

shopmate Mediakit 2024



Illustration by [Storyset](#)

shopmate

01 About
shopmate

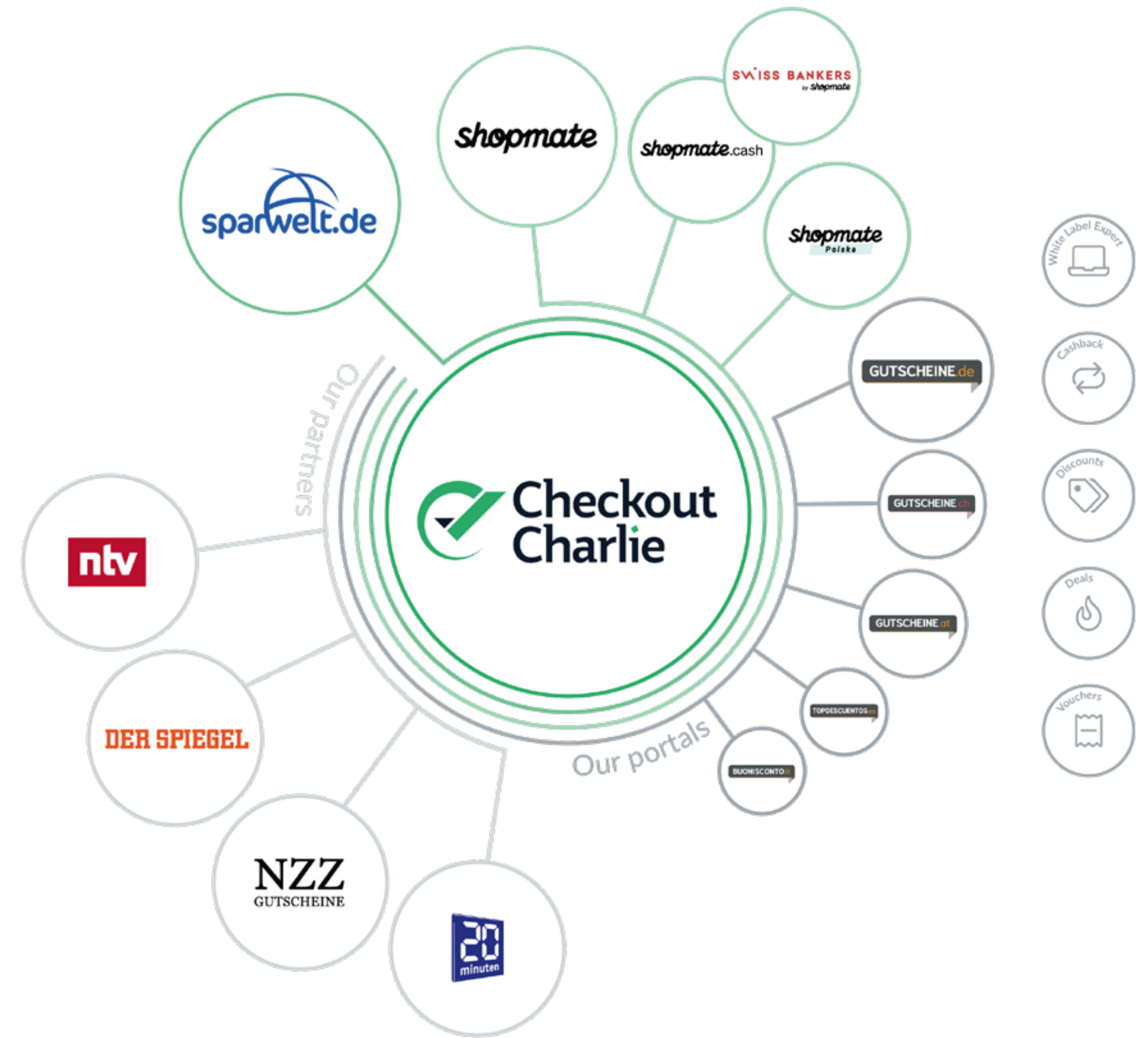
02 Campaign
packages

03 Placements
on shopmate

Part of the Checkout Charlie Universe

Our cashback portal shopmate has been embedded into the Checkout Charlie Universe since 2021.

