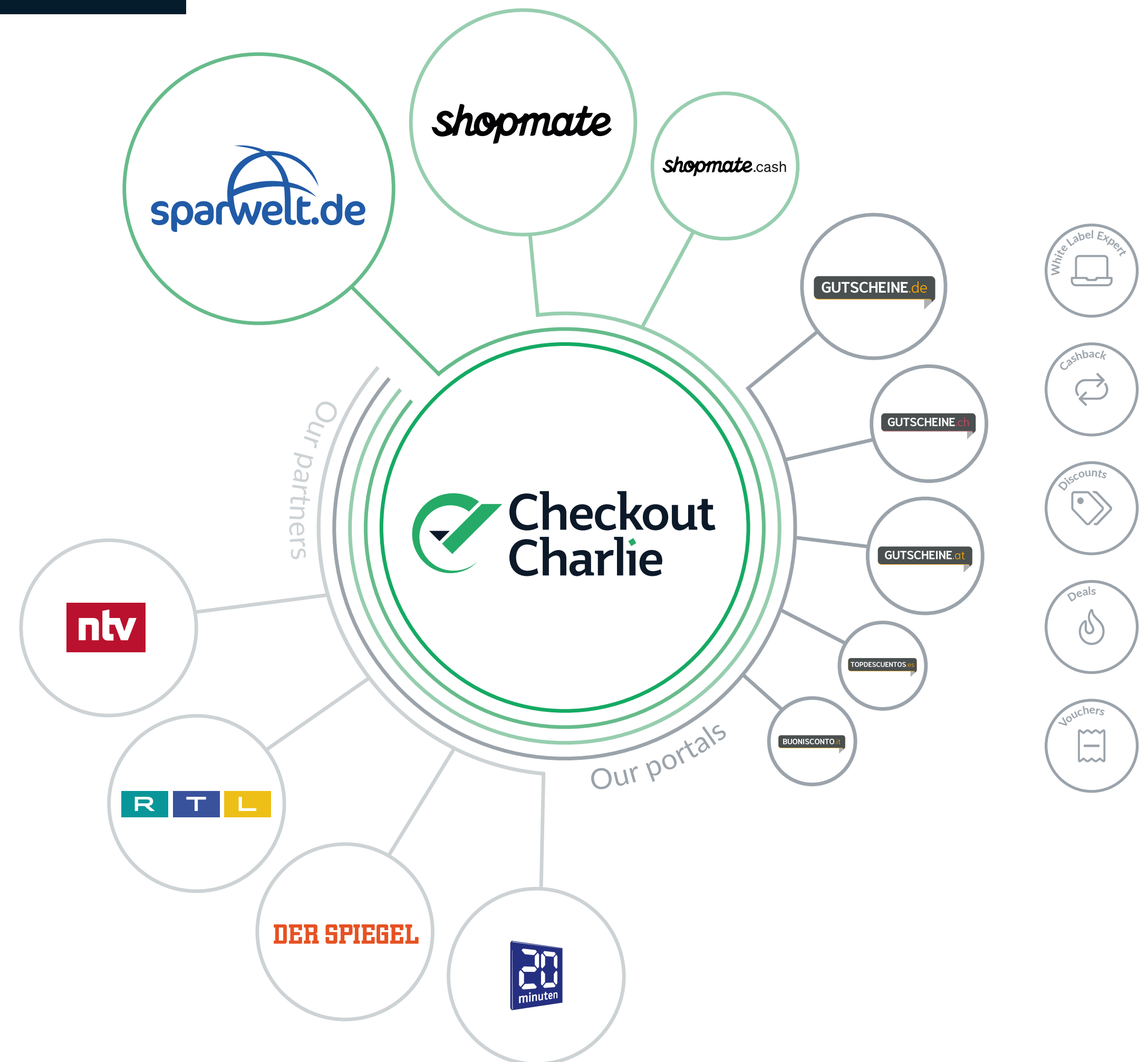
From a bargain blog to a respected partner for content & discount campaigns, it has been an exciting path for us. And Checkout Charlie continues to develop further. We are pleased that you continue to accompany us as a partner on this exciting journey.

- The Checkout Charlie universe
- Facts

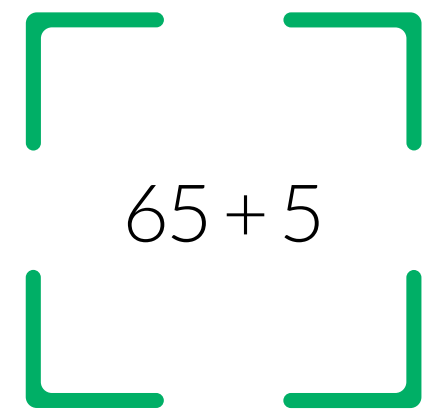
Standing still is completely alien to us

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.

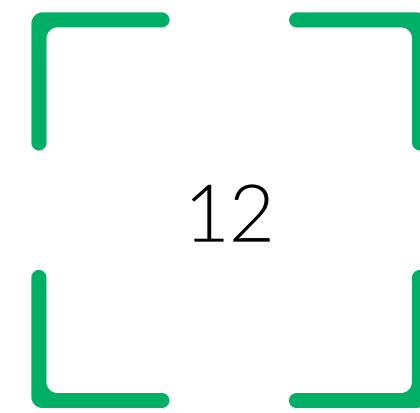


Checkout Charlie in a nutshell



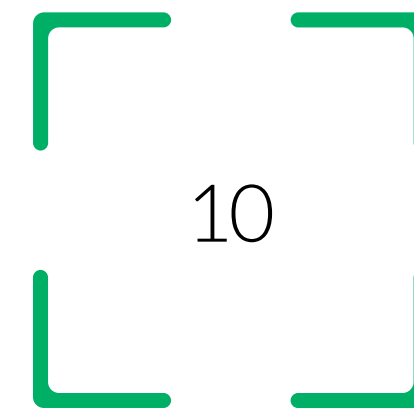
Employees

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.



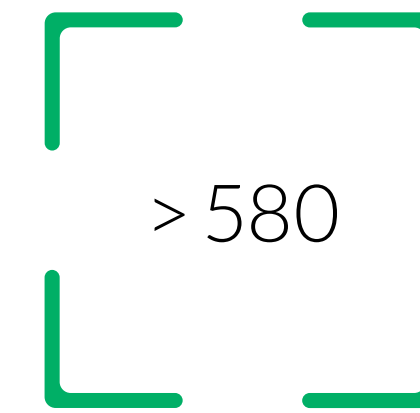
Portals

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



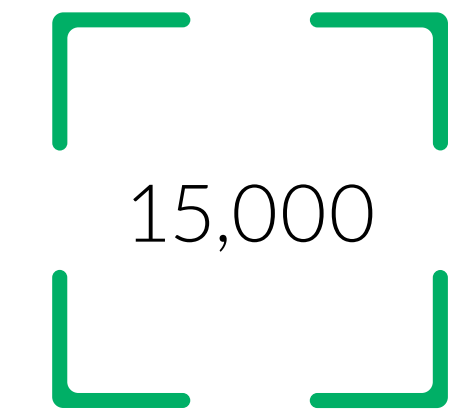
Verticals

Our verticals are as versatile as you are. Vouchers, cashback, campaigns, magazines, deals, leasing, prize draws, surveys, gift vouchers 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.



