



# Welcome to Checkout Charlie





# Content

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## 01 | Our company

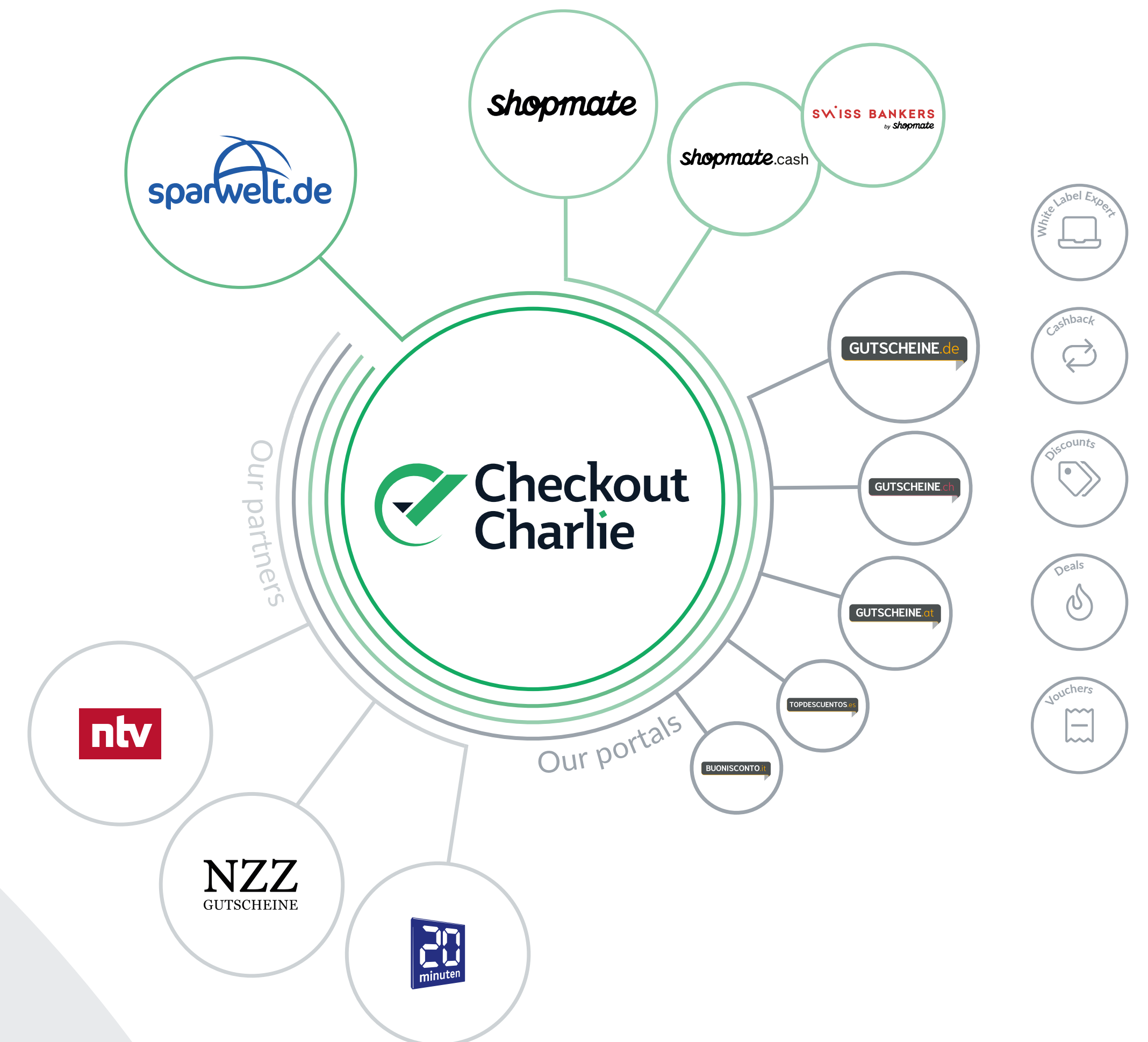
- ✓ Operating as an international premium publisher for affiliate marketing and part of RTL Deutschland.
- ✓ Combining multimedia content with intelligent distribution solutions to increase reach, engagement, and performance.
- ✓ Delivering high-quality editorial content, detailed coupon checks, and tailor-made services.
- ✓ Providing holistic and multi-channel marketing solutions, effectively reaching diverse target groups.



