

shopmate Mediakit 2025

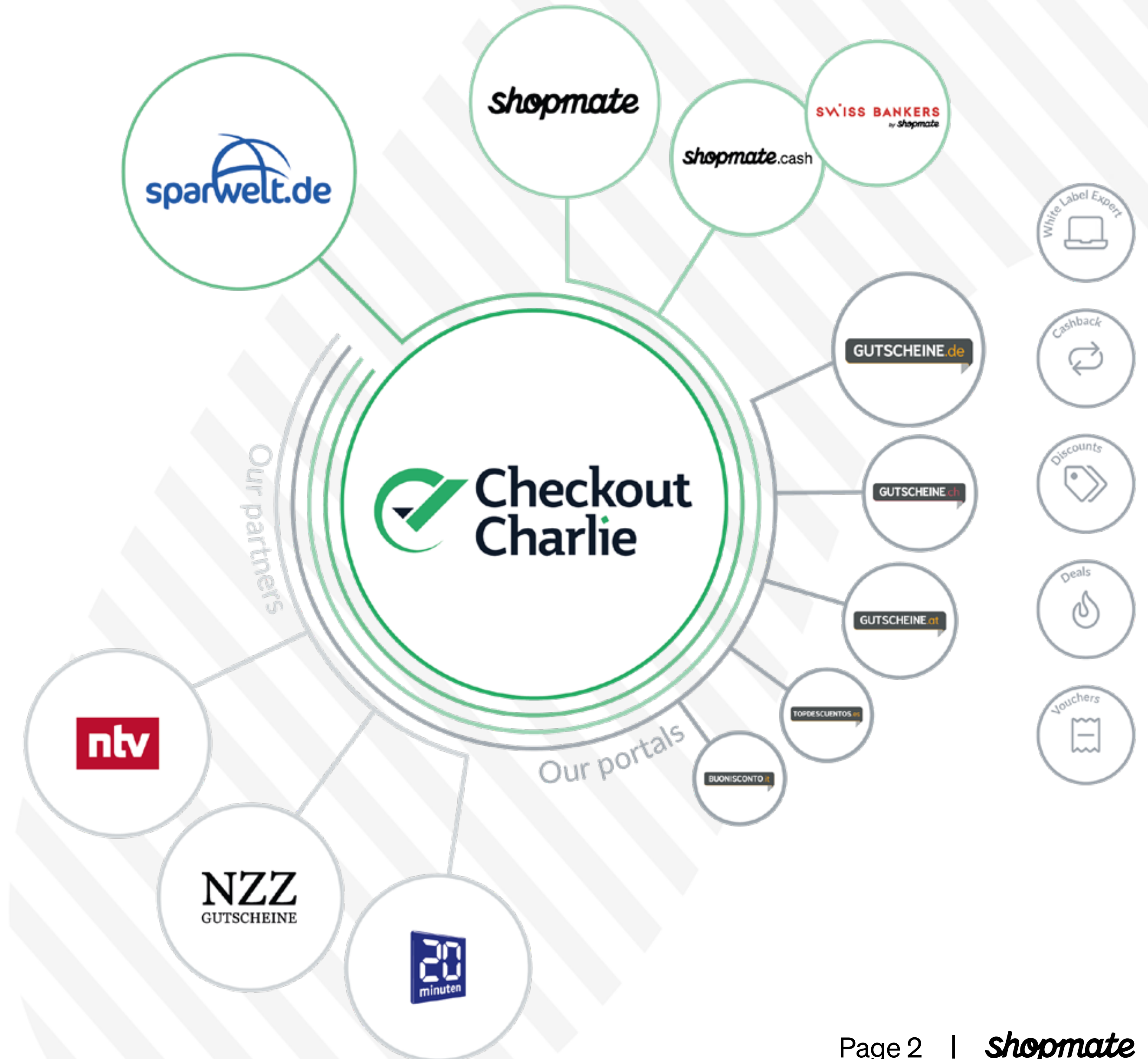


shopmate

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?

New target groups

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.

Usability

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.