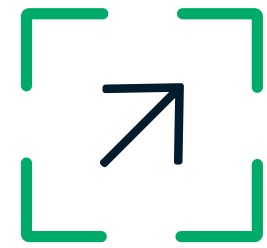
Deals

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 Mio.
newsletter recipients



Up to 450% Uplift
through campaign integration



More than 25.000
checked discount vouchers & deals



10.000 Shops
in DACH



More than 40.000
creatives per year



Min. 19
seasonal campaigns



200.000
Social Media Followers



25 Mio.
contacts per spot
(average TV reach)



7 | Our News

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

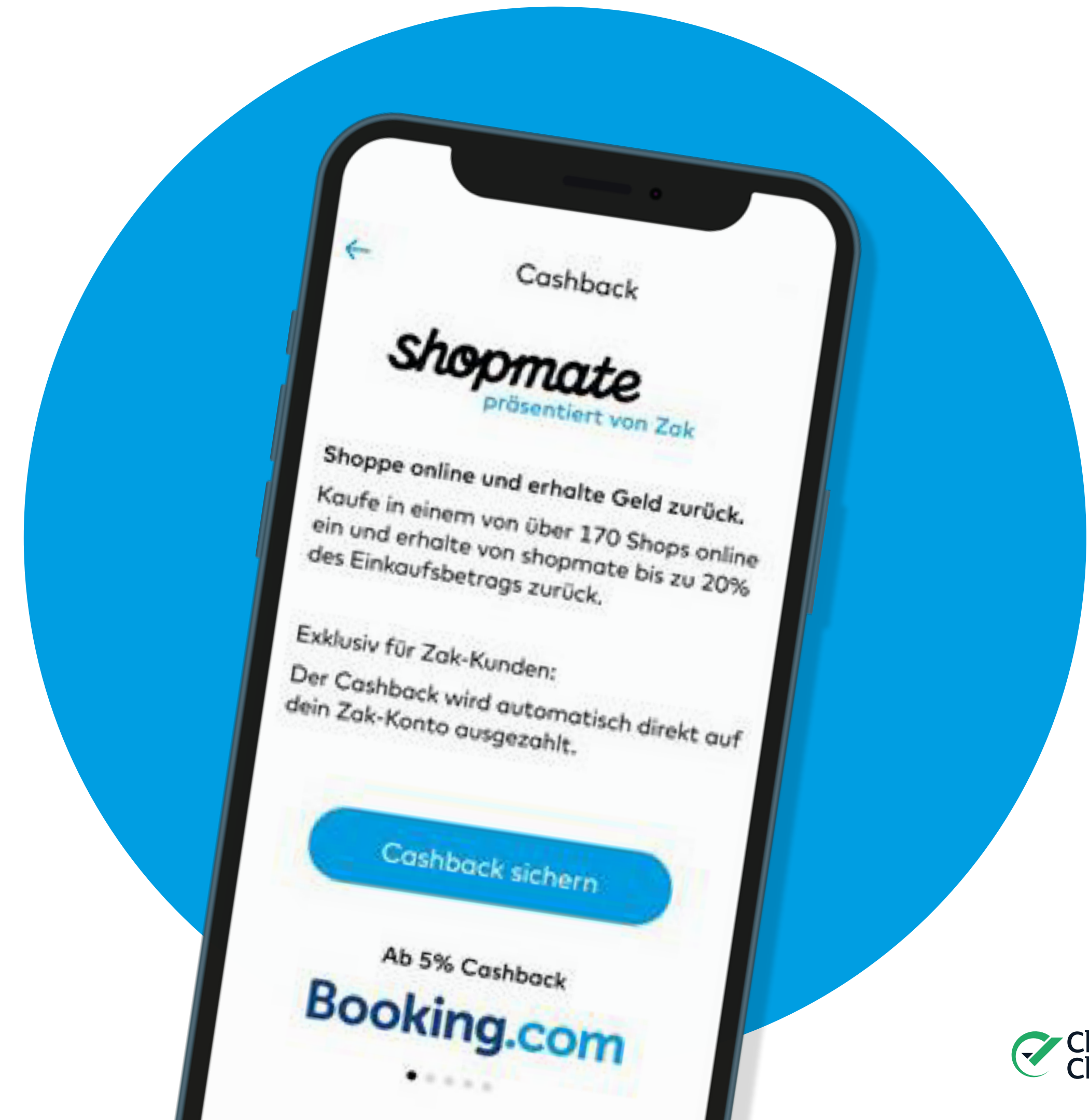
- White Label Cashback with ZAK

White Label Cashback Cooperation

New benefits for the bank Cler

As part of our Cashback White Label Program, we offer companies the opportunity to share our attractive cashback offers with their customers in order to strengthen and expand brand loyalty within their customer group.

Thanks to our white label cooperation, customers of the Swiss Bank Cler now have the opportunity to create their account with shopmate directly in the Zak app with just one click and use the entire cashback offer of shopmate.





9 | Our Portals

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

- Sparwelt.de, Gutscheine.de, shopmate.de, Gutschein(e).ch, shopmate.cash, Gutscheine.at , Buonisconto.it and Topdescuentos.es
- Additional strong partners such as DER SPIEGEL, ntv, RTL and 20 Minuten are at our side.

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

shopmate.de

More reach through loyalty

With shopmate, vouchers and cashback are combined in order to provide the customer with the best offer. After every online purchase, the customer receives part of the value of the goods back as cash-back. By registering a customer account, the money-back portal focuses on long-term customer loyalty.

TARGET GROUP

Description	bargain hunters, open-minded with few touchpoints reached by TVC on RTL
Gender	65 % female 35 % male
Age	50 % between 25 and 44 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

shopmate.cash

More reach through loyalty – also in Switzerland

With our cashback portal shopmate.cash, we also provide the customers in Switzerland with the best offers. After every on-line purchase, the customer receives part of the value of the goods back as cashback. By registering a customer account, the money-back portal focuses on long-term customer loyalty.