# The content & performance marketing powerhouse

Checkout Charlie is the company behind a large number of consumer, saving and cashback portals. We combine reach, content and quality on our own portals such as Sparwelt.de, Gutscheine.de and shopmate as well as on voucher portals of large media brands such as n-tv in DE and 20minuten and NZZ in CH.

Displaying offers of thousands of online shops to diverse and matching customer groups, we serve as the ideal interface between consumers and merchants.



Ein Teil von RTL Deutschland



# Factsheet

**16+ years**  
of industry expertise

**21** seasonal campaigns  
planned for 2025

**6** owned portals + **3**  
partner media portals

**>5.4 million**  
savvy, engaged users monthly

## ENGAGED AUDIENCES



**>600,000**  
segmented target group  
per newsletter sent  
average targeting:  
 500,000  
 100,000



**>200,000**  
social media followers  
across platforms



**13.8%**  
average engagement  
rate on social media

**>50,000**  
promo codes  
& deals annually

**approx. 4,000**  
active shop  
partnerships across  
industries

**>1.5 million**  
transactions conducted  
in 2024

**>€ 150 million**  
external sales mediated  
in 2024 (excluding contracts/  
continuing obligations)

## STRONG RETAIL PARTNERSHIPS

## PERFORMANCE HIGHLIGHTS

**400–900%**  
average uplift in turnover through  
SEA releases combined with  
exclusive promo codes or deals

**Up to 4:15 minutes**  
average dwell time per article in  
our content magazine

*Gönn dir!*

**851%**  
average performance uplift  
through campaign integration  
(based on 2024 results)







## 02 | Our portals

Working with us, your brand will benefit from diversity, high reach, and various opportunities to boost performance. We successfully combine the power of our well-known own portals with strong external media partnerships.