On a mission for cashback

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

Experts

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

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

WELCOME! TO SHOPMATE

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

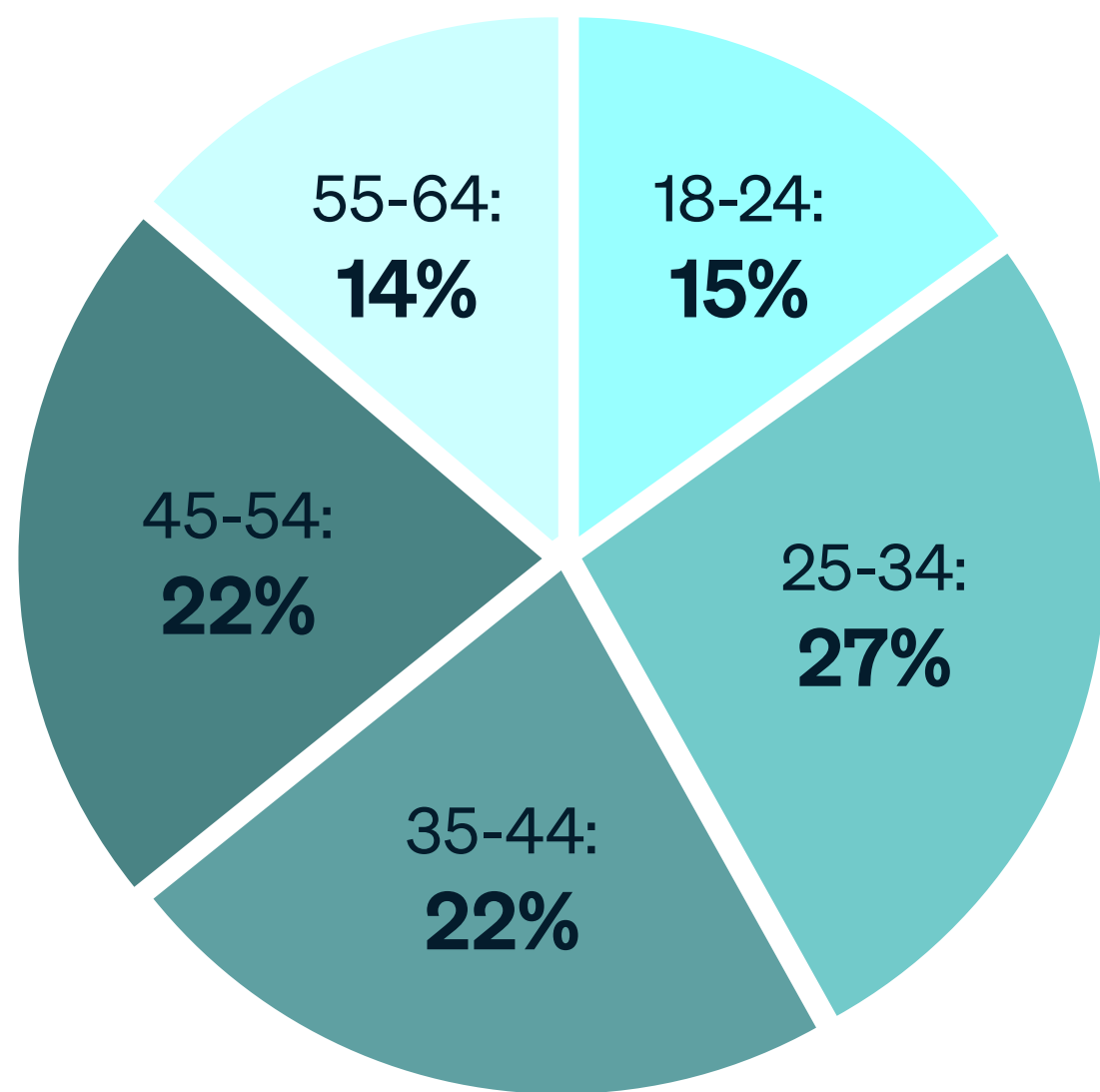
Easily getting excited about little everyday luxury goods, discovering new products and occasionally treating themselves to something - these are our “Open-minded”. They’ll enjoy shopping and browsing, but avoid lengthy or complicated processes. shopmate is not only intuitive, it also offers inspiring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