TARGET GROUP

Description	bargain hunters, open-minded with few touchpoints reached by TVC on RTL
Gender	65 % female 35 % male
Age	50 % between 25 and 44 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

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 popularTV 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

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Our welcome packages

All our
welcome packages
in one place 

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

- How to become part of Checkout Charlie
- Best Practice

How to become part of Checkout Charlie

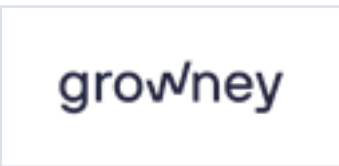
How will we support you?

- 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.



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.
- Ø Dwell time

03:35 minutes

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 marketing 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:

- Best cases: Magazine and article
- Campaigns
- Newsletter
- Cleverpush
- Display Marketing
- Social Media
- SEA
- Incentive
- TV

Best case: Emma Matratze at DER SPIEGEL

Good sleep - with the right mattress



Key Facts



URL <https://www.spiegel.de/gutscheine/magazin/guter-schlaf-emma-matratze>

Release 14.09.2021

Target Support product launch

Realisation Editorial support for the release

Ø Dwell time 02:37 minutes

Best case: Lampenwelt in Gönn dir

The great glow: atmospheric light in the garden



Key Facts



URL <https://www.sparwelt.de/magazin/wohnen/licht-im-garten>

Release 21.06.2019

Target Presentation and marketing of the garden collection

Realisation Inspiring the users with numerous product images and editorial tips

Ø Dwell time 02:15 minutes

Best case: tink at RTL.de

Smart Home products from Google Nest:
available from tink at a discount price



Key Facts



URL <https://www.rtl.de/gutscheine/spartipps/smart-home-produkte>

Release 19.02.2021

Target Marketing of smart home campaign and products

Realisation Highlighting benefits and providing information on each models

Ø Dwell time 02:28 minutes

Best case: Saturn at ntv.de

Buying a barbecue: Which is the right one?



Key Facts

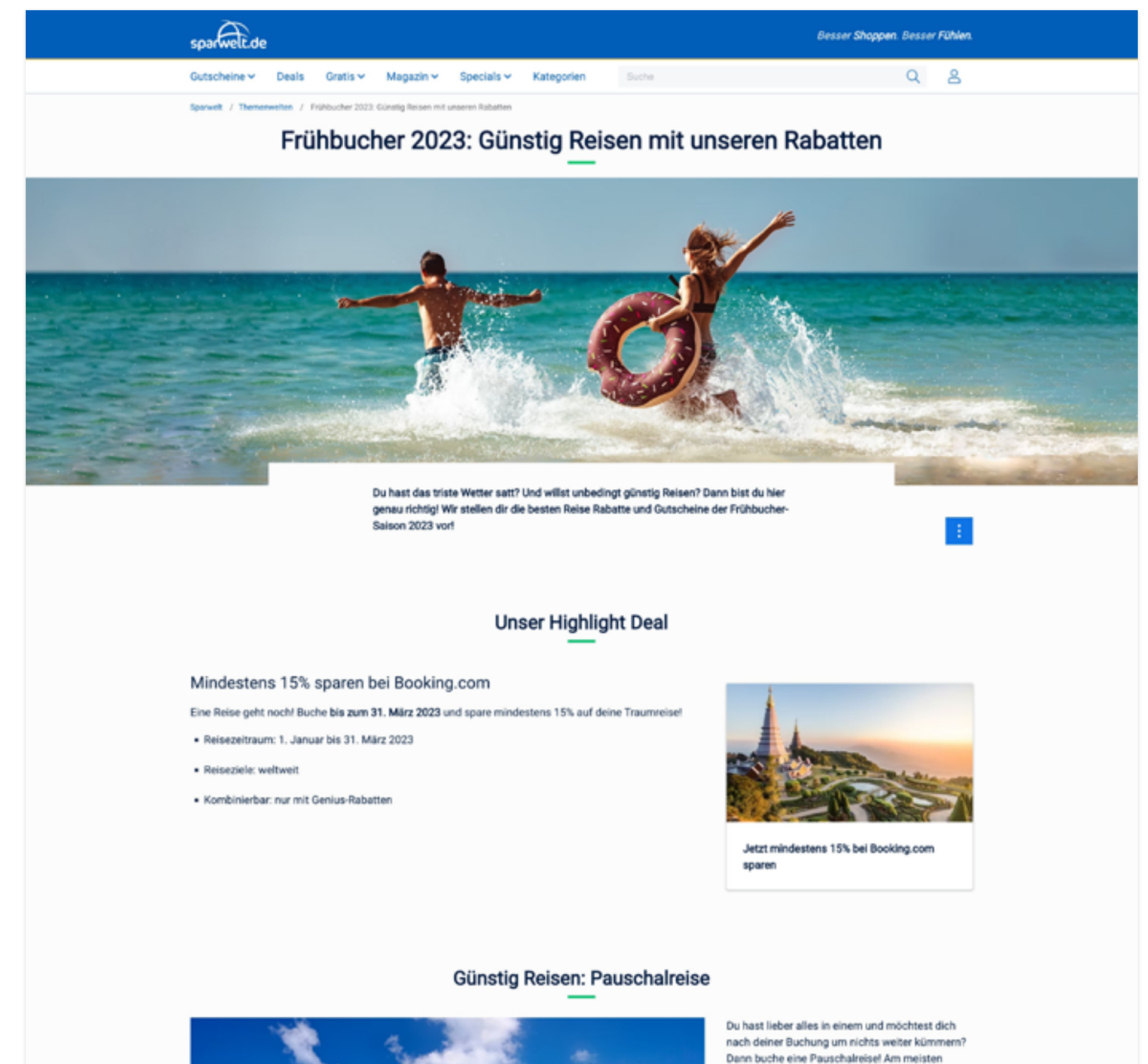


URL	https://gutscheine.n-tv.de/magazin/grill-kaufen
Release	24.02.2022
Target	Support and marketing of seasonal campaign
Realisation	Editorial presentation of different models and features
Ø Dwell time	03:33 minutes

Joined forces: Our content campaigns

It's the current favorite topics that concern us. And the perfect opportunity to get exposure in a prominent environment:

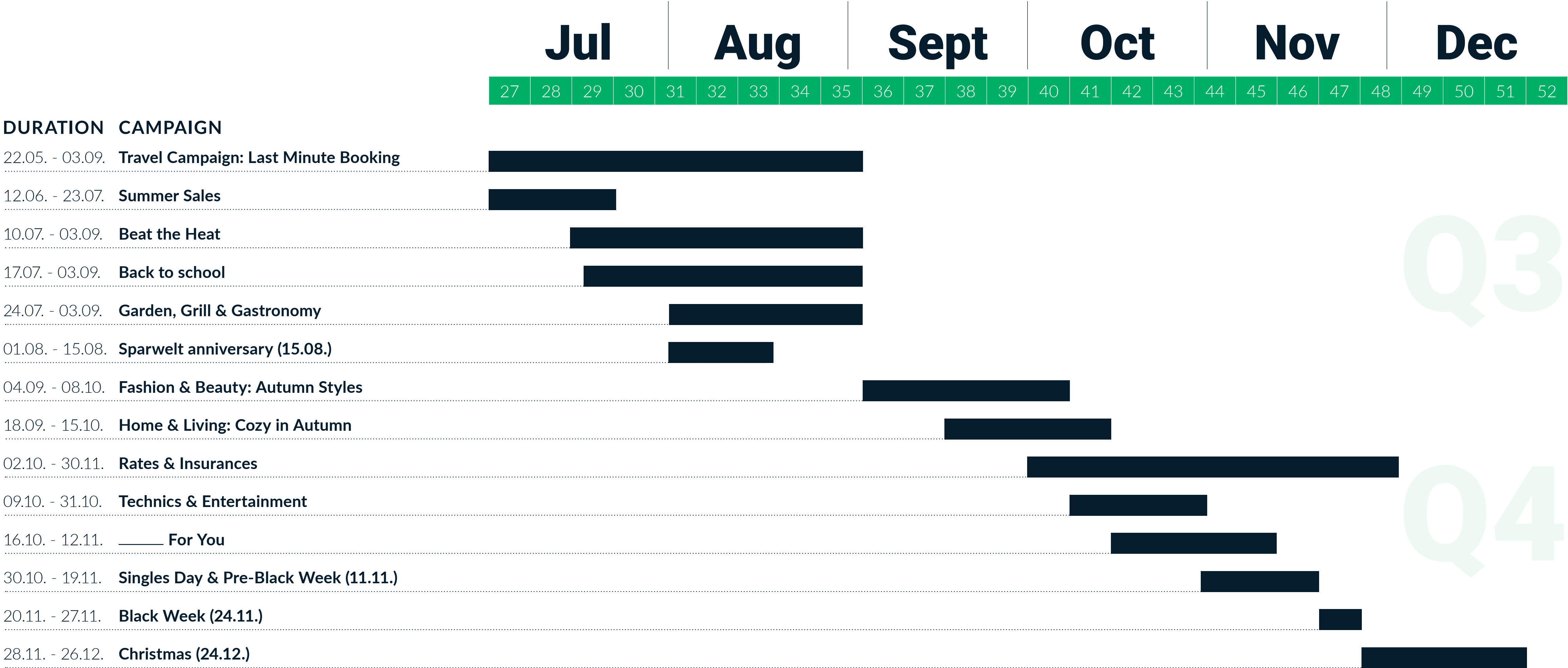
- Thematic or event-related campaigns such as Black Friday, Last Minute Booking or Home & Living
- Become part of something bigger: together with other brands
- The campaign focus varies depending on user needs
- Year-round planning possible
- Campaigns for all categories possible



Plan your campaign in 2023 | Part 1



Plan your campaign in 2023 | Part 2



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:
Sat. | ca. 115,000 recipients

