



**Get to know
Checkout
Charlie**

Content

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3 | About us

From a bargain blog to a respected partner for content & discount campaigns, it has been an exciting journey for us. We are an international premium publisher for affiliate marketing and part of RTL Deutschland, combining multimedia content with intelligent content distribution solutions that help our partners to achieve greater reach, more attention and an uplift in performance.

Get to know our Checkout Charlie Universe!

Standing still is completely alien to us

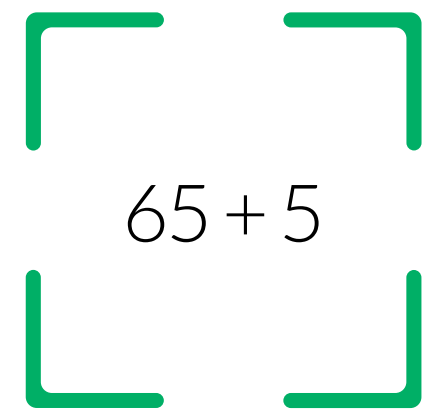
We are the company behind numerous leading consumer, voucher and cashback portals in DACH, such as **sparwelt.de**, **Gutscheine.de** and **shopmate.eu**, building a smart interface between merchants and consumers.

In addition to our own portals, we operate other voucher portals in cooperation with strong media partners, including **SPIEGEL.de**, **n-tv.de**, as well as **NZZ.ch** and **20min.ch** in Switzerland.

No matter what your goals or challenges are, we have the solutions you need.

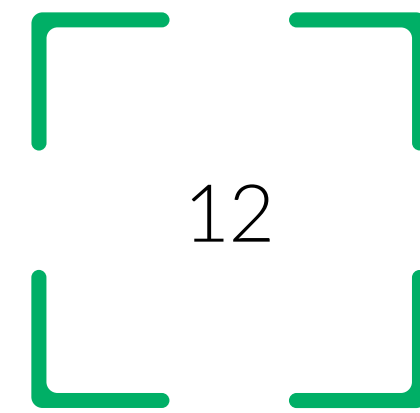


Checkout Charlie in a nutshell



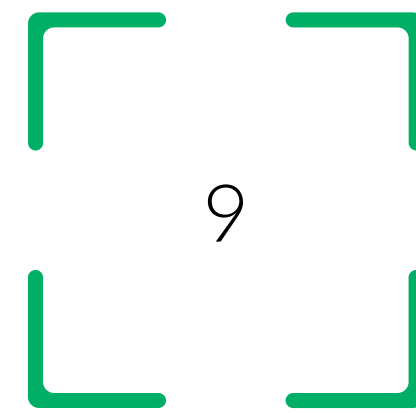
Employees

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.



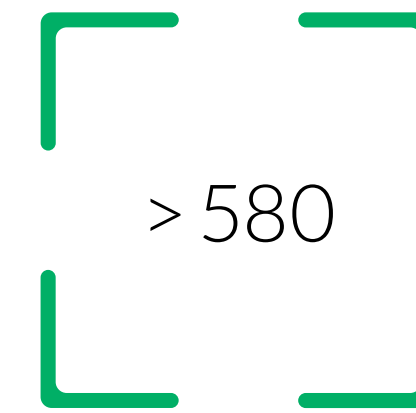
Portals

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.



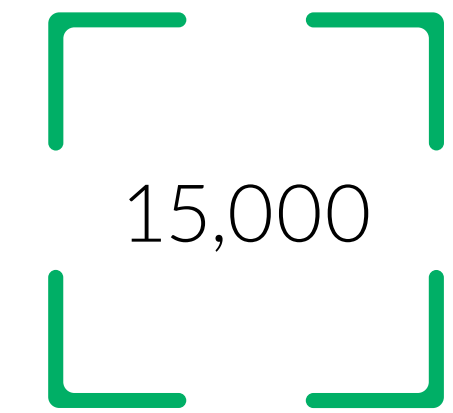
Verticals

Our verticals are as versatile as you are. Vouchers, cashback, campaigns, magazines, deals, 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.



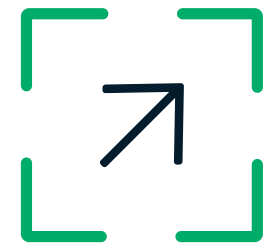
Deals

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



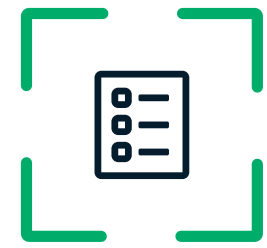
More than 25.000
checked discount vouchers & deals



10.000 Shops
in DACH



More than 40.000
creatives per year



Min. 28
seasonal campaigns



200.000
Social Media Followers



25 Mio.
contacts per spot
(average TV reach)

7 | News

Standing still is completely alien to us! We thrive to inspire our users with the best deals and content while constantly looking for new market trends and innovative marketing tools and channels for our partners.

Lately we have not only expanded our **Cashback White Label Program** with our new partner in Switzerland, **Swiss Bankers**, but also launched a new partnership in the voucher business with **NZZ - Neue Züricher Zeitung**.

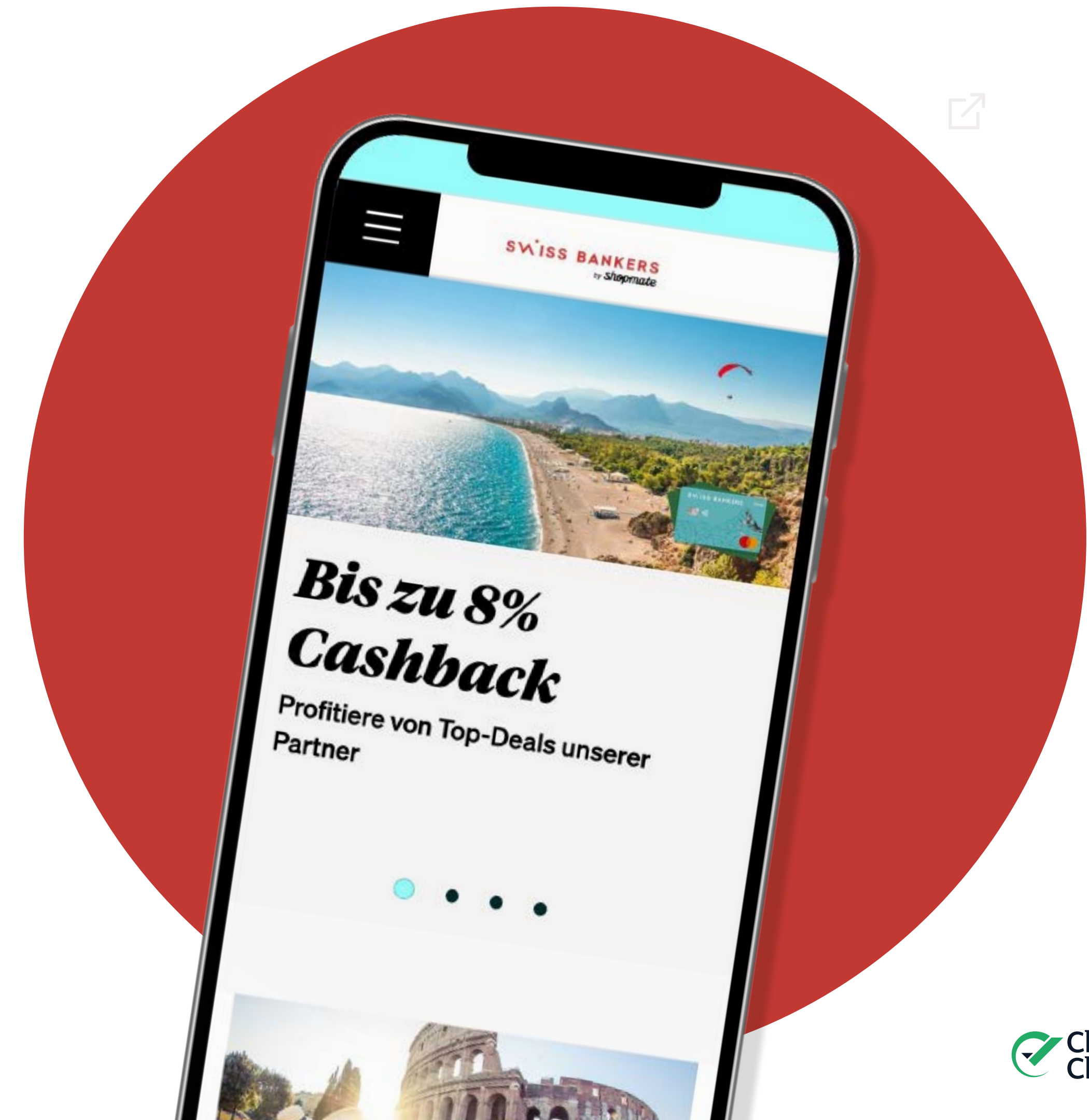
Stay tuned for what comes next!