What started as a bargain blog more than 16 years ago with the German brand Sparwelt.de has developed into a multi-brand company operating in 6 countries, providing the best deals and offers daily to more than 5,4 million shopping-savvy users per month.



Why shopmate?




Through our modern and clear design, we reach young people, families, and best agers alike. With our exclusive offers and top rates, we make cashback attractive for everyone – from experienced cashback users to new audiences.

We focus on customer needs: an intuitive shopping experience, inspiring theme worlds, trending shops as well as clear and easy handling. Modern design, transparency and intuitive user guidance make cashback easily accessible & fun.



Cashback is still a relatively unknown concept for many users who have been conditioned to promo codes over the past years as the only way to save money during online shopping. Thus, we are on an educational mission to explain cashback and to make it easily accessible and understandable for everybody.

What we offer:

- 
- Contact persons with broad and long experience in the cashback industry
 - A company with more than 15 years experience in the affiliate world
 - In-house software development for quick problem solving



EXPERTS

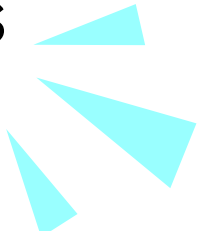


**REACH &
PERFORMANCE**

- As part of RTL Deutschland we profit from a strong media background
- Performance & content marketing is at the heart of what we do
- We offer individual, tailor-made campaigns and promotions, matching the needs of our partners



**OUR
GOALS**

- We reach new user groups for our partners
 - We educate about cashback and provide the best saving options for our users
 - Clear design & easy usability provide shopping fun for our users as well as performance for our partners
- 

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.



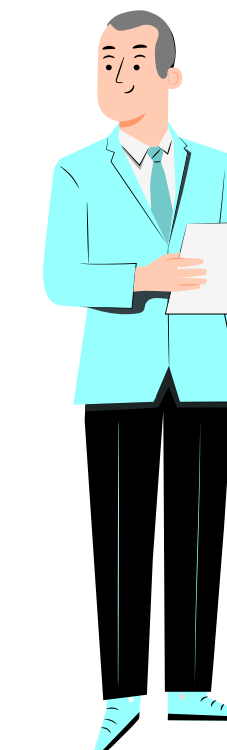
★ HARMONIZER ★

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 shopmate’s best friends.