Standalone:
Upon agreement | ca. 115,000 recipients

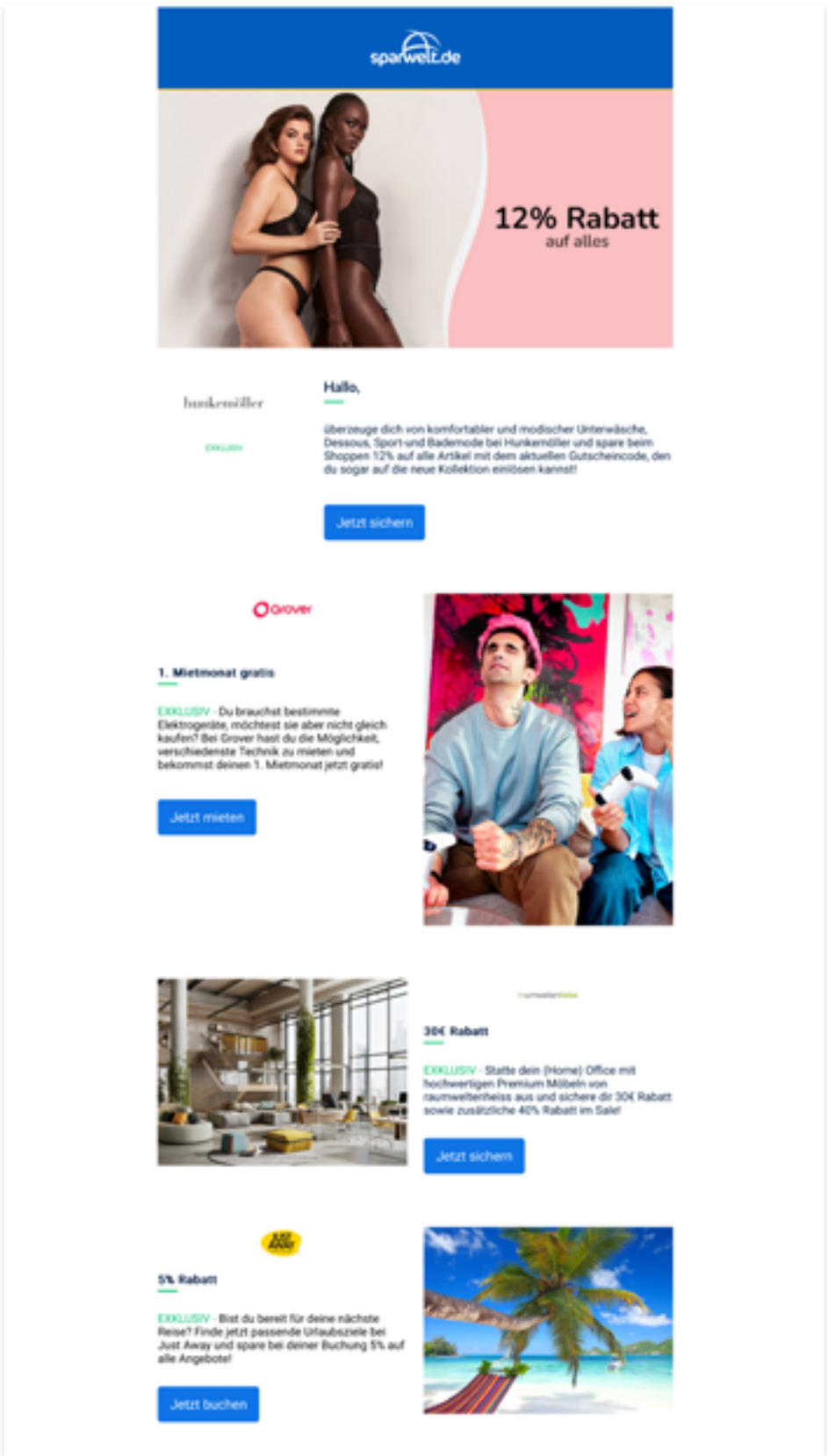
DER SPIEGEL, RTL, ntv

currently only editorial

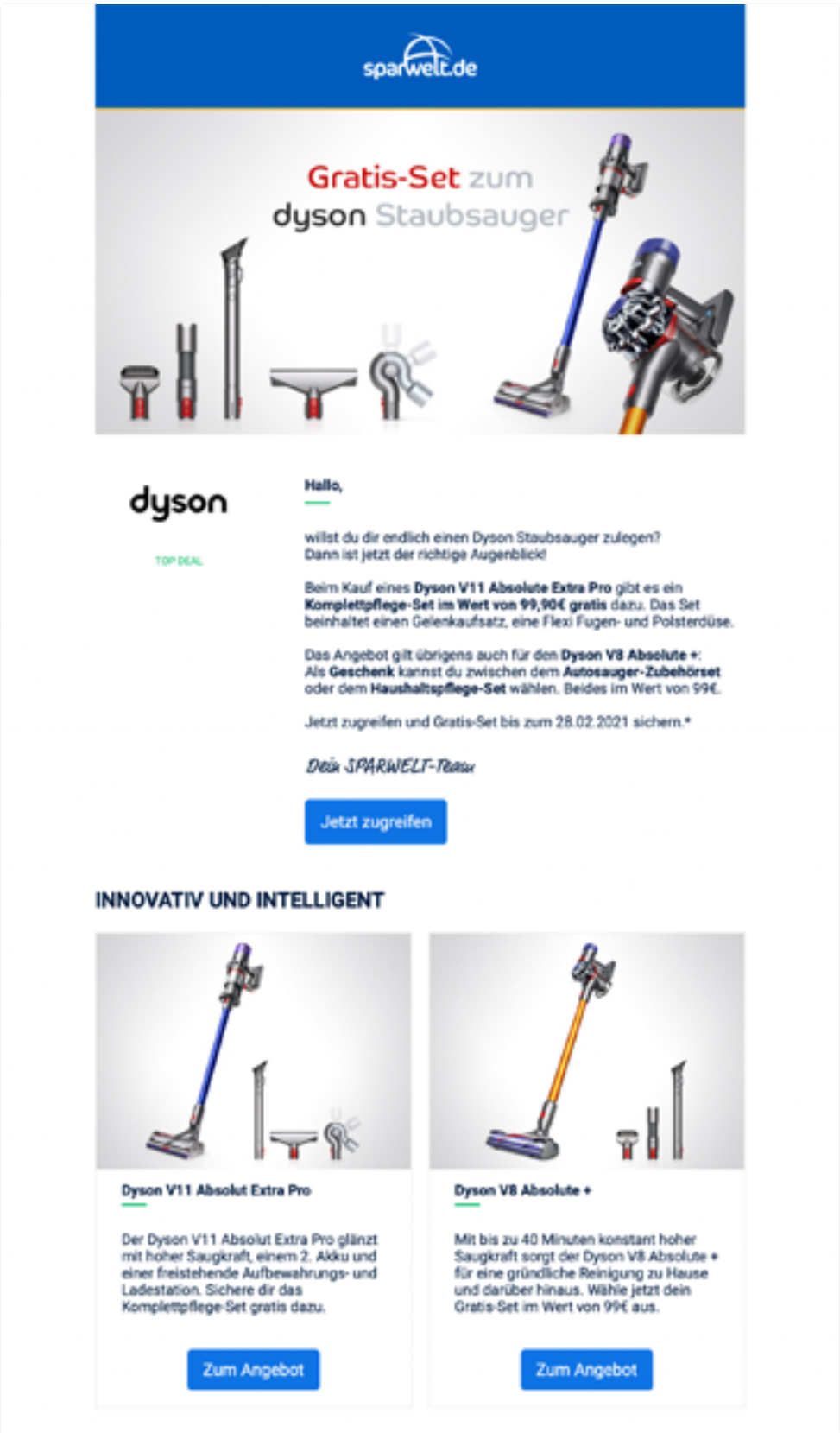
20 Minuten

Standard:
Sat. | ca. 49,000 recipients

Standalone:
Upon agreement | ca. 49,000 recipients