White label cashback cooperation

New benefits for Swiss Bankers customers

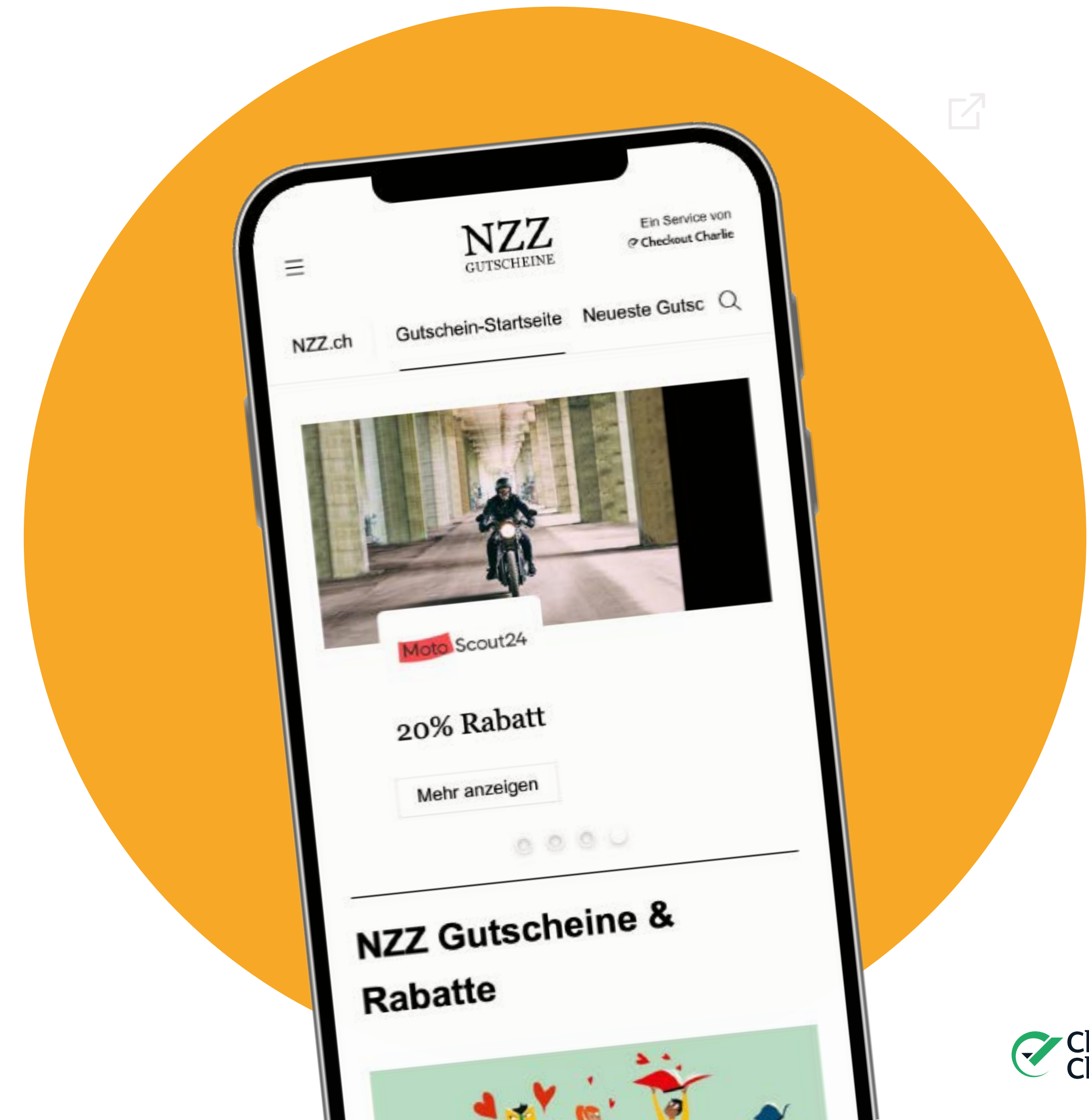
As part of our **Cashback White Label Program**, we offer companies the opportunity to share attractive cashback offers with their customers to strengthen and expand brand loyalty within their customer group.

Thanks to our white label cooperation, customers of **Swiss Bankers** - the leading issuer of prepaid credit cards in Switzerland – can profit from now on from attractive travel related cashback deals.



NZZ starts voucher portal in Switzerland

With almost 16 years of experience in the voucher business, we offer our partners tailor-made solutions to create a voucher and deal page which fits their customer needs. Together with **NZZ** we created an individual solution featuring transparency and user-friendliness while focusing on a mobile first approach.



10 | Portals & partners

Our diversity, high reach of customers and different possibilities to push performance are profitable for your brand:

Our portals

Sparwelt.de , Gutscheine.de, Gutschein(e).ch, Gutscheine.at, shopmate.eu, Gutschein(e).ch, shopmate.eu/de, shopmate.cash, shopmate.eu/pl, Buonisconto.it and topdescuentos.es

Our partners

Additional strong partners are at our side:
DER SPIEGEL, ntv, 20 Minuten and NZZ

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

Manager Magazin

Manager Magazin is the first address for business news and stands for independent, first-class journalism

The platform provides information about the most relevant news from the business world and provides background and classification. Core topics are business, finance, and technology as well as energy and mobility.

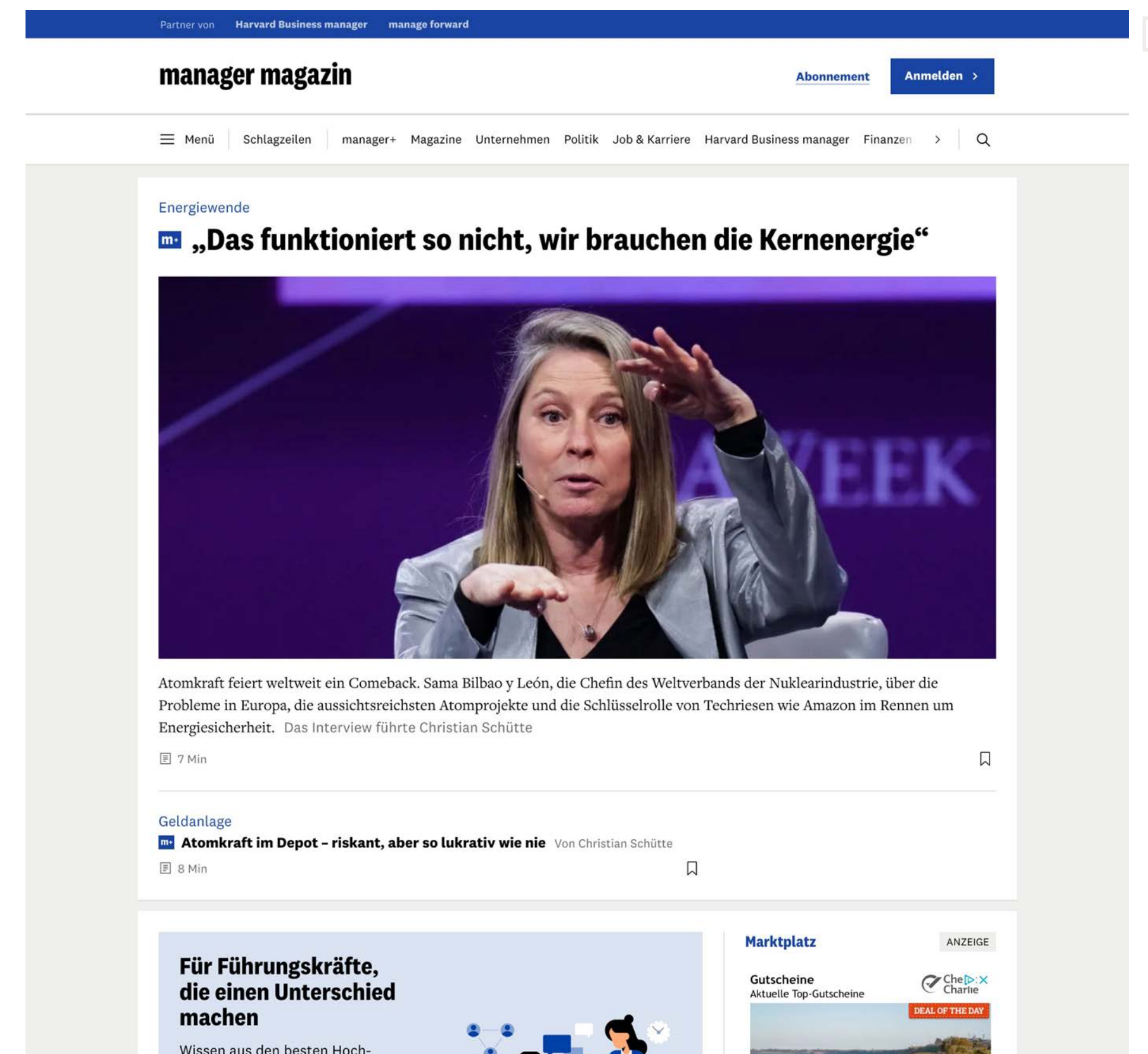
TARGET GROUP

Description

Premium, highly educated decision makers and leaders in the business world, high-income