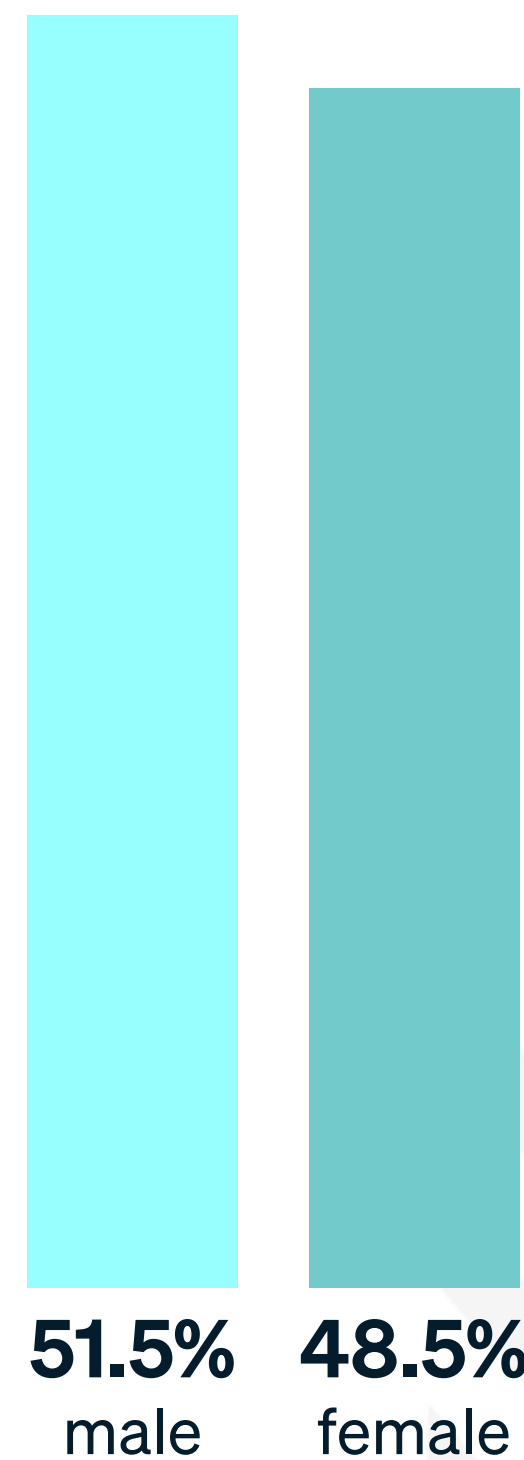
Disciplined

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*

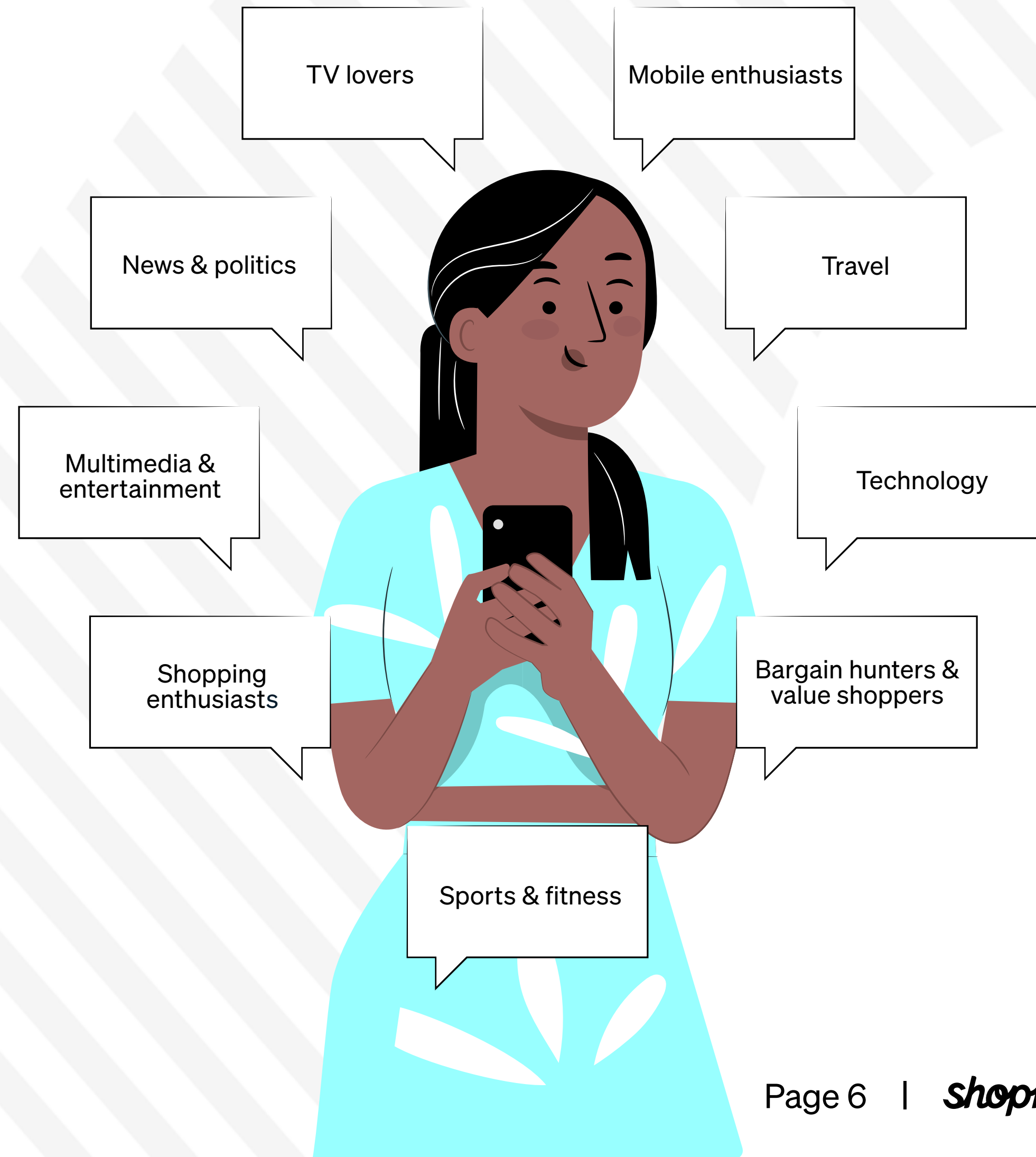


Age groups



Gender Split

Interests of our users



*source: Google Analytics

Illustration by Storyset

WELCOME! TO SHOPMATE

shopmate Packages

Light

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

€ 1,250*

Medium

7	Days	shopmate.de	Slider homepage**
1	Day	shopmate.de	Listing homepage
1	x	shopmate.de	Instagram post
1	x	shopmate.de	Facebook post
1	x	shopmate.de	ECA newsletter***
1	x	Gutscheine.de	Cashback-Ad newsletter
1	Day	n-tv.de	Widget homepage****

€ 2,450*

Premium

7	Days	shopmate.de	Slider homepage**
1	Day	shopmate.de	Listing homepage
1	x	shopmate.de	Instagram post
1	x	shopmate.de	Facebook post
1	x	shopmate.de	Billboard newsletter
1	x	Sparwelt.de	Cashback-Ad newsletter
1	x	Gutscheine.de	Cashback-Ad newsletter
2	Days	n-tv.de	Widget homepage****

€ 3,600*

* Plus CPO & VAT ** Timed placement - conditions: One fixed action, no possibility of change *** Exposed Content Ad in Newsletter **** Plus 12 categories