★ OPEN-MINDED ★

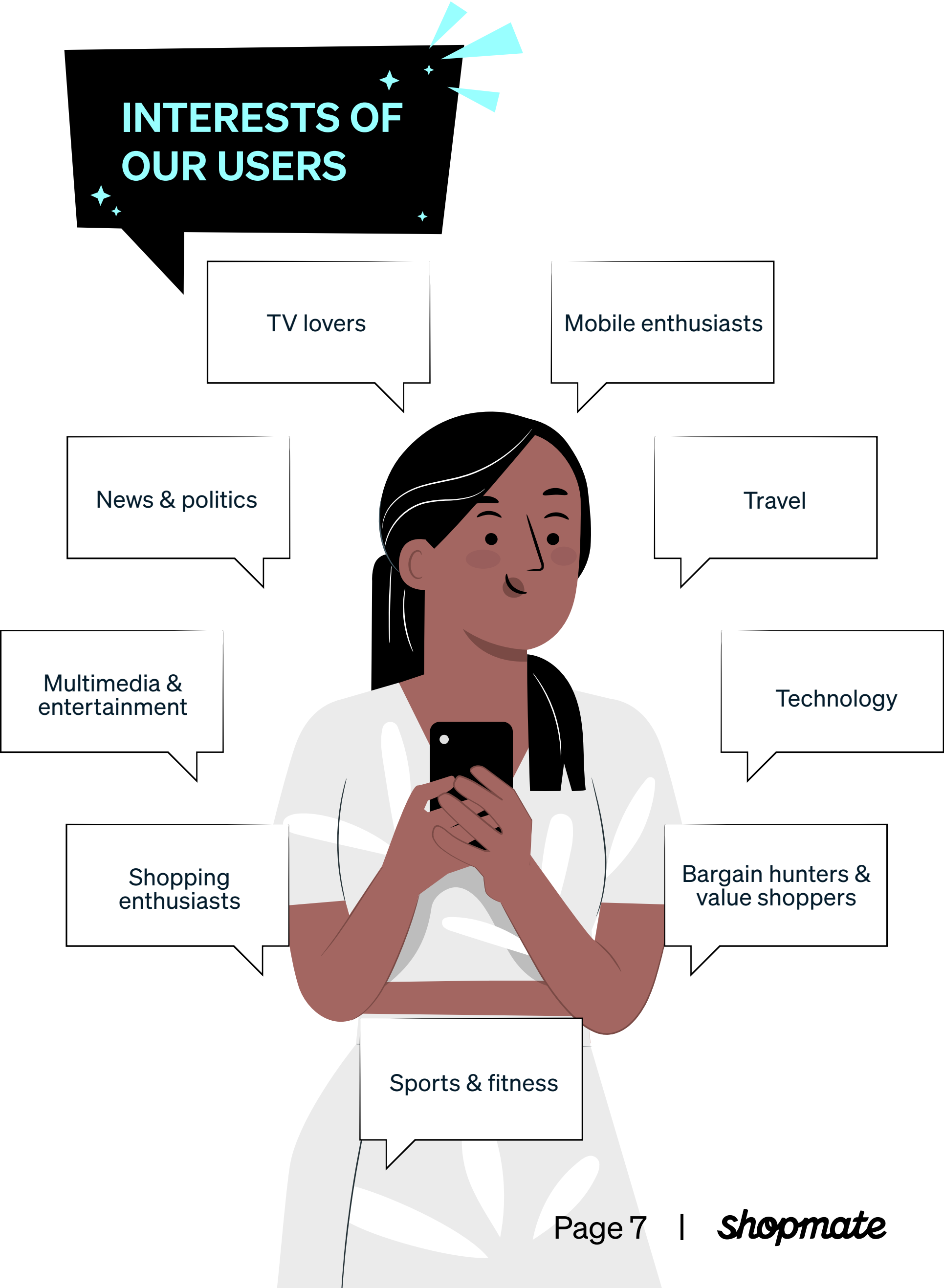
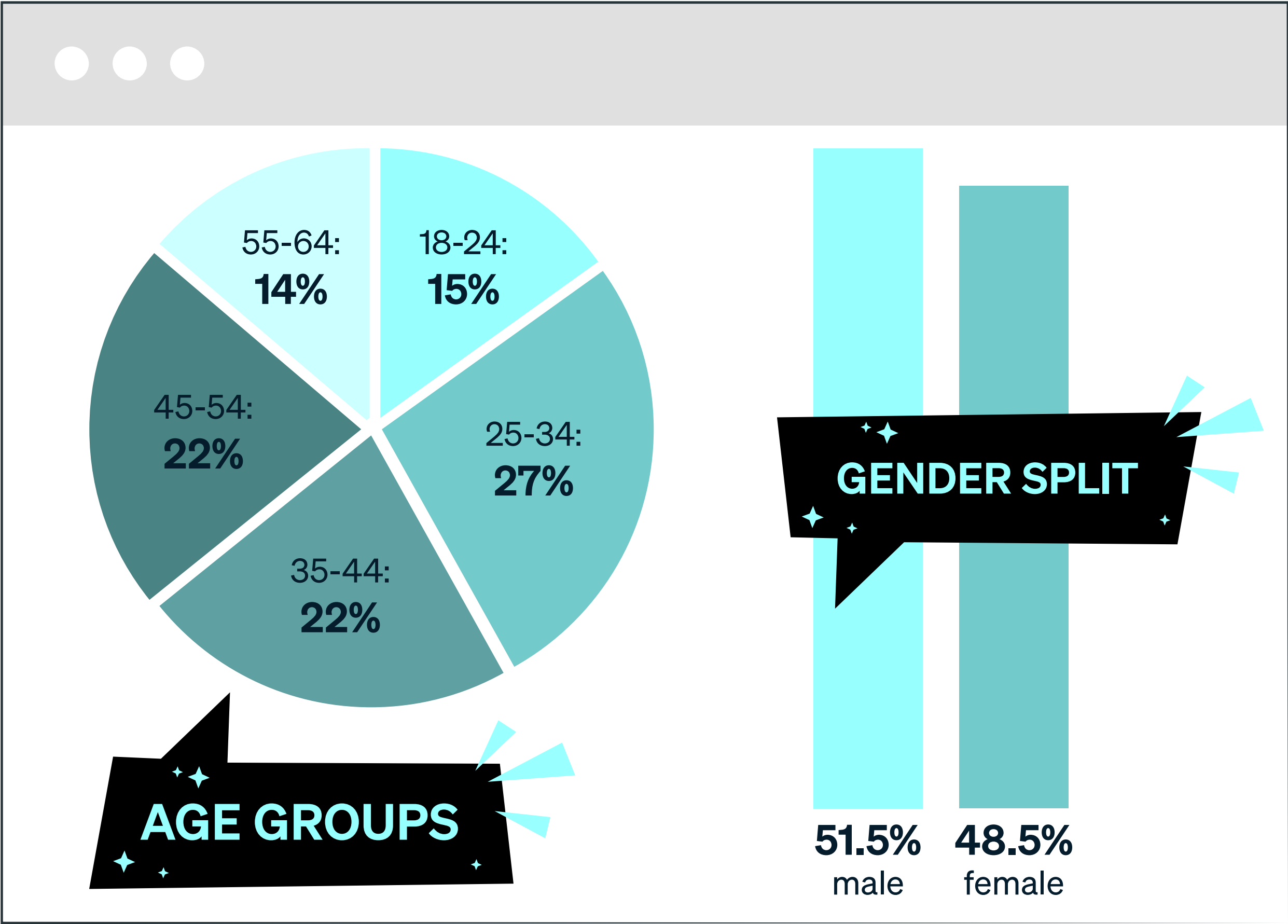
Easily getting excited about little everyday luxury goods, discovering new products and occasionally treating themselves to something - these are our “Open-minded”. They’ll enjoy shopping and browsing, but avoid lengthy or complicated processes. shopmate is not only intuitive, it also offers inspiring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