### Our own portals in DE

Sparwelt.de, Gutscheine.de, shopmate.de

### Our own portals in AT + CH

Gutscheine.at, Gutscheine.ch, shopmate.cash

### Our media cooperations in DACH

ntv.de, 20minuten.ch and nzz.ch



# Sparwelt.de

## The go-to guide for smart shopping

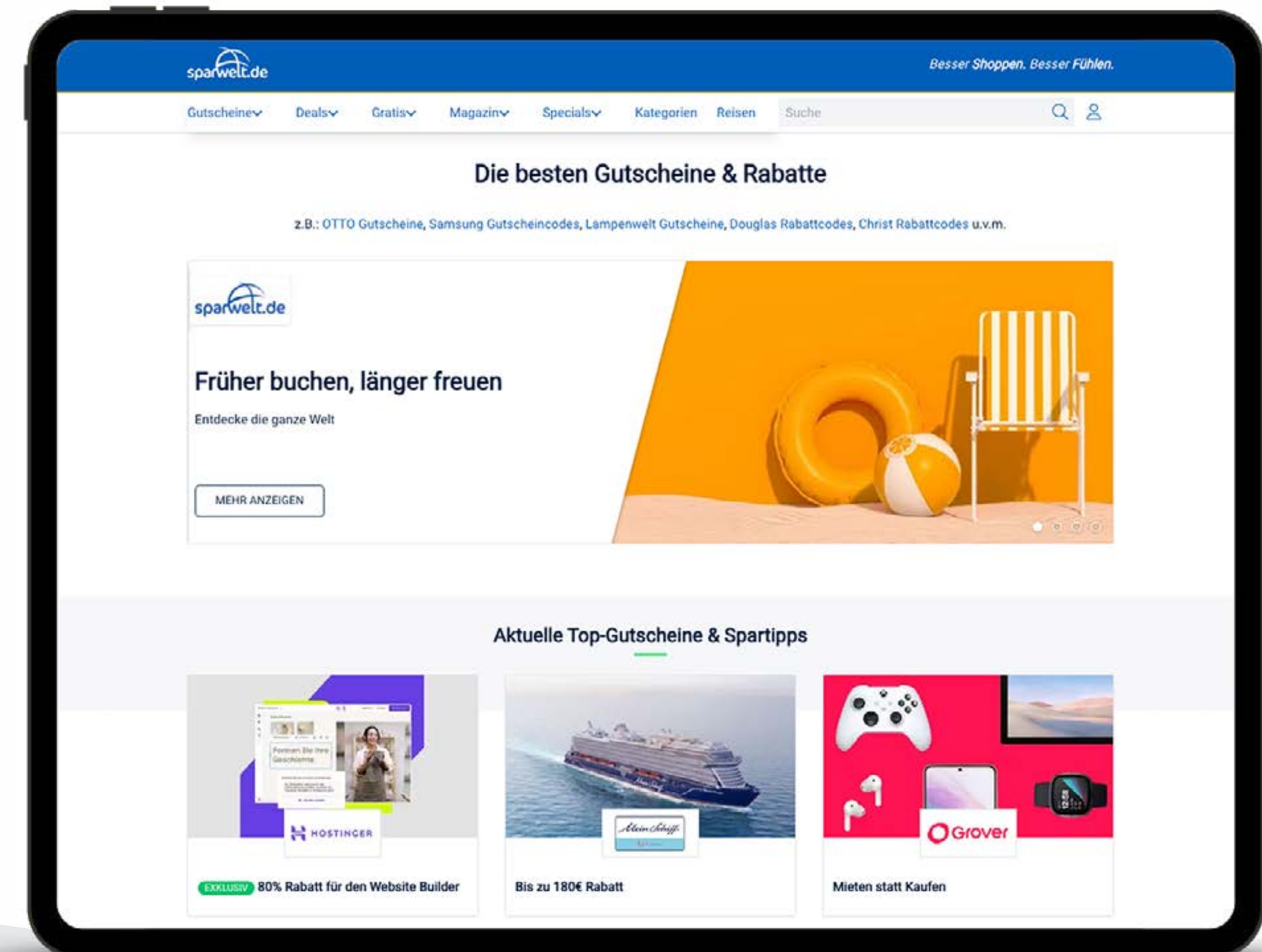
Sparwelt.de informs and inspires users throughout their customer journey and provides persuasive editorial content. Sparwelt.de makes the world of online shopping a little bit better every day.