Achievements

manager-magazin.de reaches 16% of all C-level decision makers in Germany.



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

NZZ - Neue Zürcher Zeitung

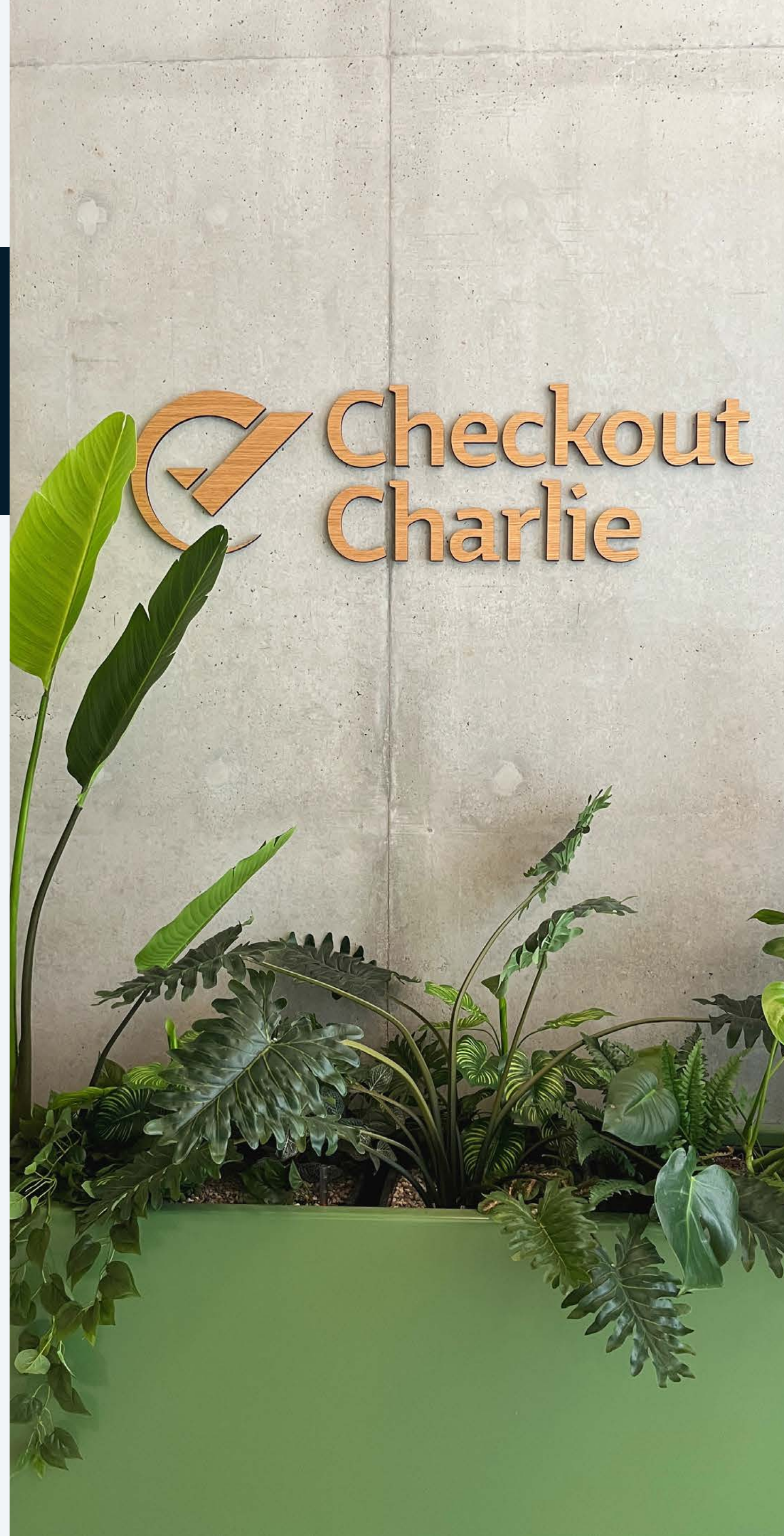
The leading online quality medium im Switzerland

Nzz.ch reports on current world events in depth and offers analyses and background information on national and international topics. Since 1780, Neue Zürcher Zeitung has been a watchword for well-founded, precise, and detailed reporting with their digital offer living up to the same standards.

TARGET GROUP

Description

Strong minded, digital, highly educated, interested in national and international affairs, as well as finance topics, with a strong affinity for lifestyle topics



24

Welcome packages

All our
welcome packages
in one place 

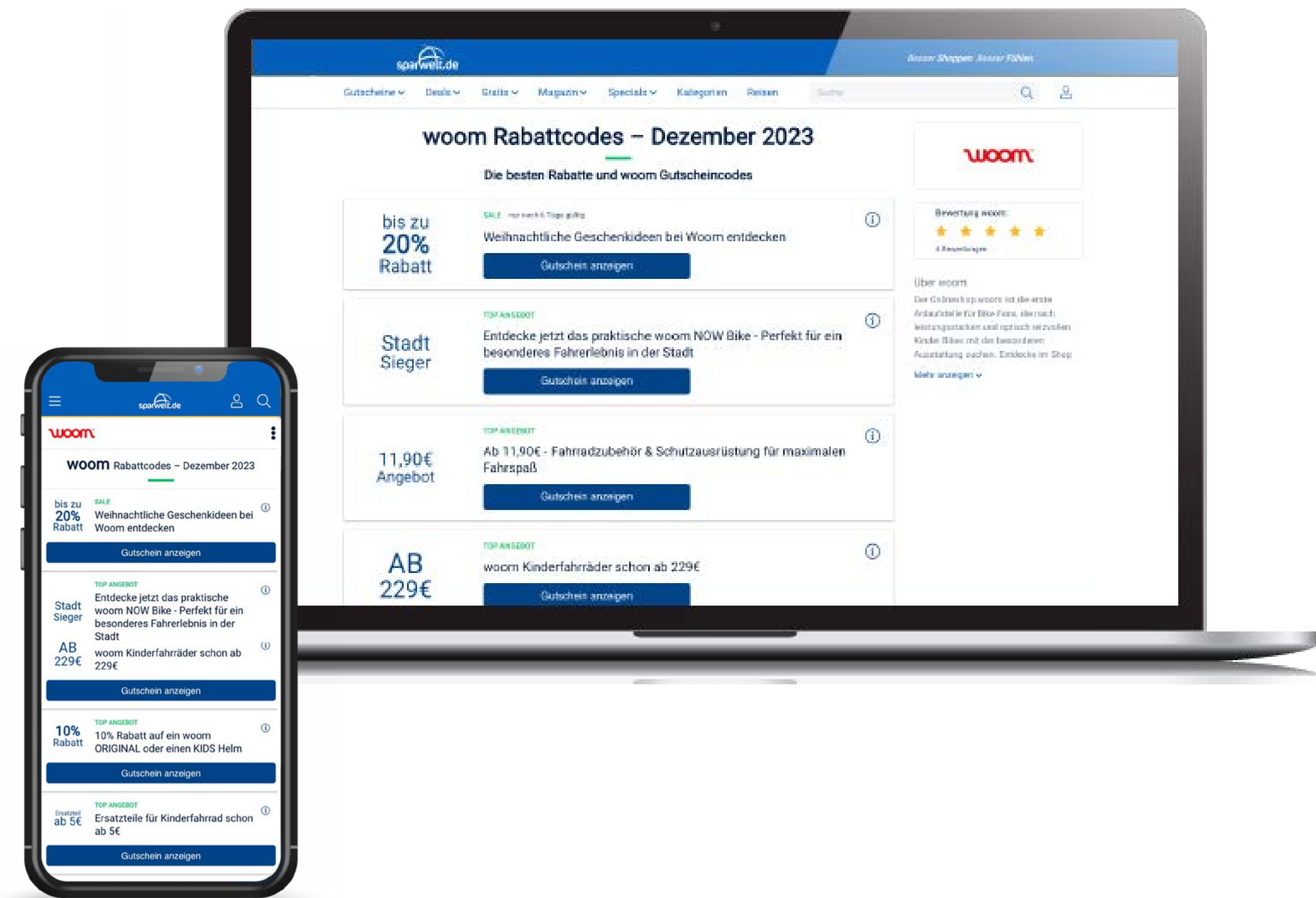
Are you new to affiliate marketing?
We help you getting started!