★ DISCIPLINED ★

The finances always in view and constantly 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!

Our users in a nutshell*



*source: Google Analytics

Campaign packages

Light

1	Day	shopmate.eu	Slider homepage
7	Days	shopmate.eu	Listing homepage**
1	Day	shopmate.eu	Teaser Advertiser overview
1	x	shopmate Instagram	Post
1	x	shopmate Facebook	Post
1	Day	n-tv.de	Widget homepage***

1.250€*

Medium

7	Days	shopmate.eu	Slider homepage**
1	Day	shopmate.eu	Deals Listinghomepage
1	x	shopmate Instagram	Post
1	x	shopmate Facebook	Post
1	x	shopmate.eu	Exposed Content-Ad Newsletter
1	Day	n-tv.de	Widget homepage***
1	Day	manager-magazin.de	FloorAd homepage

2.150€*

Premium

7	Days	shopmate.eu	Slider homepage**
1	x	shopmate Instagram	Post Facebook
1	x	shopmate Facebook	Post Instagram
1	x	shopmate.eu	Exposed Content-Ad Newsletter
1	x	sparwelt.de	Cashback-Ad Newsletter*****
1	x	gutscheine.de	Cashback-Ad Newsletter*****
1	Day	n-tv.de	Widget homepage***
1	Day	manager-magazin.de	Widget homepage
1	Day	spiegel.de	FloorAd homepage

3.600€*

* Plus CPO & VAT ** Timed placement - conditions: One fixed action, no possibility of change *** Plus 12 categories **** Segm. 650.000 recipients ***** 116.000 recipients