WELCOME! TO SHOPMATE

Boost your performance with shopmate-coupons

Your Adjustments

Set the value



Define the minimum order value



Limit the quantity

Your Advantages

Boost the shopping card



Increase the conversion rate



Beat your competitors

Example for your deal

14% Cashback



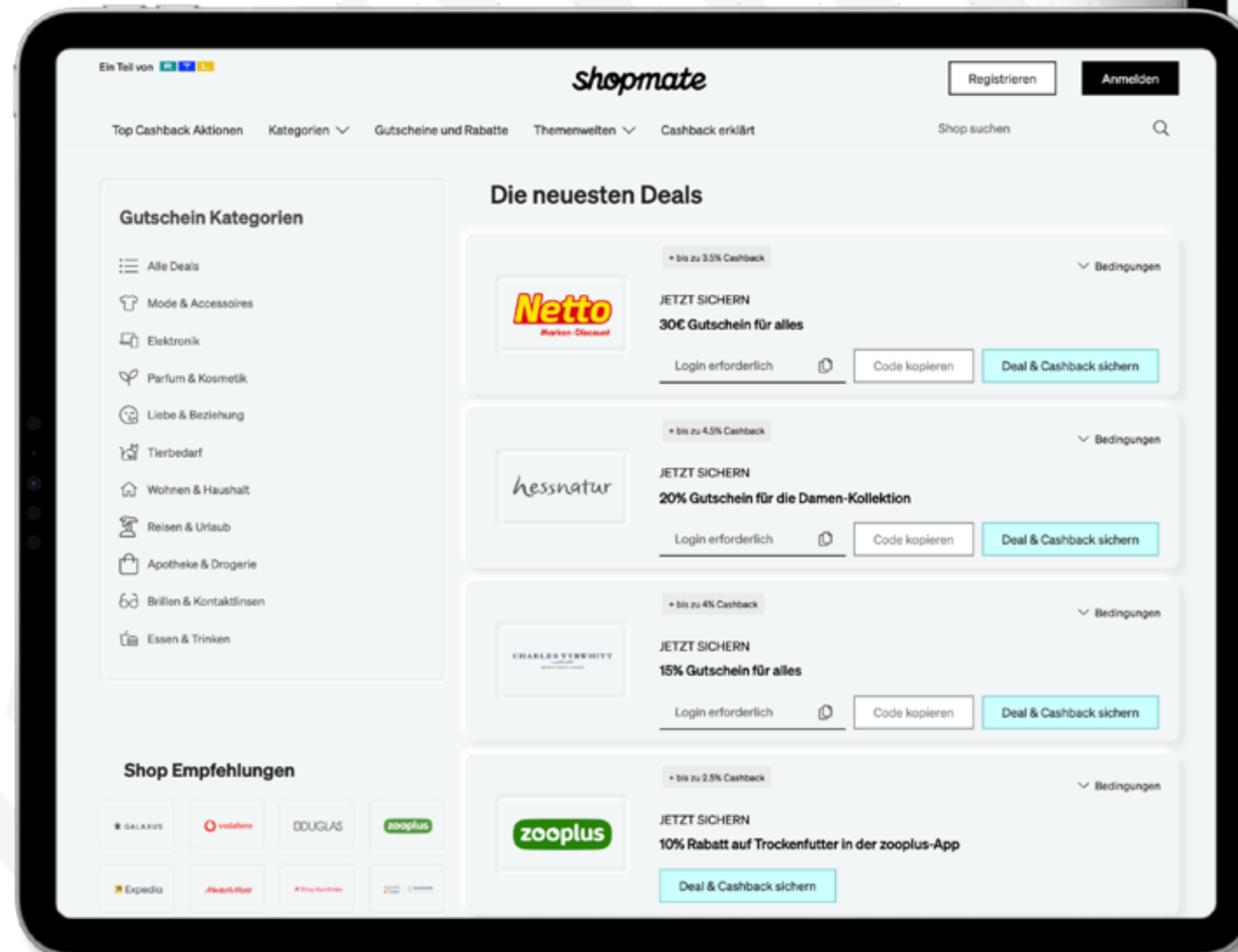
+ 30% off on shirts



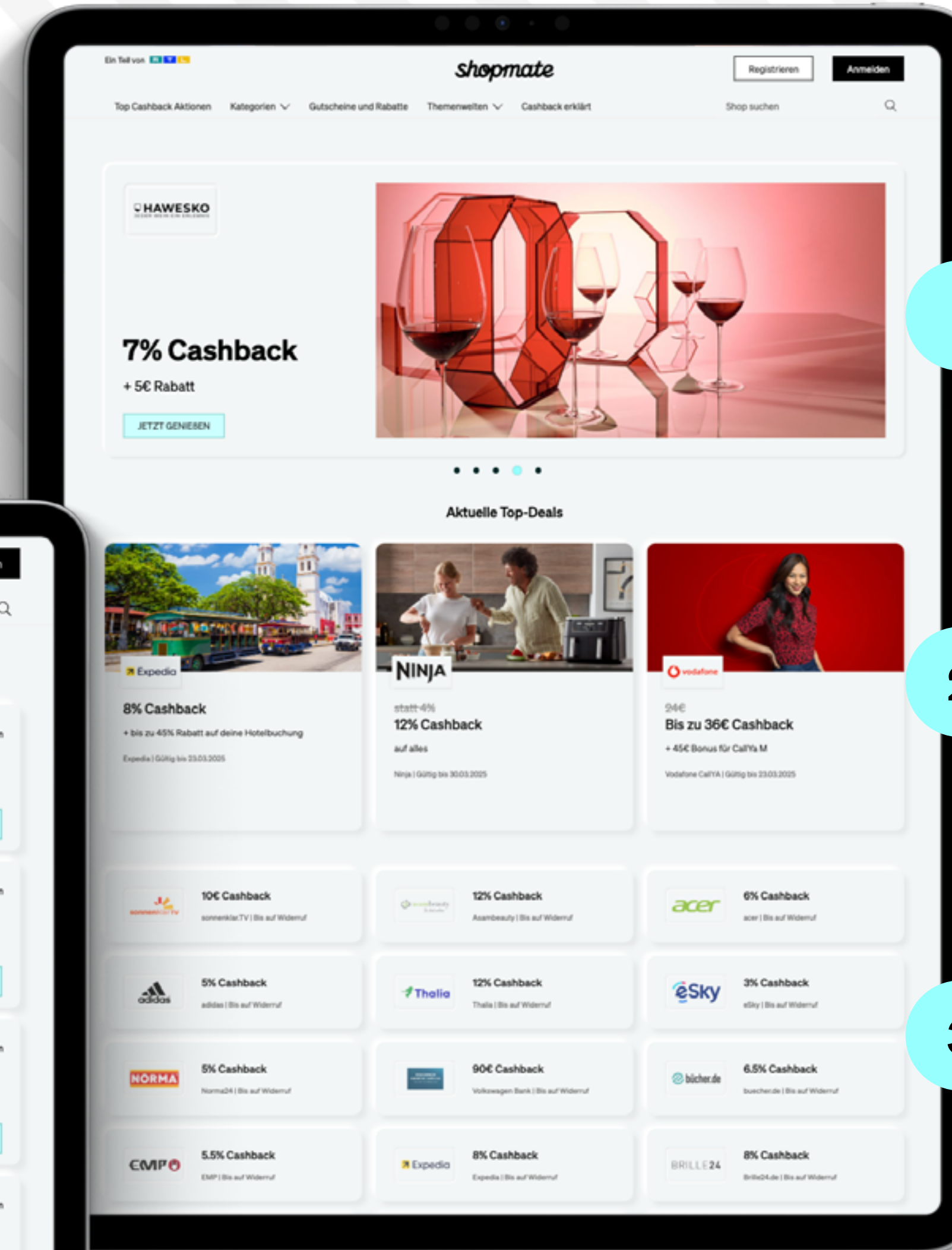