- 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 Dimond package for growney

Key Facts

growney

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



27 | Marketing channels & 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 practices: advertorials and articles
- Campaigns
- Newsletter
- Display Marketing
- Social Media
- SEA
- Incentive
- Out of Home
- TV

Best practice: Emma Matratze x 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 practice: Lampenwelt x 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 practice: Saturn x 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

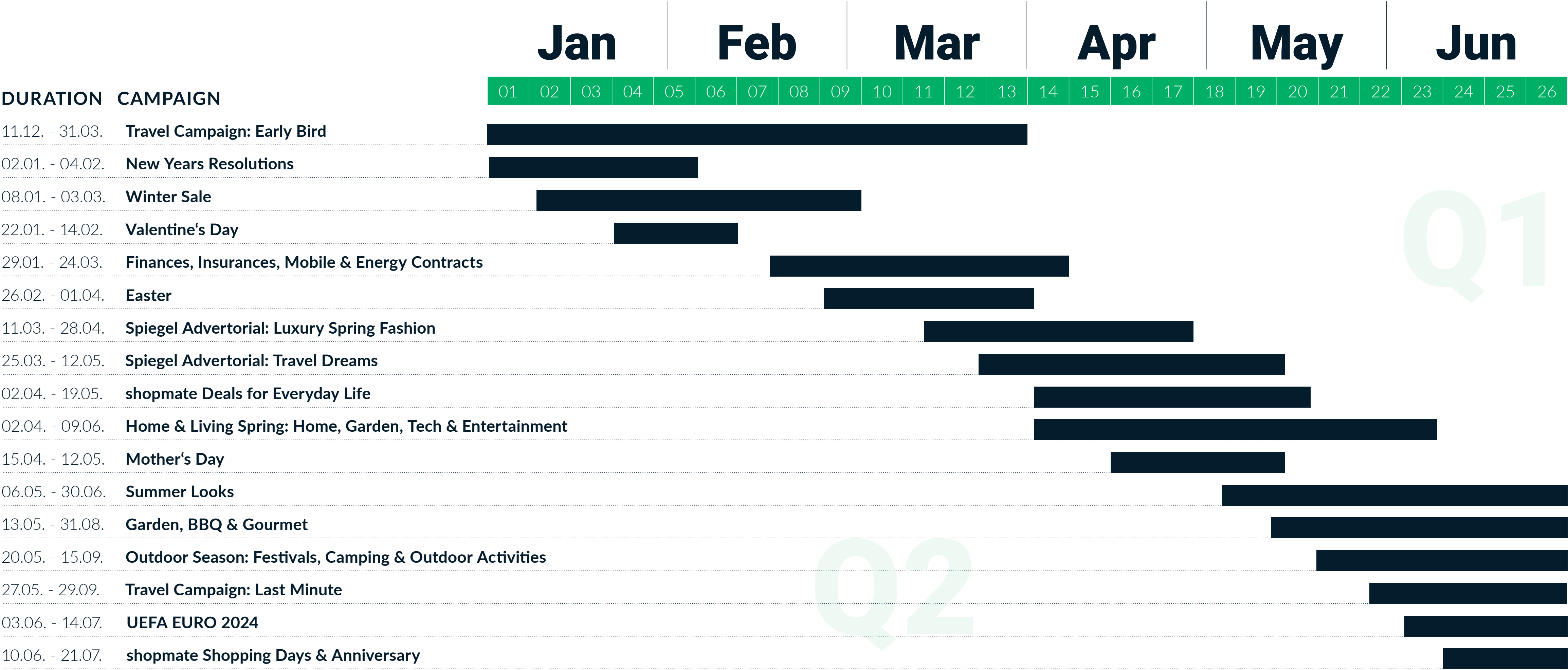
Joined forces: Our content campaigns

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

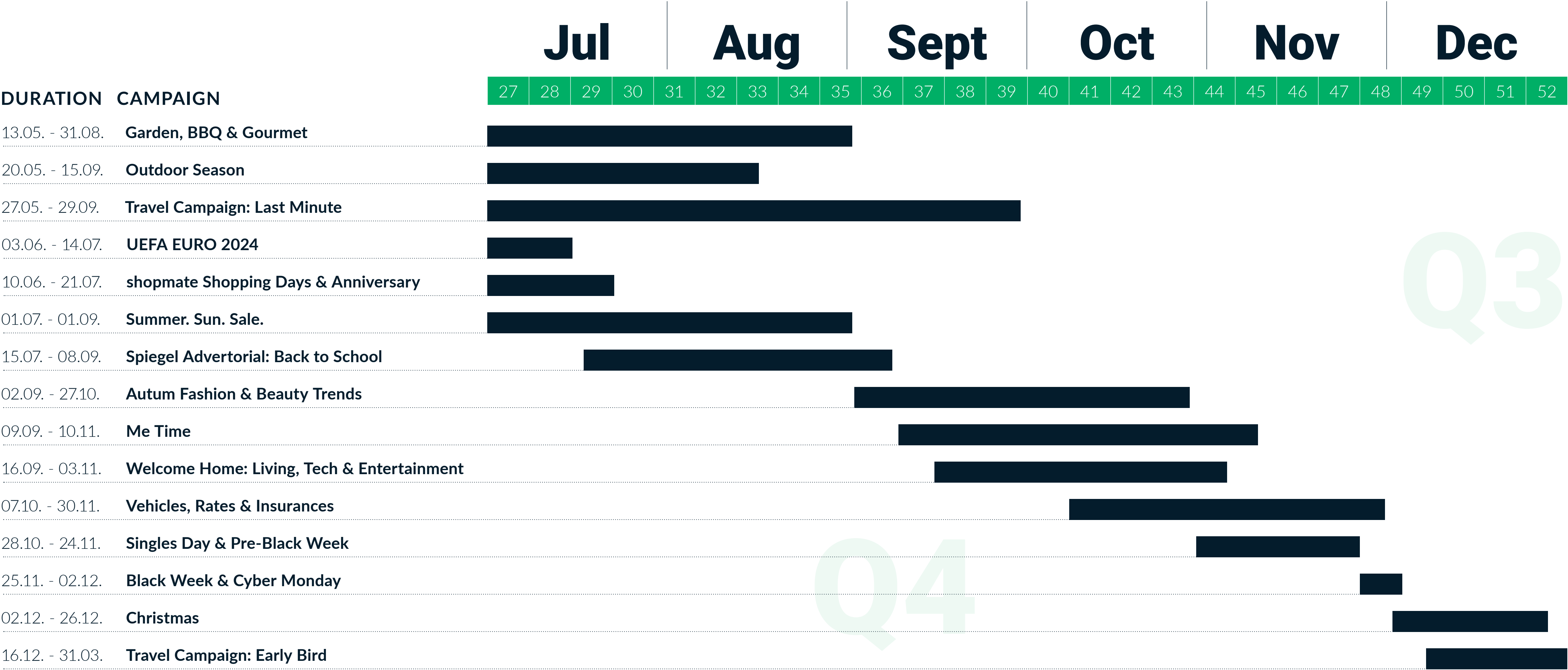
- Thematic or event-related campaigns such as Black Friday, Last Minute Booking or Home & Living
- Become part of something bigger: together with other brands
- The campaign focus varies depending on user needs
- Year-round planning possible
- Campaigns for all categories possible