Boost your performance with shopmate coupons



YOUR ADJUSTMENTS

- Set the value
- Define the minimum order value
- Limit the quantity



YOUR ADVANTAGES

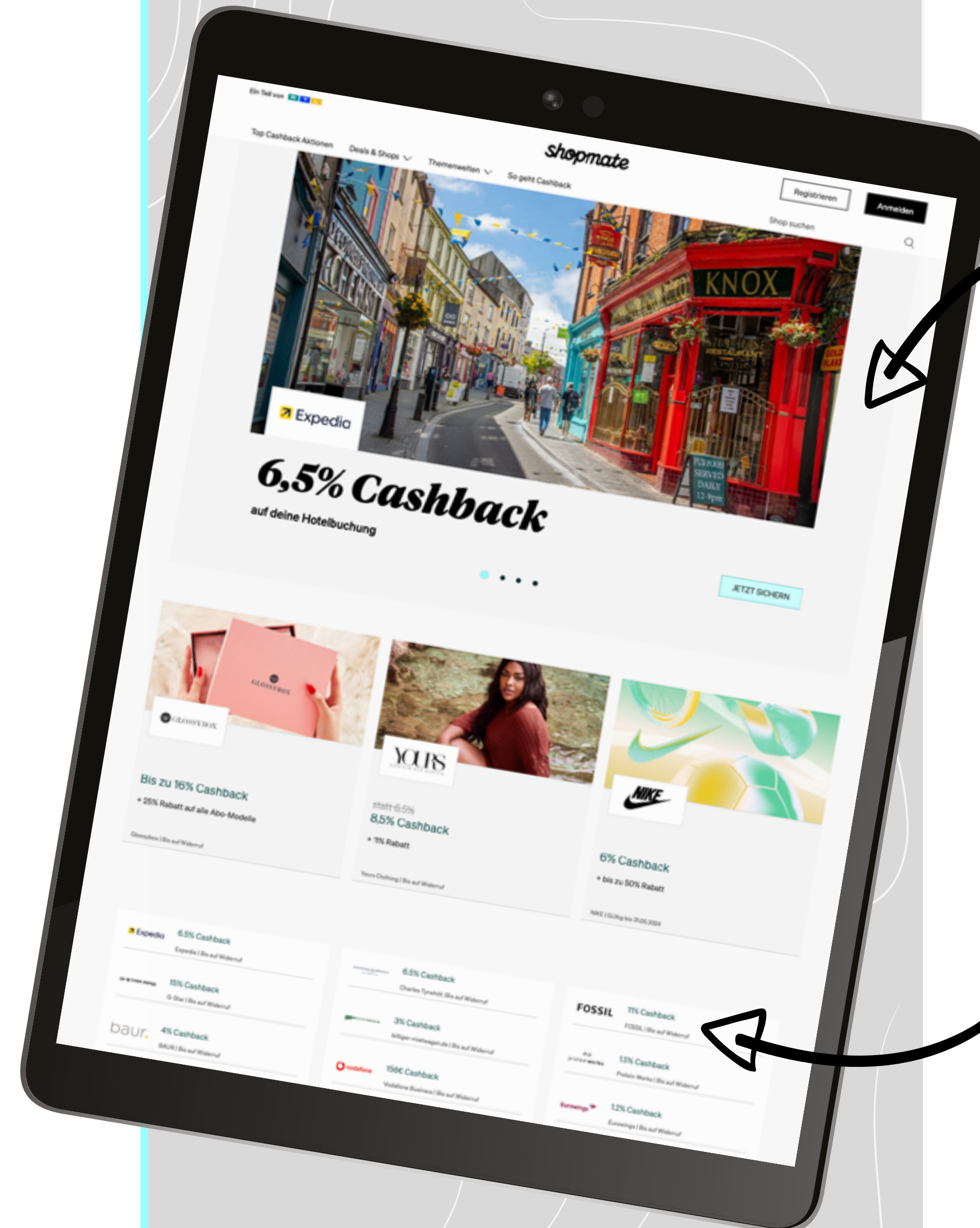
- Boost the shopping cart
- Increase the conversion rate
- Beat your competitors