Standard-Newsletter

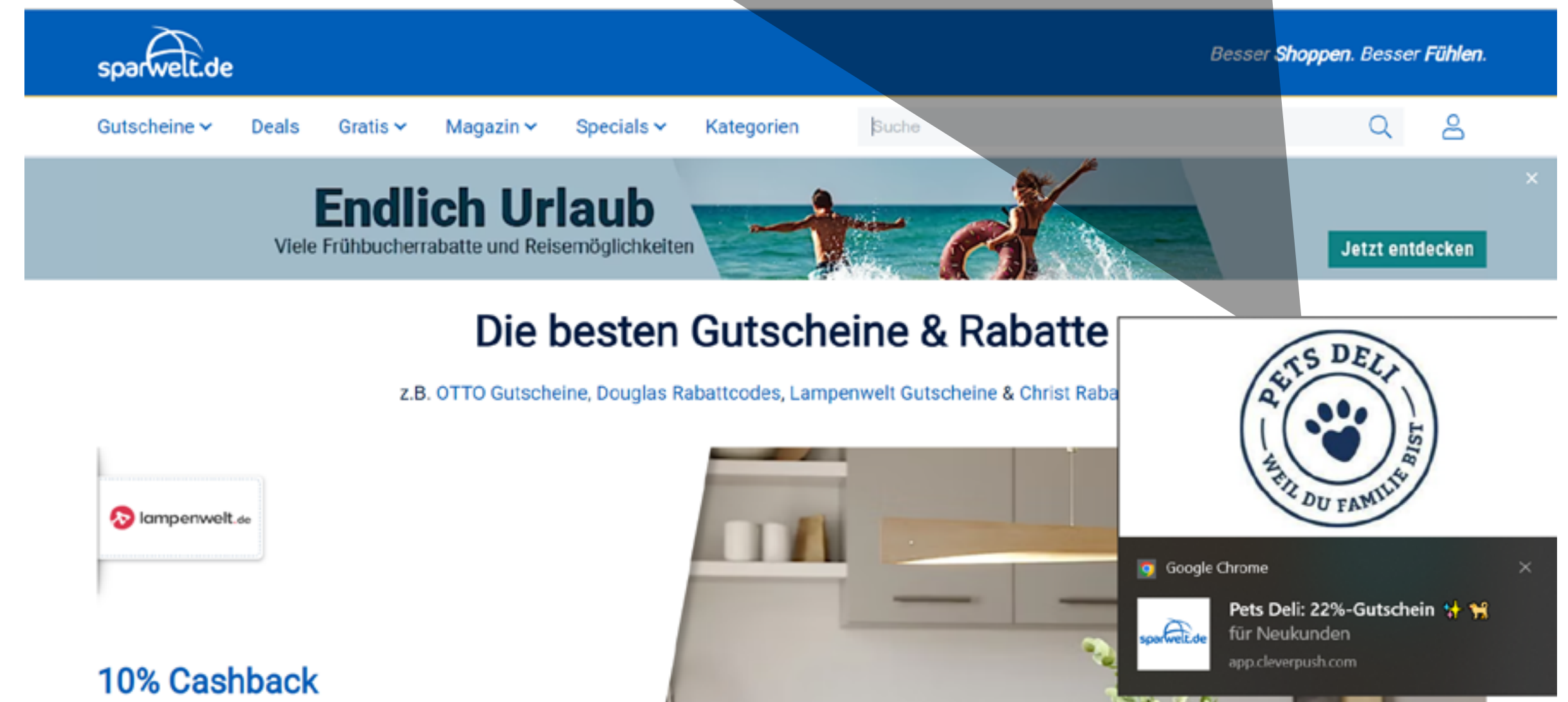
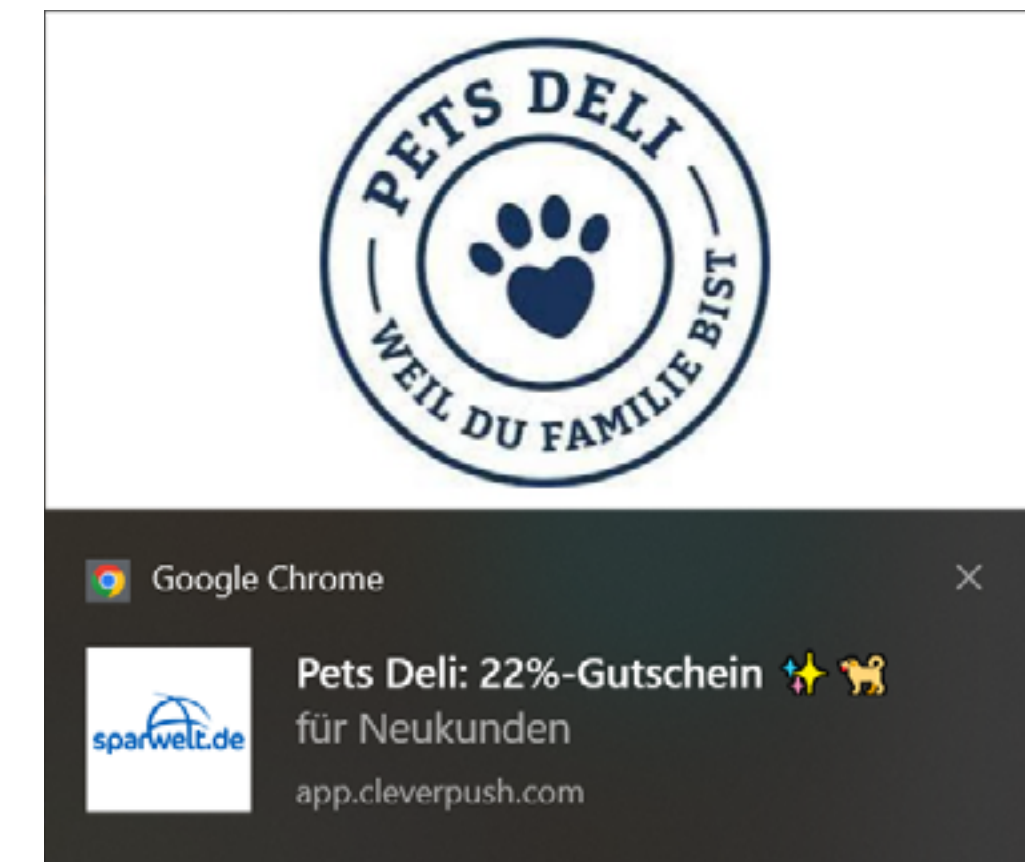


Standalone-Newsletter

Cleverpush — Targeted notifications

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

- We have 360,000 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.