Campaign Plan 2024 | Part 1



Campaign Plan 2024 | Part 2



Q3

Q4

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, ntv

currently only editorial

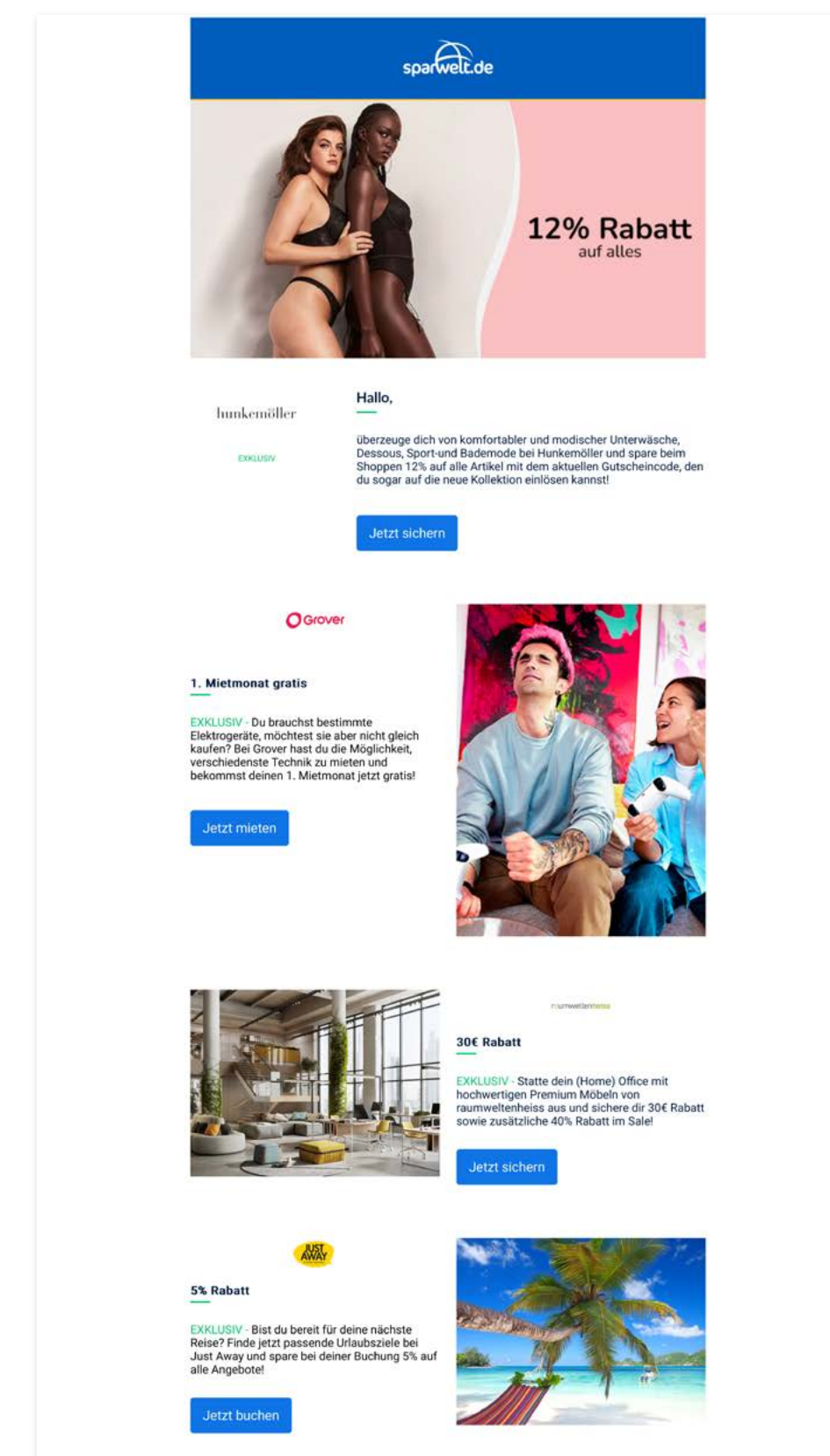
20 Minuten

Standard:

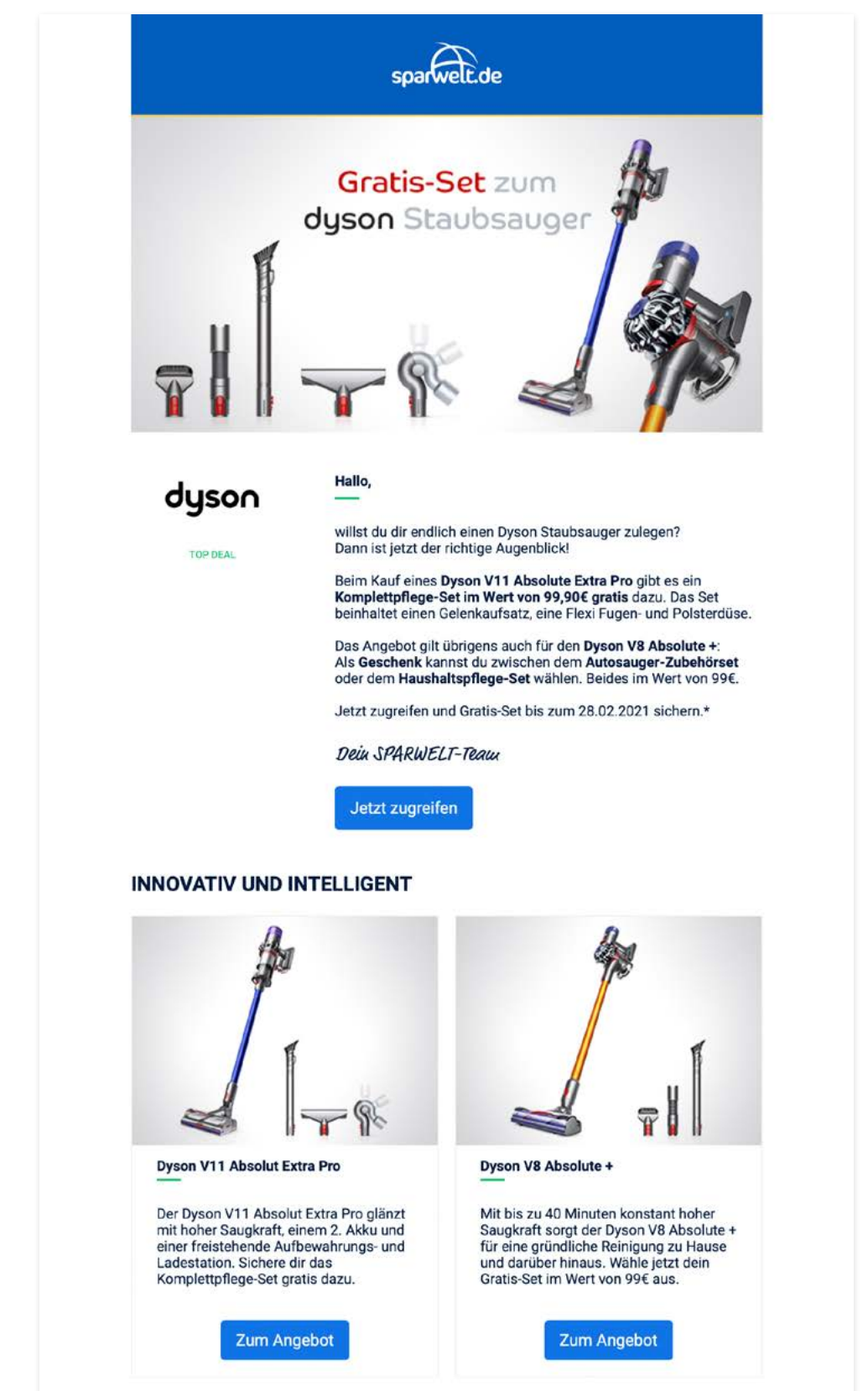
Sat. | ca. 49,000 recipients

Standalone:

Upon agreement | ca. 49,000 recipients



Standard-Newsletter



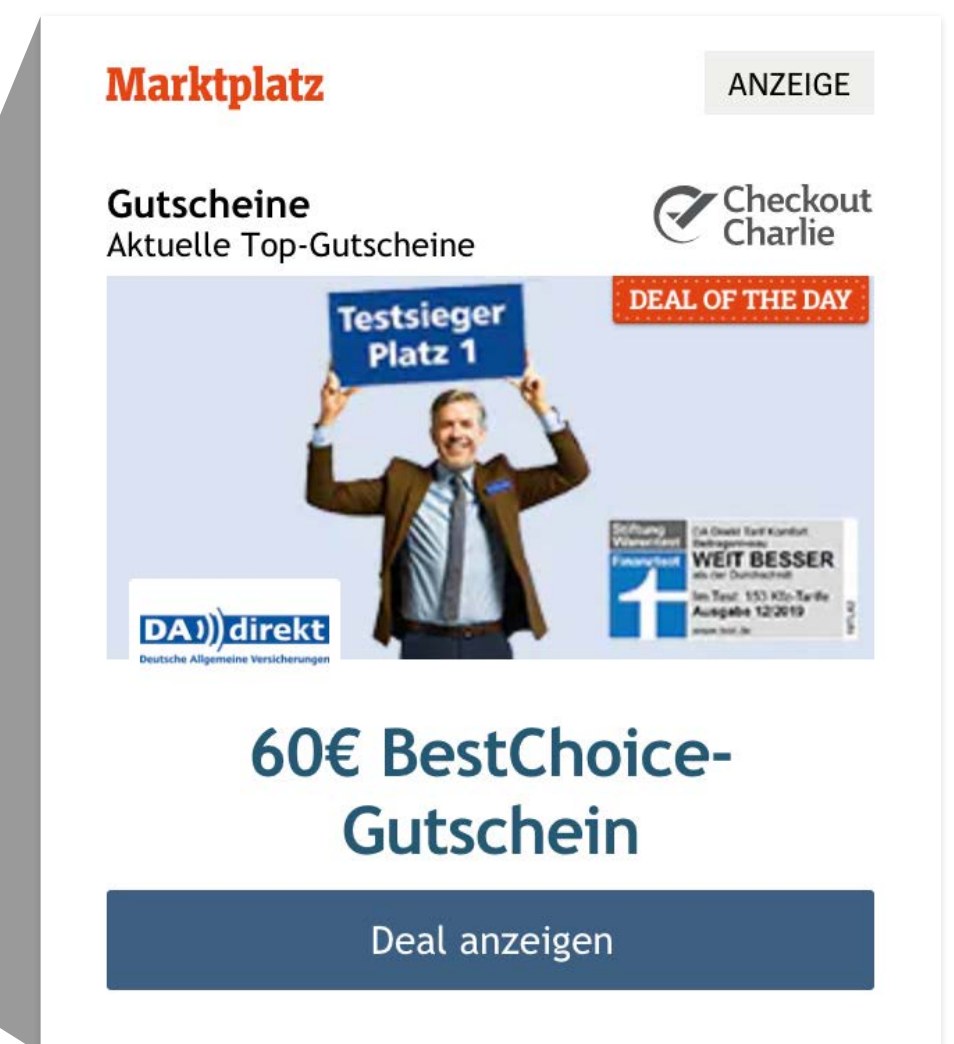
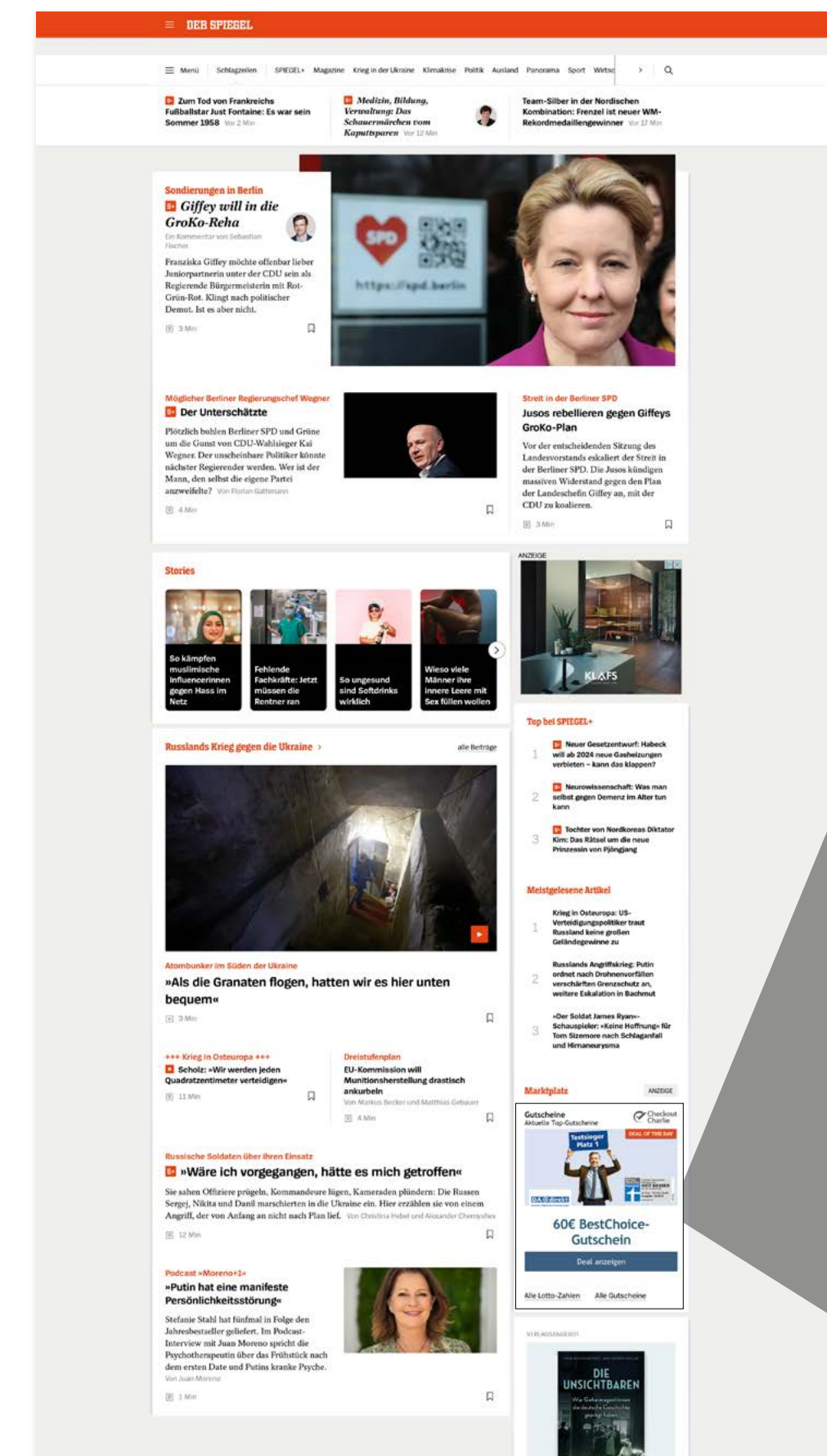
Standalone-Newsletter

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:

- Widgets on SPIEGEL, ntv, 20 Minuten and Manager Magazin
- SPIEGEL “Deal of the day” every Tuesday