### TARGET GROUP

**Description** Trend-conscious, price-conscious, smart-shoppers

**Gender** 37% female | 63% male

**Age** 39% between 18-34 years, 36% between 35-54 years



# Gutscheine.de

## The go-to platform for verified coupons

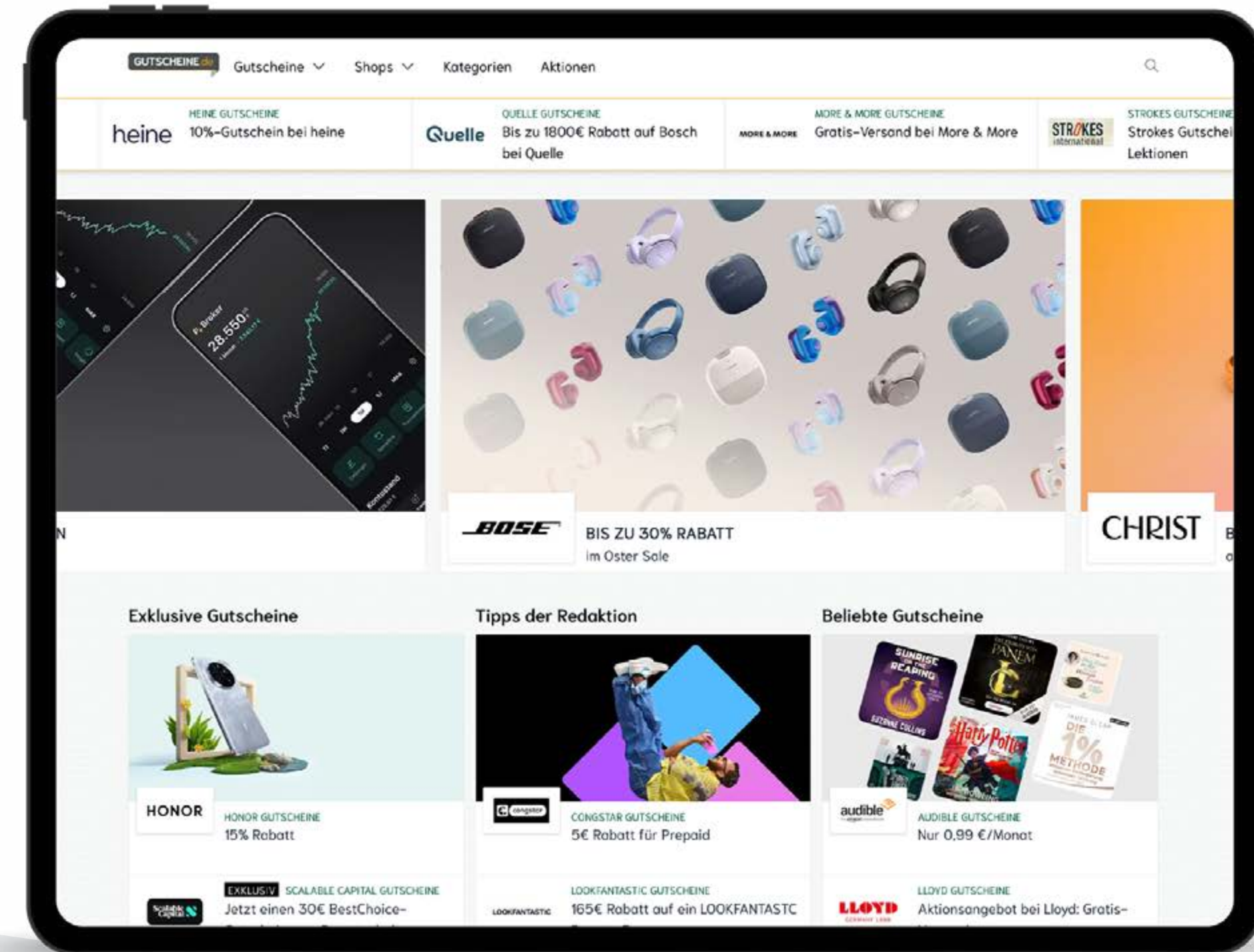
Gutscheine.de is a discount platform specializing in a wide selection of verified coupons and promotional codes tailored for frequent online shoppers across categories like travel, fashion, and electronics. The platform primarily attracts savvy, budget-conscious users who actively seek quick savings on everyday purchases and seasonal promotions.