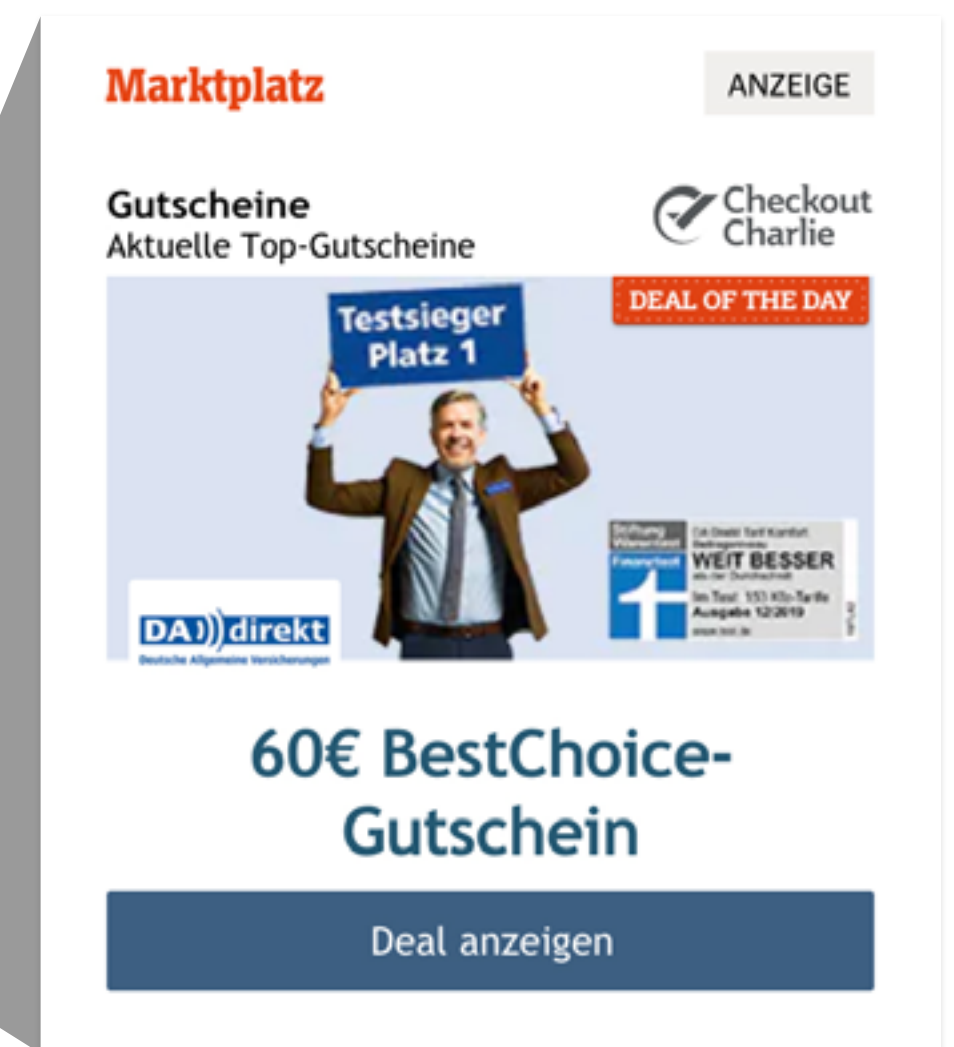
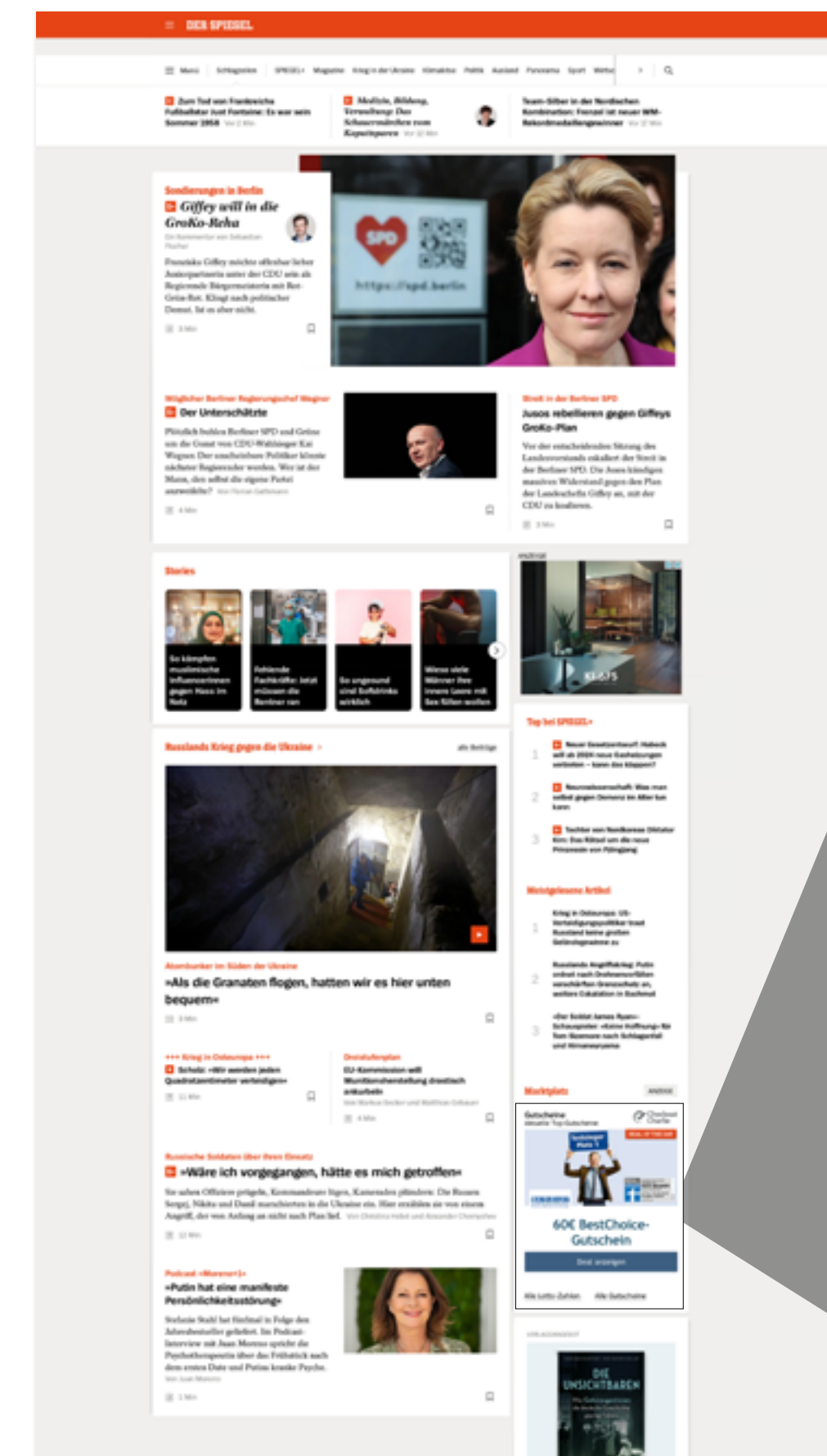


Intelligent solutions for display marketing

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

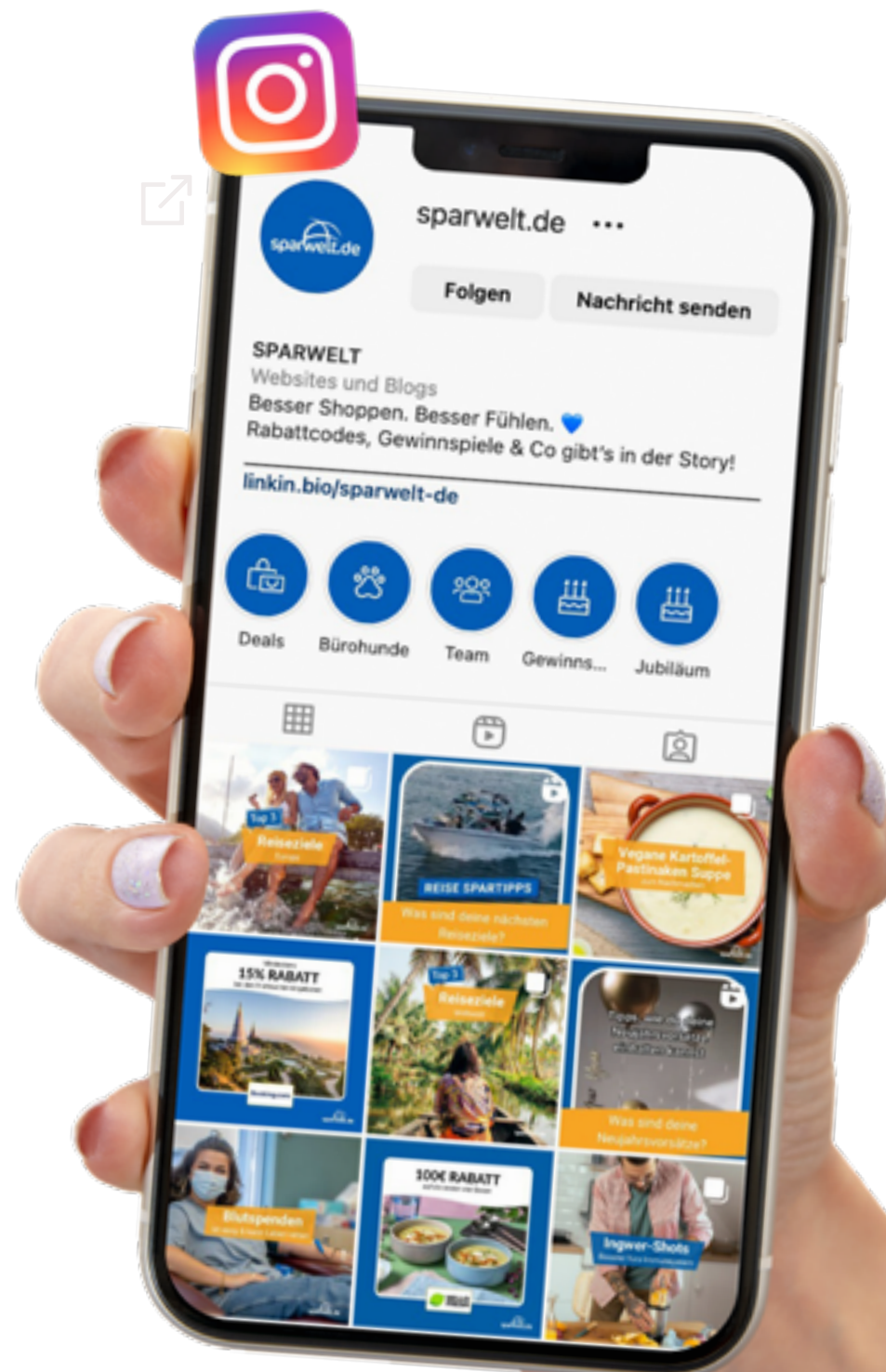
Reach your target audience where they are. Facebook, Instagram and TikTok are used several times a day by our end customers.