Social Media – The power of the community

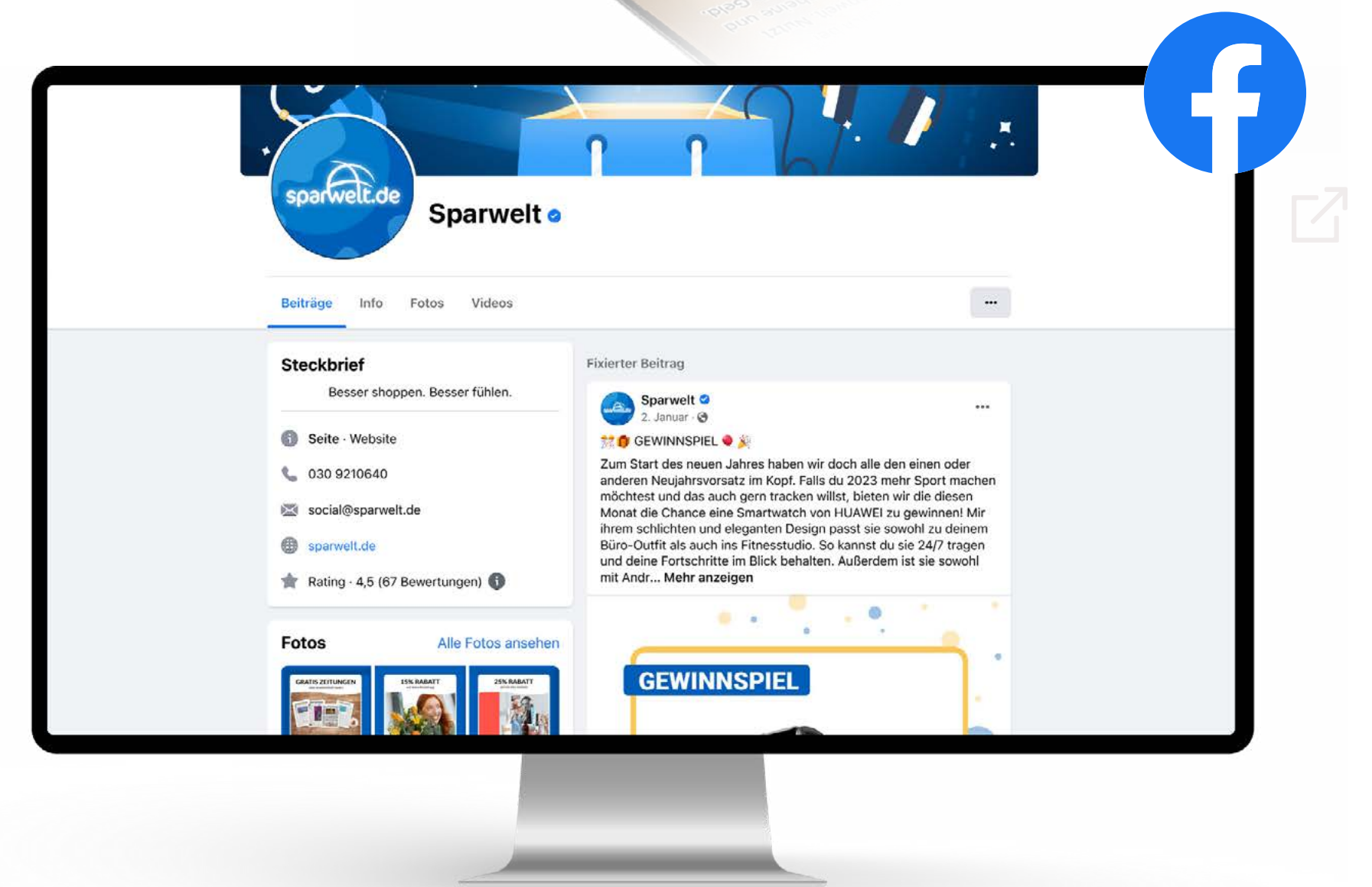
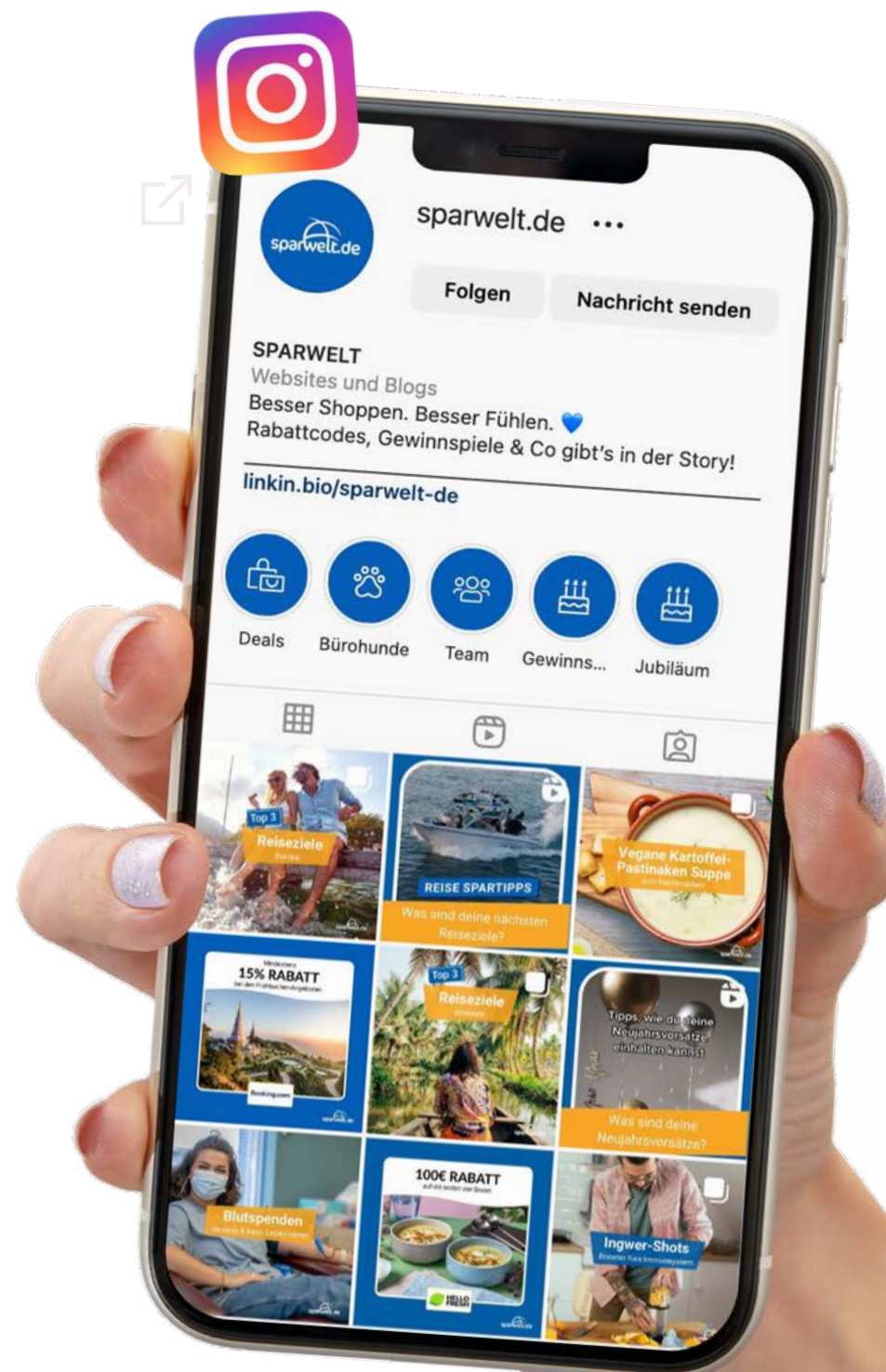
Reach your target audience where they are. Facebook, Instagram and TikTok are used several times a day by our end customers.

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?

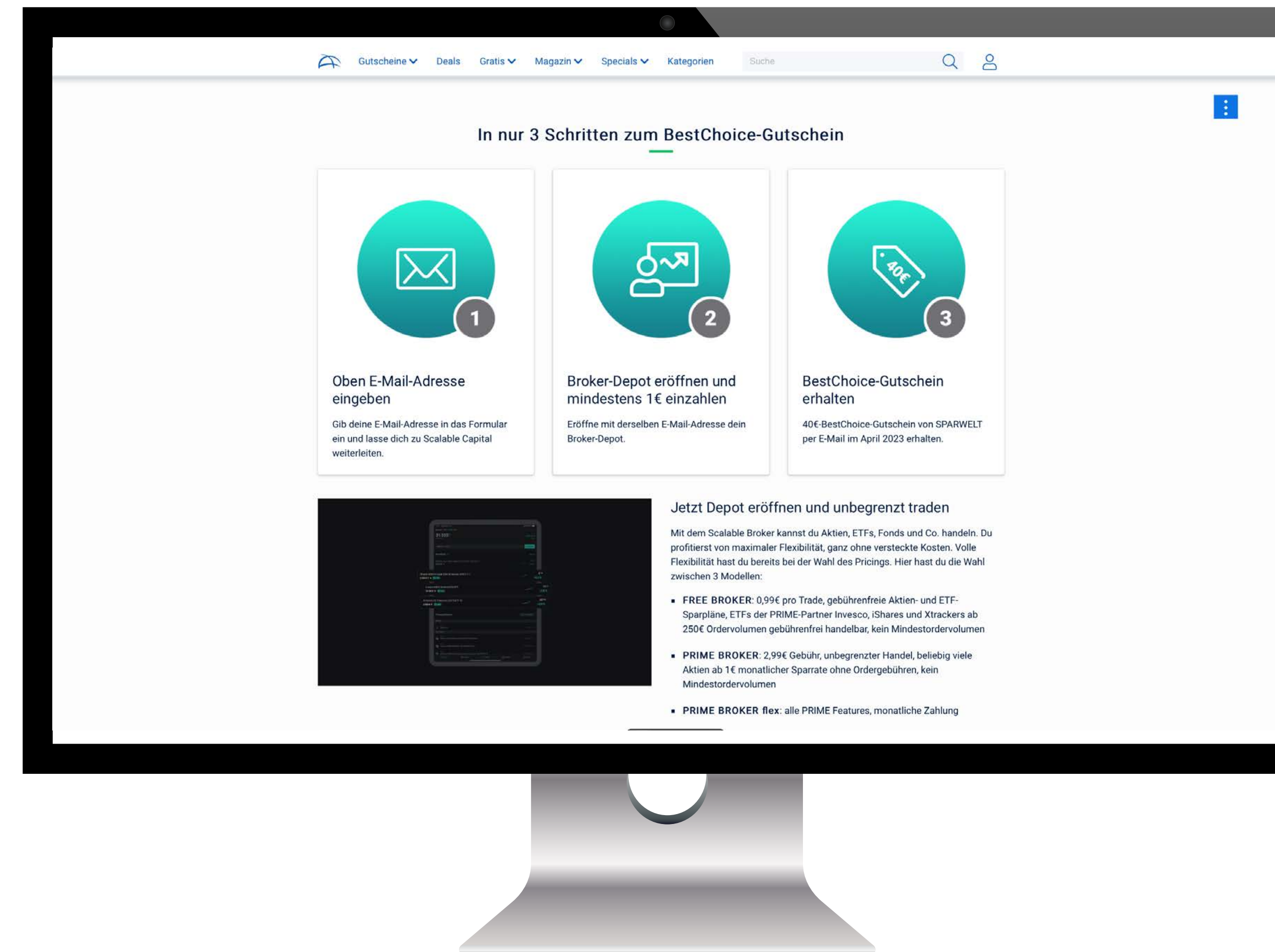
- SEA is possible with all Checkout Charlie's own brands.
- We push your own promotions and offers
- Our experienced SEA managers create and optimize your campaign during the entire duration
- Close coordination possible (keywordset, texts, etc.)