+ 15€ shopmate-coupon

PLACEMENTS

Homepage & Advertiser Overview



Deals Page



Homepage

1

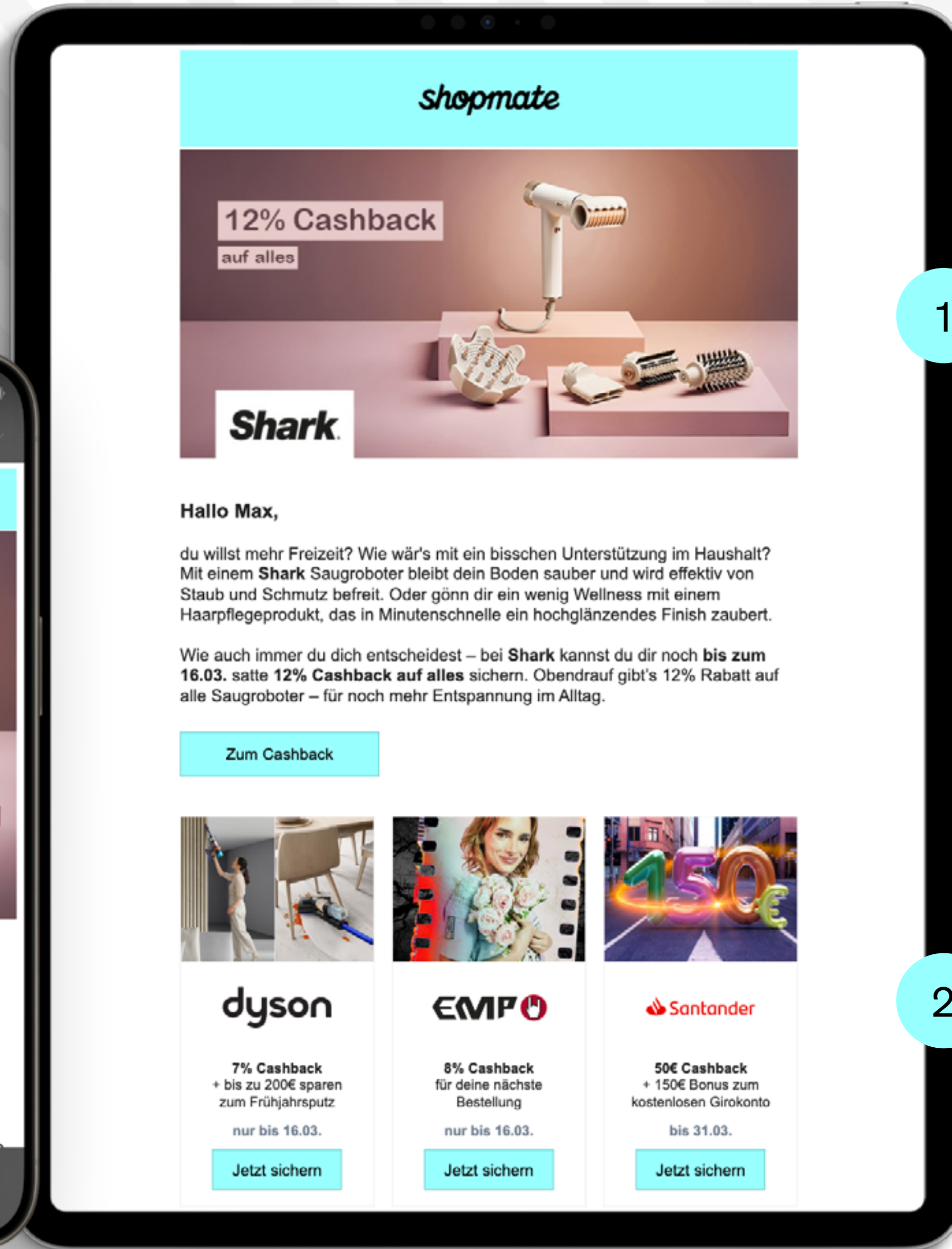
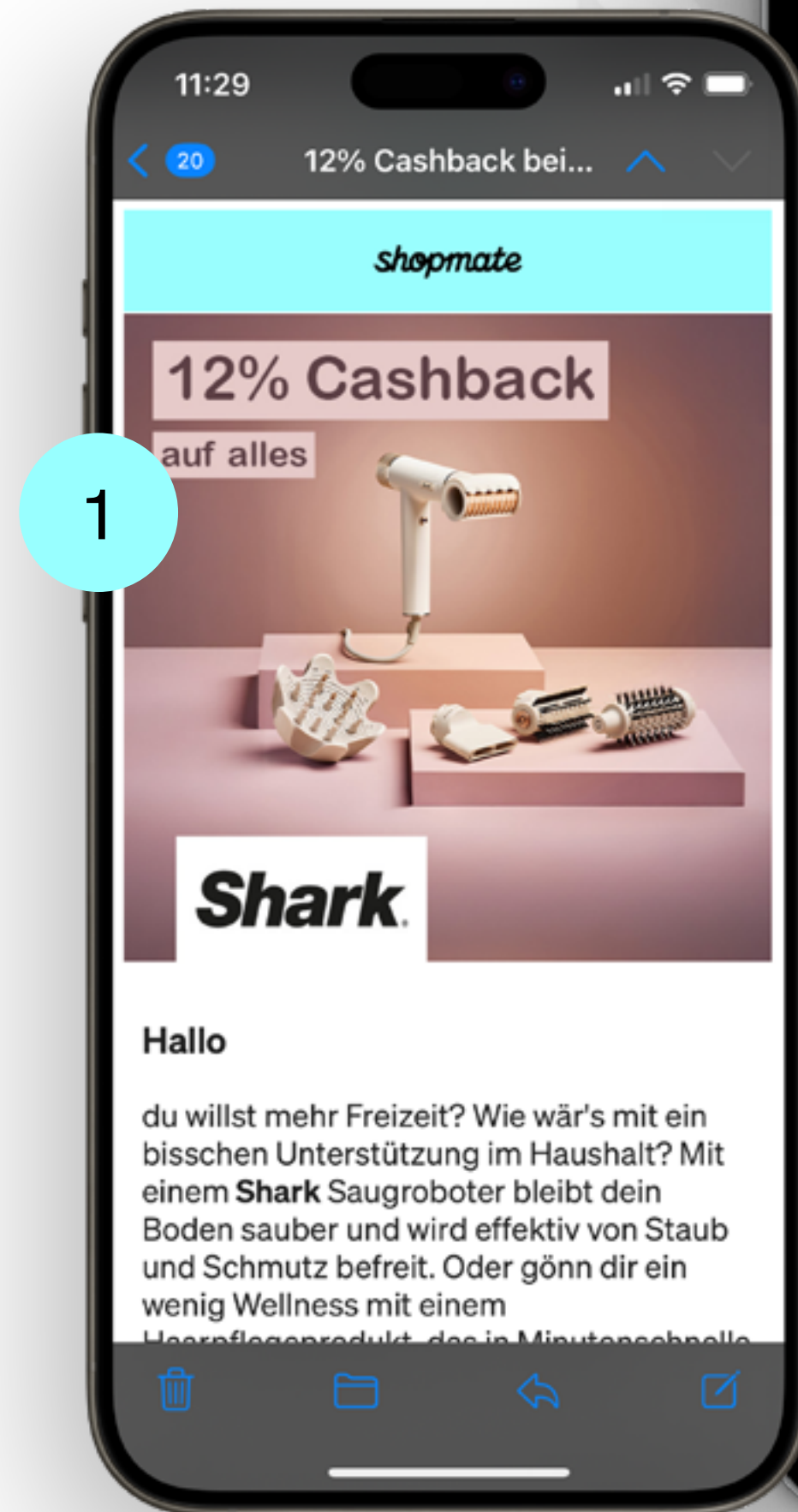
2