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?

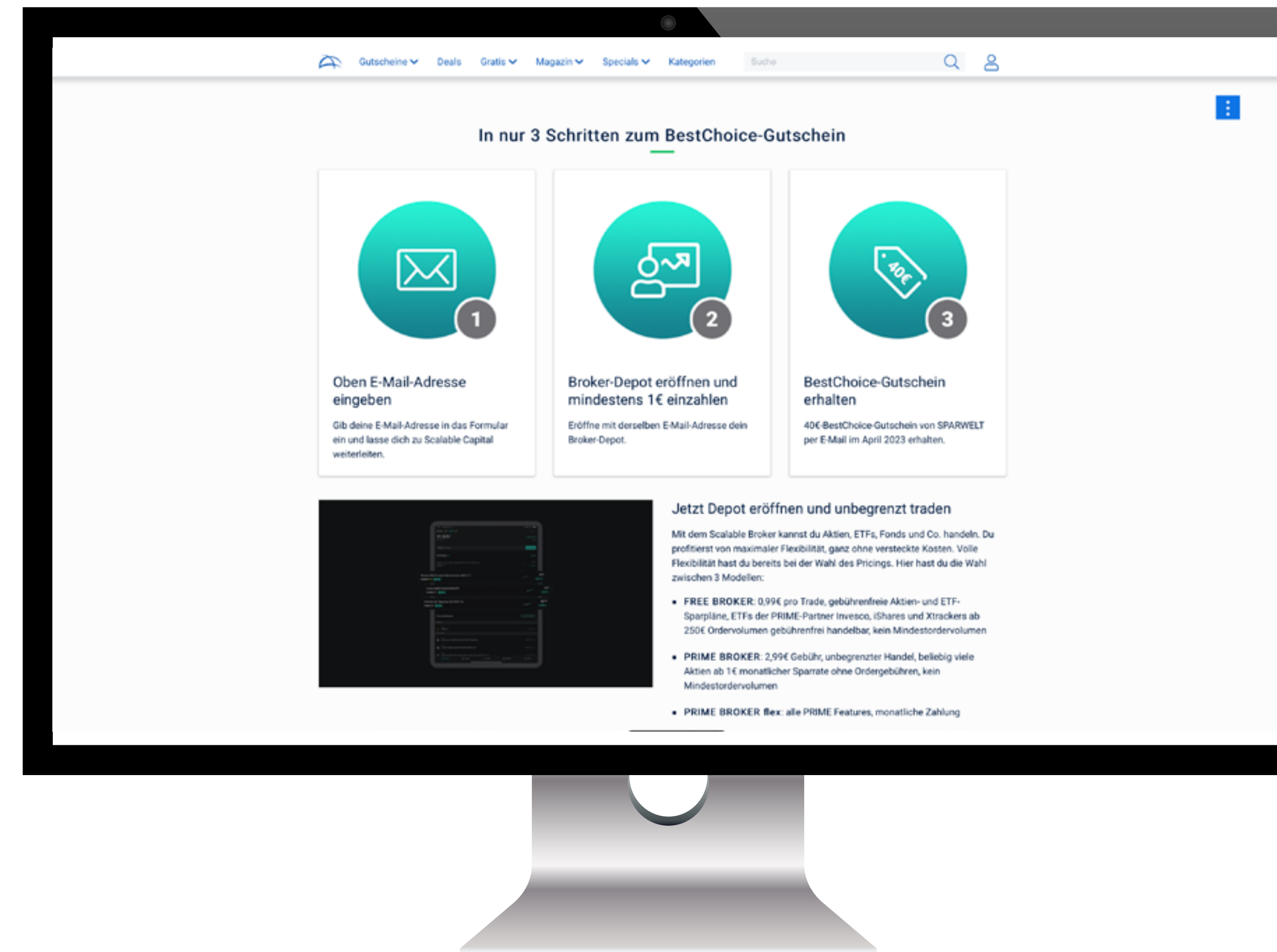
- SEA is possible with all Checkout Charlie's own brands.
- We push your own promotions and offers
- Our experienced SEA managers create and optimize your campaign during the entire duration
- Close coordination possible (keywordset, texts, etc.)

Incentive – Win-win-situation for merchant and user

A gift voucher is an incentive for the users, which adds value to the promotion without necessarily discounting the promoted product itself.

With our individual incentive campaigns:

- You acquire valuable new customers and their useful feedback.
- You get prominent placements and high visibility on all our channels.
- You receive your own landing page for additional conversion boost.
- We provide full customer support for all questions and problems related to the incentive deal.



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!





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Your contacts

Do you have any questions? Are you ready to get started?
Whatever you need, our staff would be delighted to help you.
Find your match. We look forward to hearing from you!

Your match for the German market

Agencies & Networks,
Fashion & Accessories,
Sports & Leisure



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New Customers &
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Vacation & Travel, Pharmacies &
Drugstores, Baby & Child, Perfume &
Cosmetics, Photo & Stationery,
Love & Relationship, Flowers & Gifts



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Your match for the international markets

Switzerland & Austria



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Made
with ♥
in Berlin + Zürich