Incentive – benefits for merchants and users

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 related to the incentive deal.



Out of Home

Explore the possibilities of innovative out of home campaigns.

We believe in connecting online shopping with innovative out of home campaigns in the urban area as a powerful way to expand our marketing mix and to boost performance of our partners. Digital out of home campaigns have become smarter and more dynamic as new players are building a fresh digital infrastructure.

How about transforming vehicle windscreens of car-sharing fleets into digital displays or appearing in out of home screens in unusual urban places? If this sounds interesting to you, we cannot wait to get you involved in one of our next out of home projects!

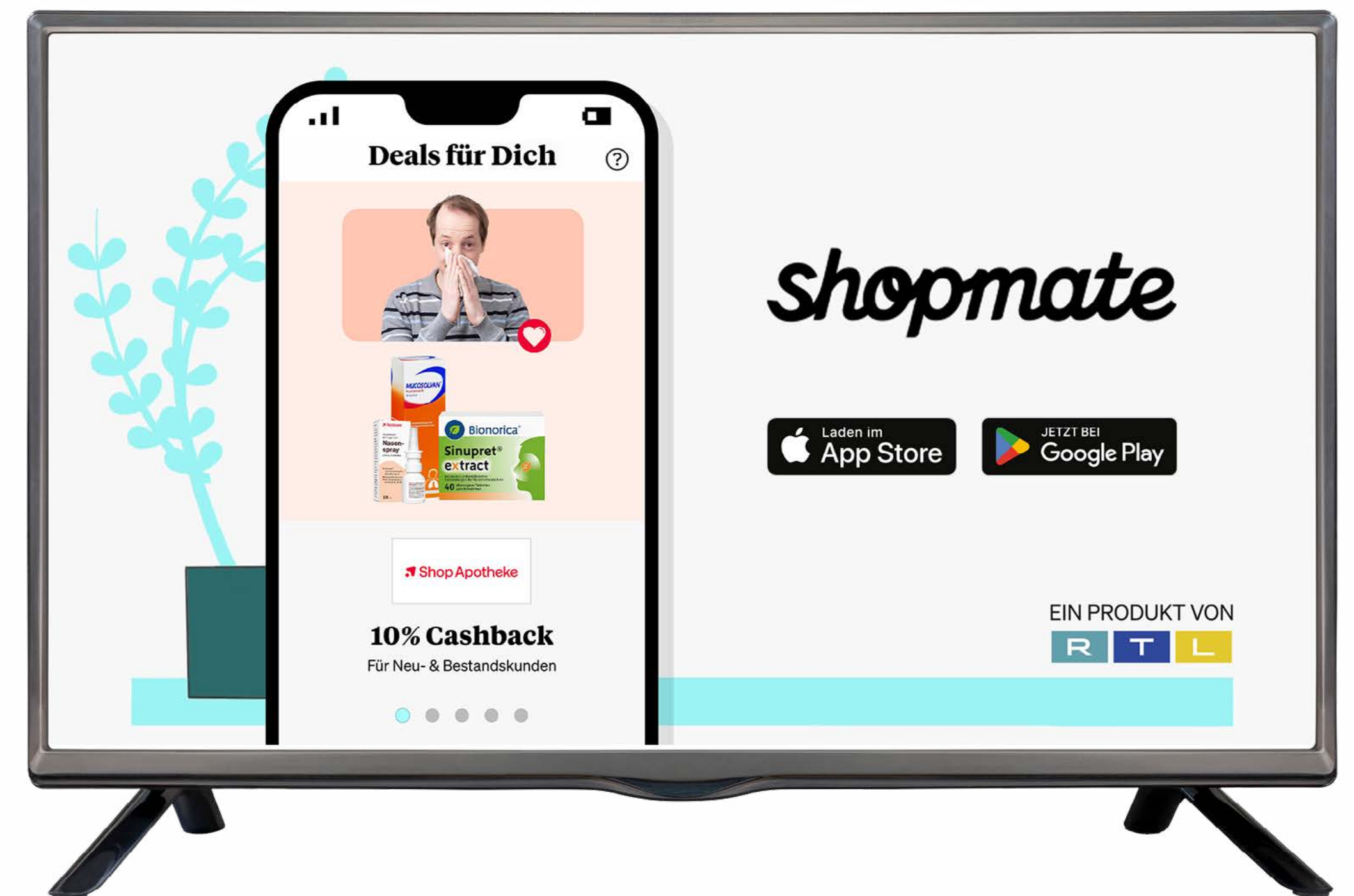


Spot on! Your appearance in TV

Oldy but goldy: TV is still the best mass media to generate brand awareness. Put your brand into the spotlight within our shopmate or Sparwelt TV campaigns. Through linear TV and InStream we reach a large and diverse online shopping oriented audience

- Broadcast on the channels of RTL Deutschland (among others: RTL, VOX, n-tv)
- Approx. 1 million gross media volume per campaign
- Average reach of 25 million people per flight
- In focus: your deal & brand

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



41 | 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



Anna Bockelkamp

Head of Key Account & Partner
Management

Tel. +49 151. 44 05 96-43
anna.bockelkamp@checkout-charlie.com

Electronics, Living & Household,
Food & Beverages, Pet Supplies,
Online Stores



Janosch Stoebe

Senior Key Account Manager

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

Tariffs, Finance, Subscriptions
Models, Media & Entertainment,
Automobile, Competitions,
Opticians, Love & Relationship,
Sports & Leisure



Julian Wenzel

Senior Key Account Manager

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

New Customers &
Account Management



Tim Brosinsky

Senior Key Account Manager Special
Products

Tel. +49 151. 44 05 96-48
tim.brosinsky@checkout-charlie.com

Vacation & Travel, Pharmacies &
Drugstores, Baby & Child, Perfume &
Cosmetics, Photo & Stationery,
Flowers & Gifts



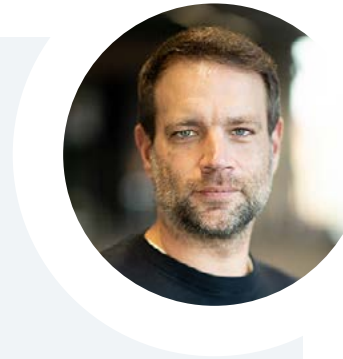
Jameel Mahmoud

Key Account Manager

Tel. +49 151. 44 05 96-37
jameel.mahmoud@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



Checkout Charlie GmbH
Salzufer 15-16
10587 Berlin
www.checkout-charlie.com

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with ♥
in Berlin + Zürich