EXAMPLE FOR YOUR DEAL

14% cashback
+ 30% off on shirts
+ 15€ shopmate coupon

Homepage



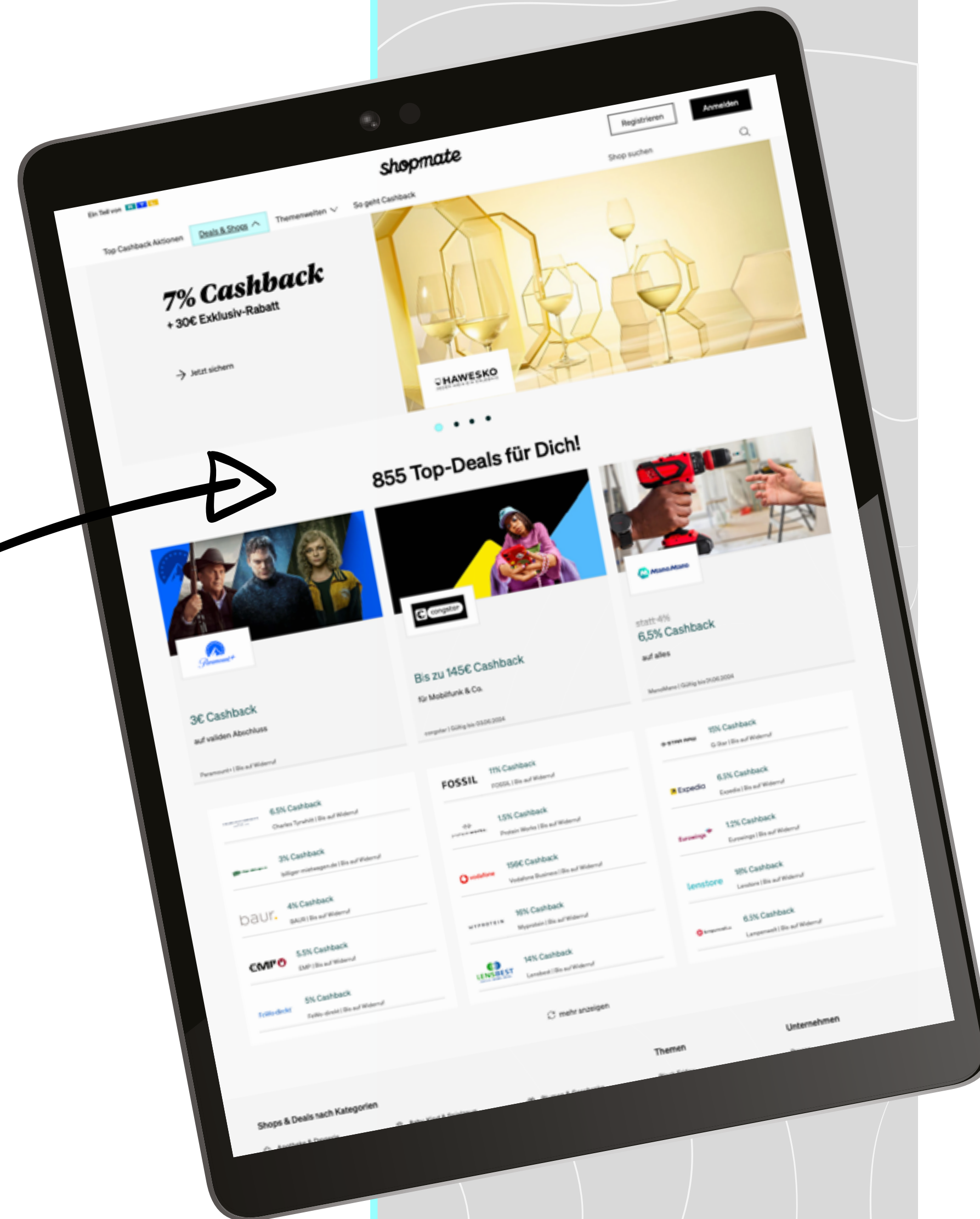
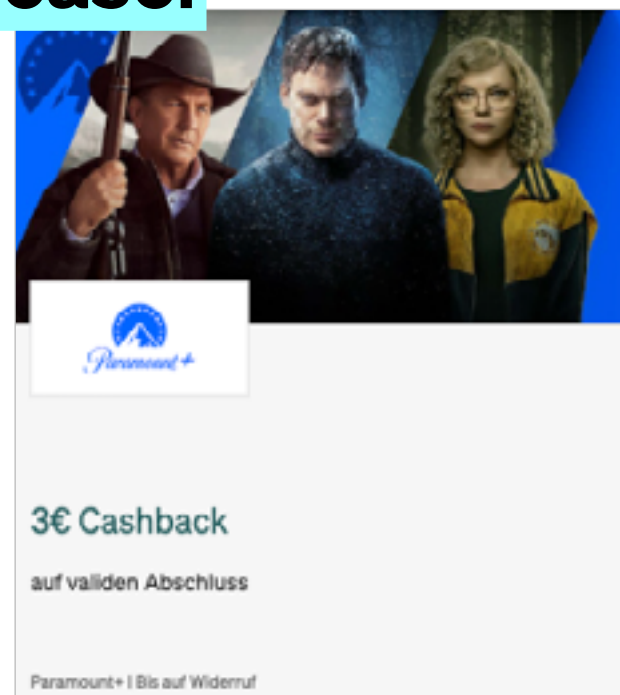
Slider