3

- 1 Slider
- 2 Teaser
- 3 Listing

PLACEMENTS

shopmate Newsletter

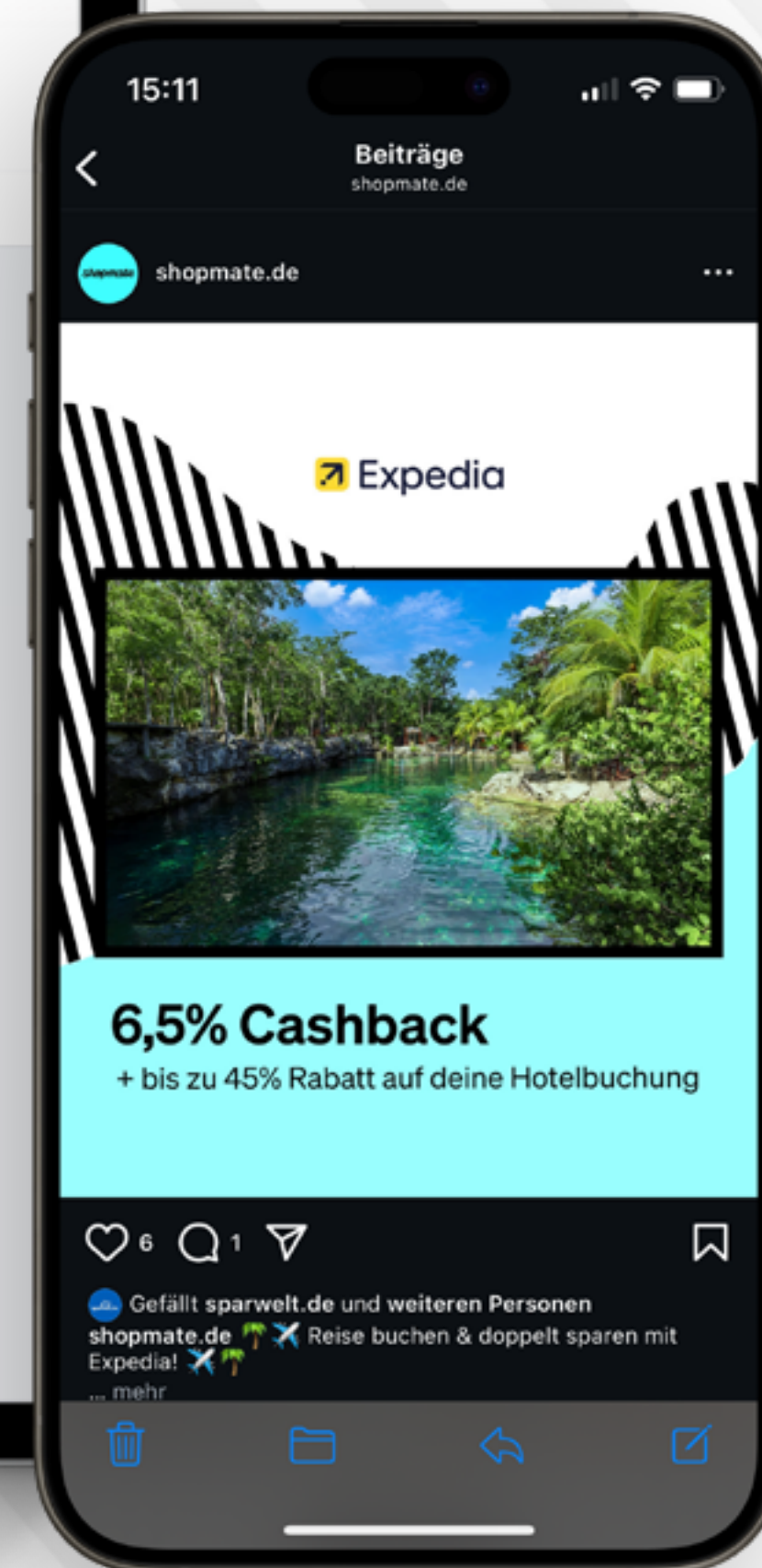
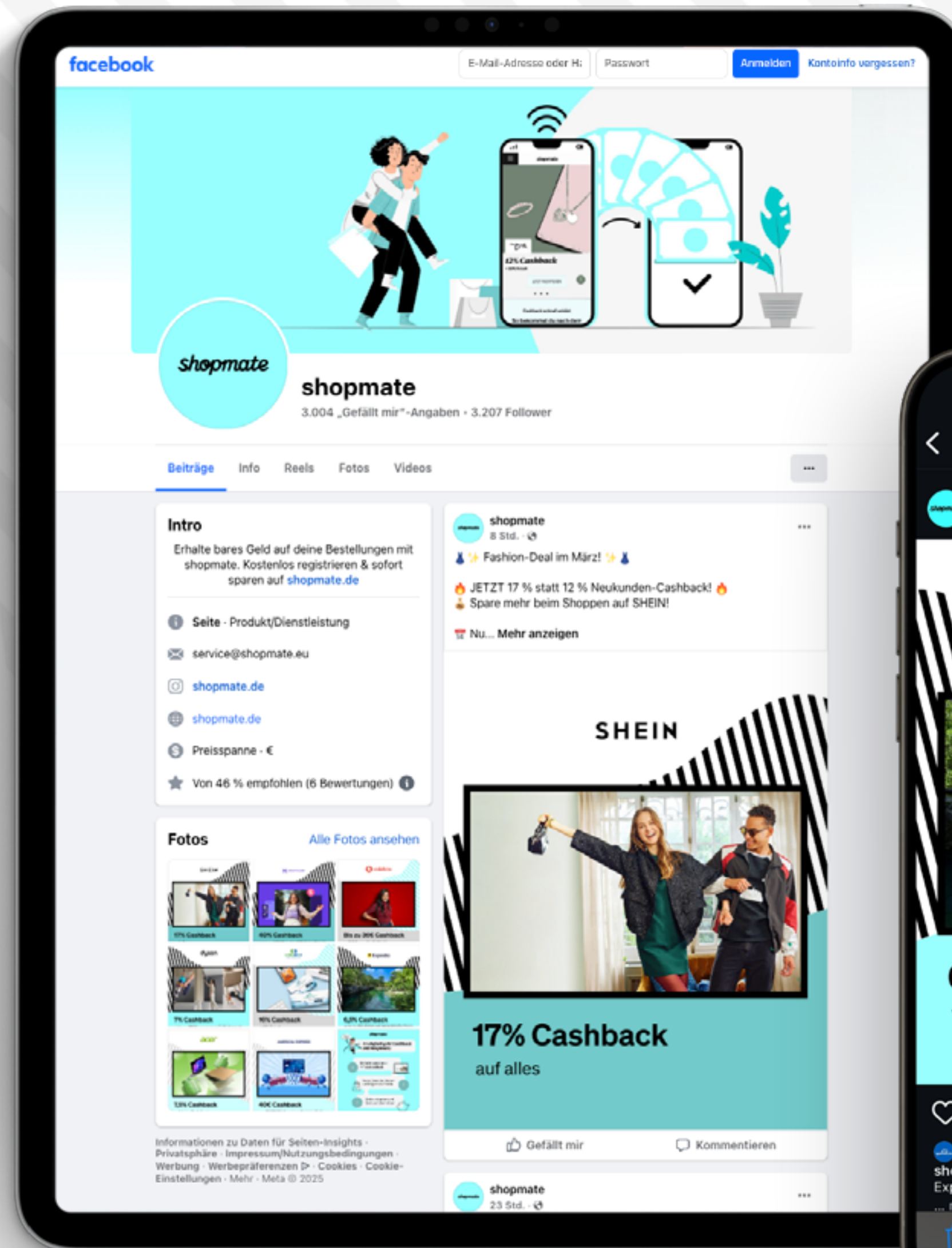
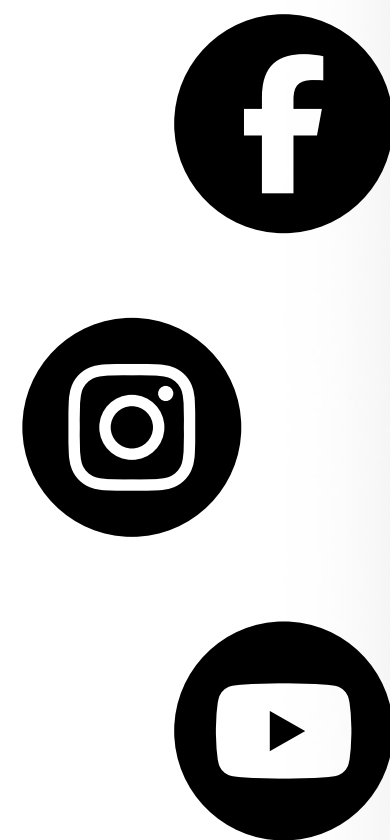