### TARGET GROUP

**Description** Budget-conscious, smart shoppers who won't make an online purchase without a good promotional code

**Gender** 36% female | 64% male

**Age** 43% between 18-34 years, 37% between 35-54 years





# shopmate

## The platform that simplifies and streamlines cashback for everyone

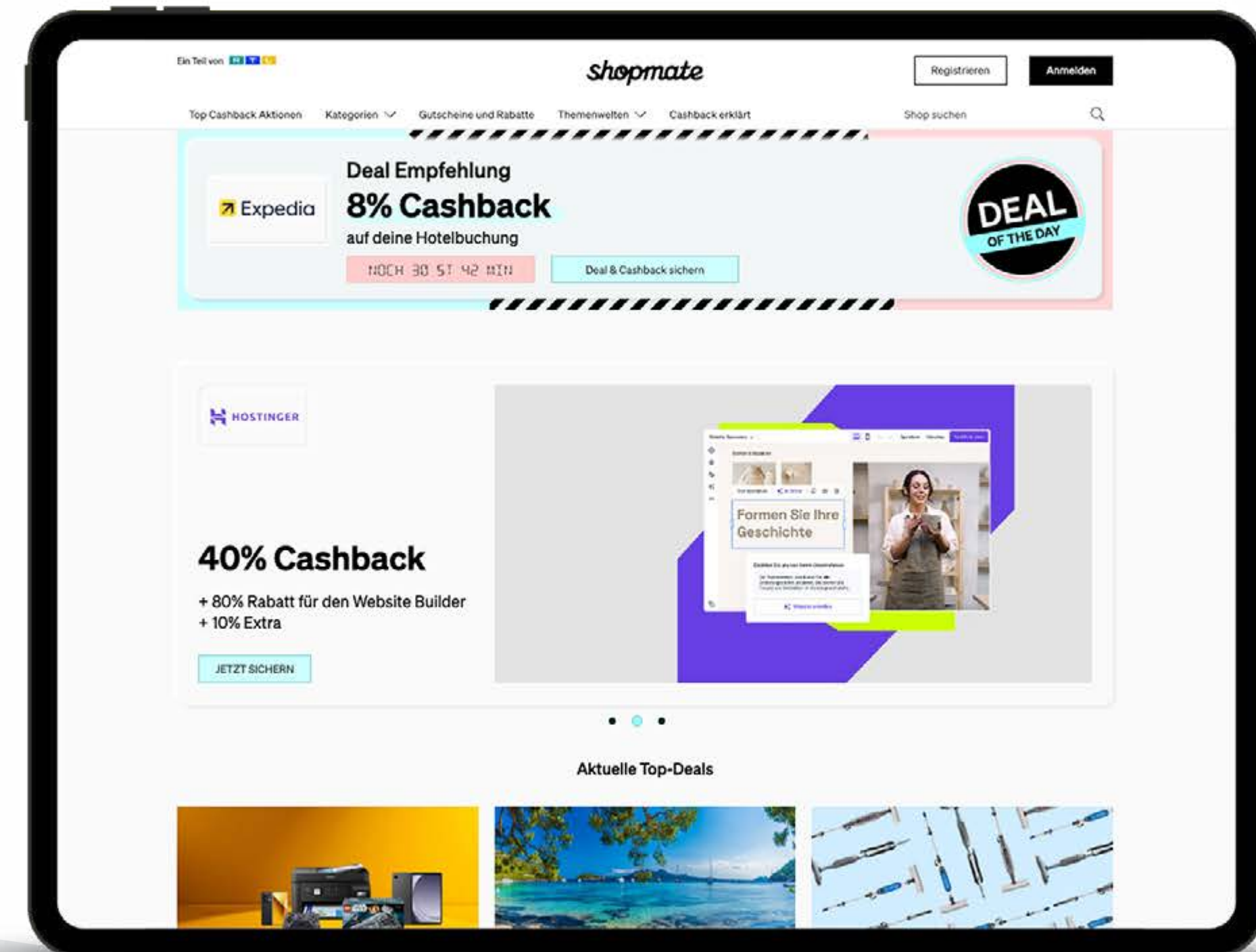
shopmate is a cashback platform that offers exclusive deals from a wide variety of online stores, allowing users to earn money back on their purchases. With easy tracking of earnings, seamless reward redemption, and regular promotions, shopmate helps users maximize their savings while shopping online.

### TARGET GROUP

**Description** shopmate caters to both seasoned cashback users and curious newcomers, making cashback collection effortless. It appeals to disciplined bargain hunters focused on daily necessities, as well as enthusiastic shoppers seeking everyday luxuries and exciting new products.