Listing

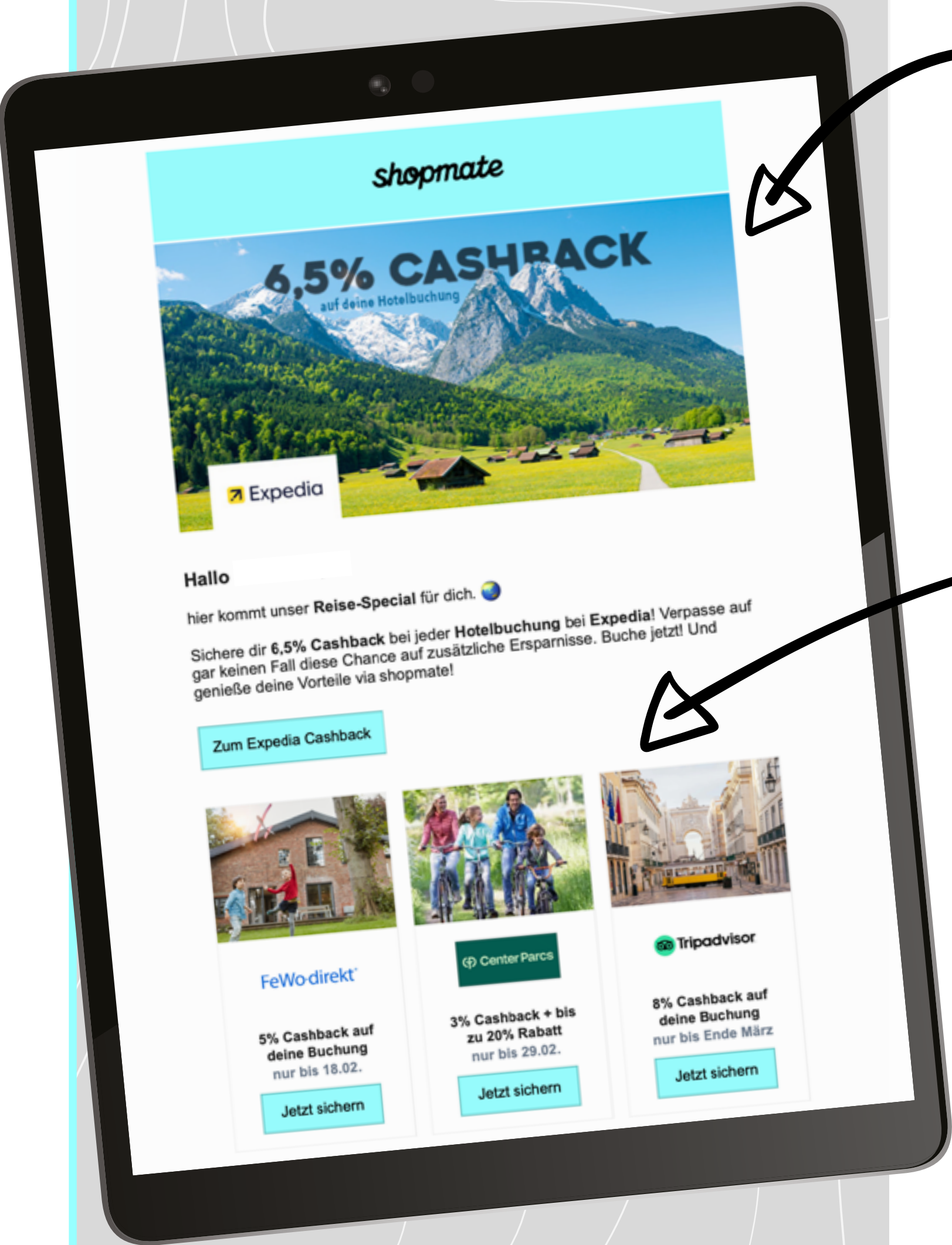


Teaser



Teaser advertiser overview

Newsletter




Billboard



Exposed Content-Ad





Be part of it - get in contact





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 New Customers & Account Management, Welcome Packages




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

The Shopmate logo features the word "shopmate" in a bold, italicized, black sans-serif font. It is centered within a large, light pink circle. The background of the entire slide is a solid light blue.

shopmate

A teal-colored circle containing the text "Made with heart in Berlin" in a black sans-serif font. The heart is represented by a solid black icon.

Made
with ♥
in Berlin

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