1 Billboard

2 Exposed Content Ad

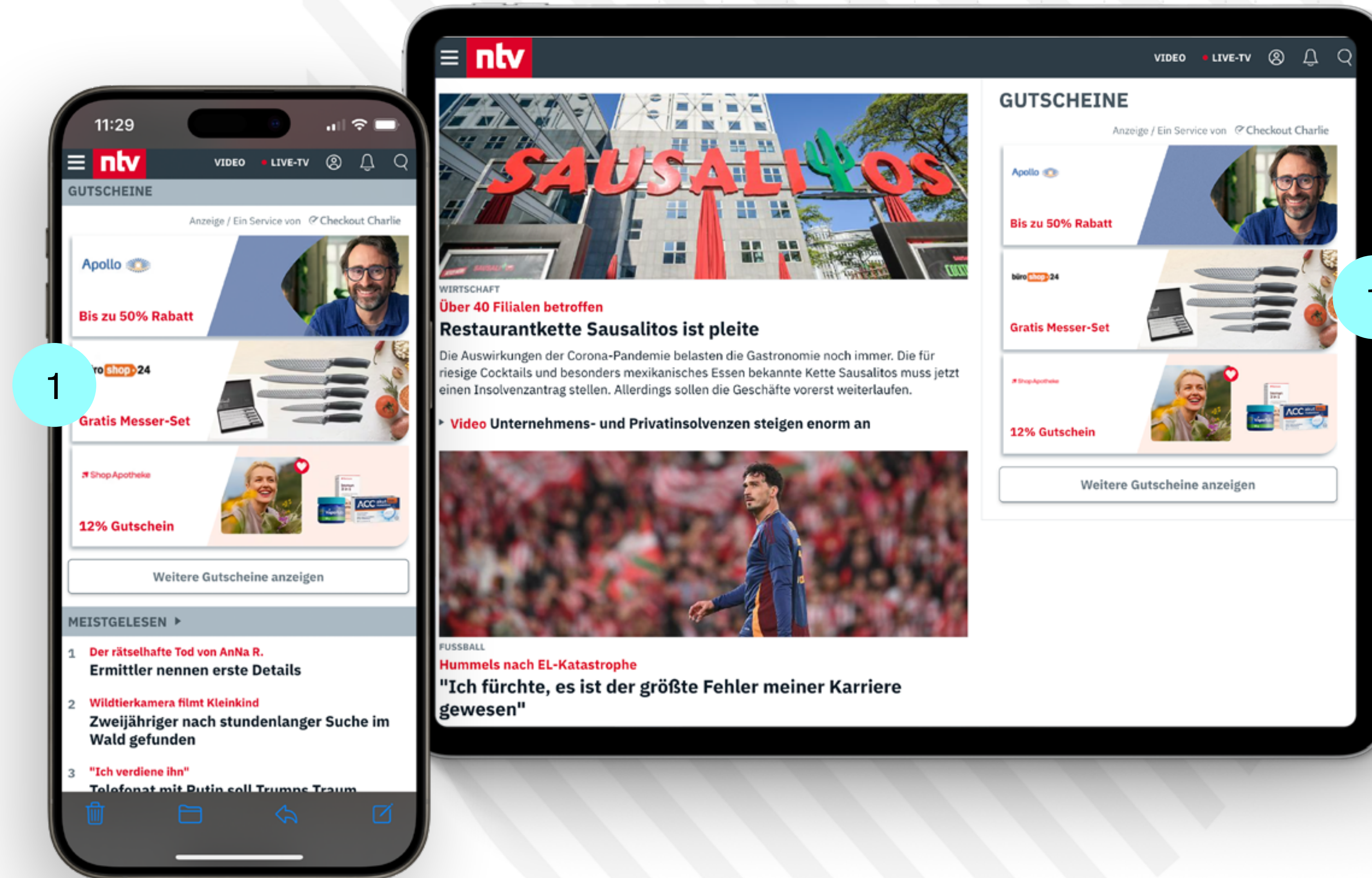
PLACEMENTS

shopmate Social Media



PLACEMENTS

Widget on n-tv.de



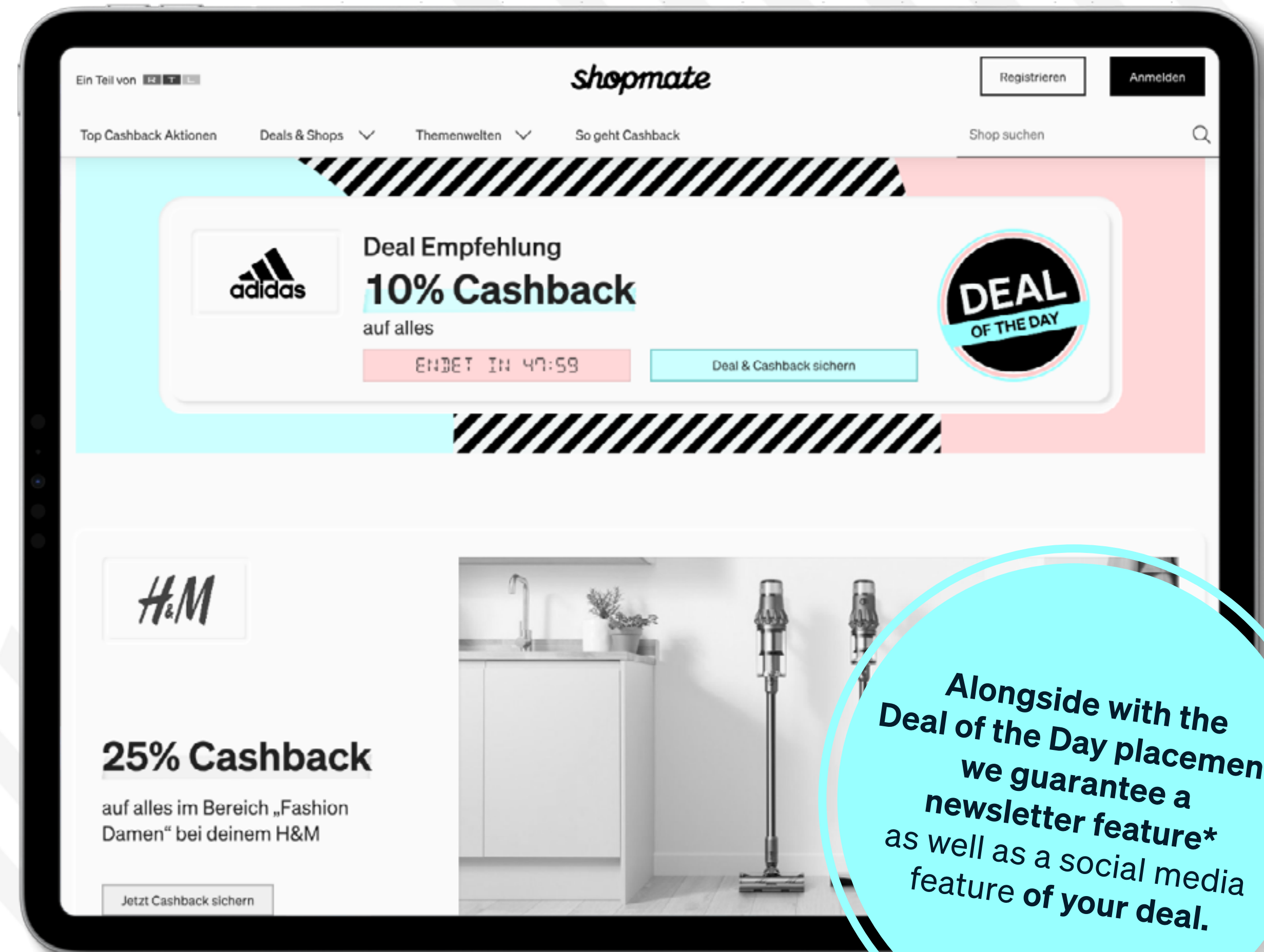
1 Widget

Your deal in the spotlight: shopmate Deal of the Day

Unlock greater value for your shoppers by featuring your brand as the **Deal of the Day** on shopmate!

In exchange for an unbeatable rate, we're offering a spotlight placement. By showcasing our exclusive deal, you'll not only attract more engaged customers but also boost brand loyalty with higher returns on purchases. Let's partner to create a win-win, where shoppers get more rewards, and your site gets increased visibility and conversions.

Ready to make today's deal unforgettable?



*in case it is live on a newsletter sent date.

GET IN TOUCH

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