**Gender** 48% female | 52% male

**Age** 27% between 25-34 years, 44% between 35-54 years





# Gutscheine.ch

“Huusä” for professionals (“saving money” in Swiss German)

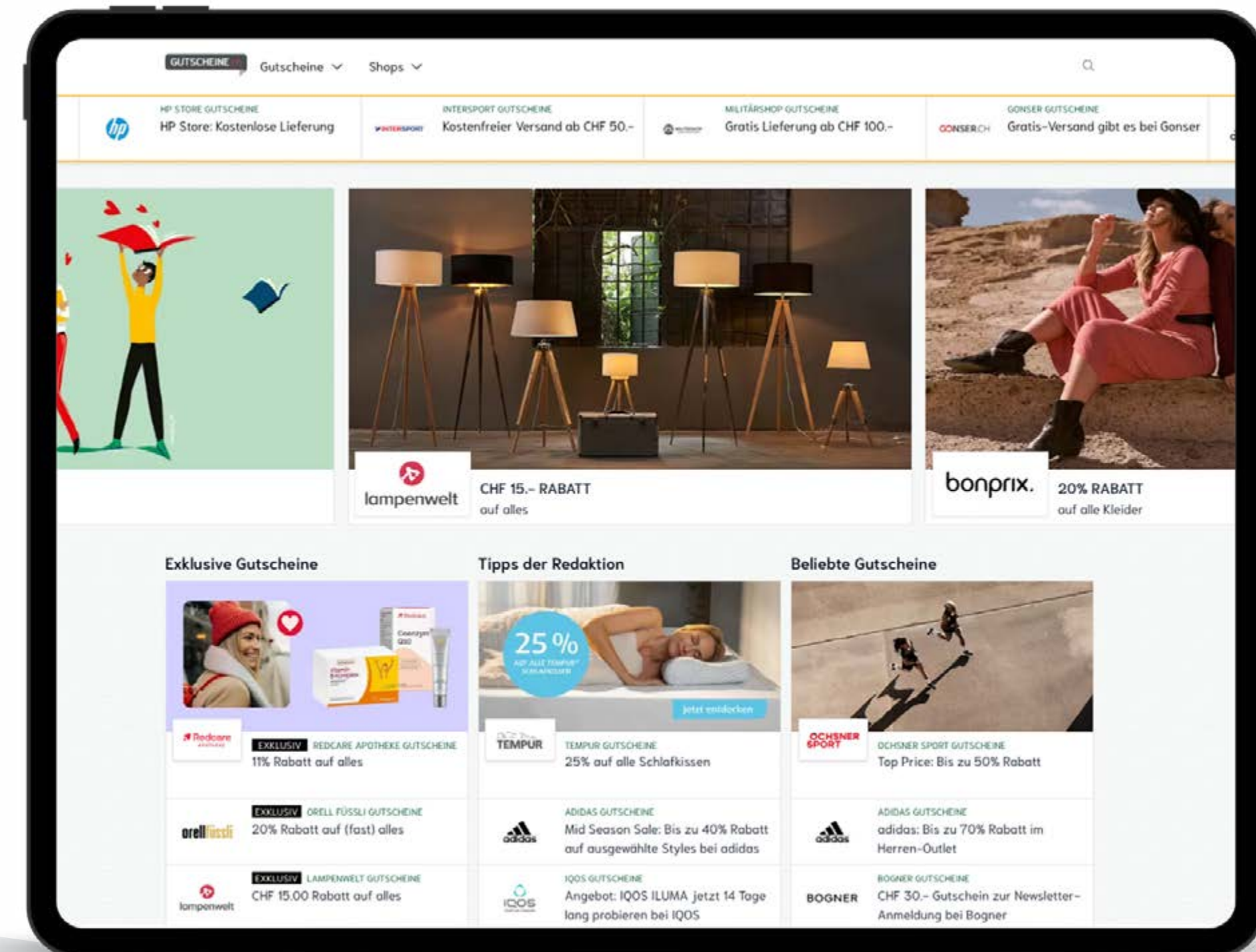
There’s an offer for every user on Gutscheine.ch. The portal stands out not only because it has such a high number of new discounts every day but also because of its diverse range of shops. Users can shop till they drop at more than 425 online shops.

## 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

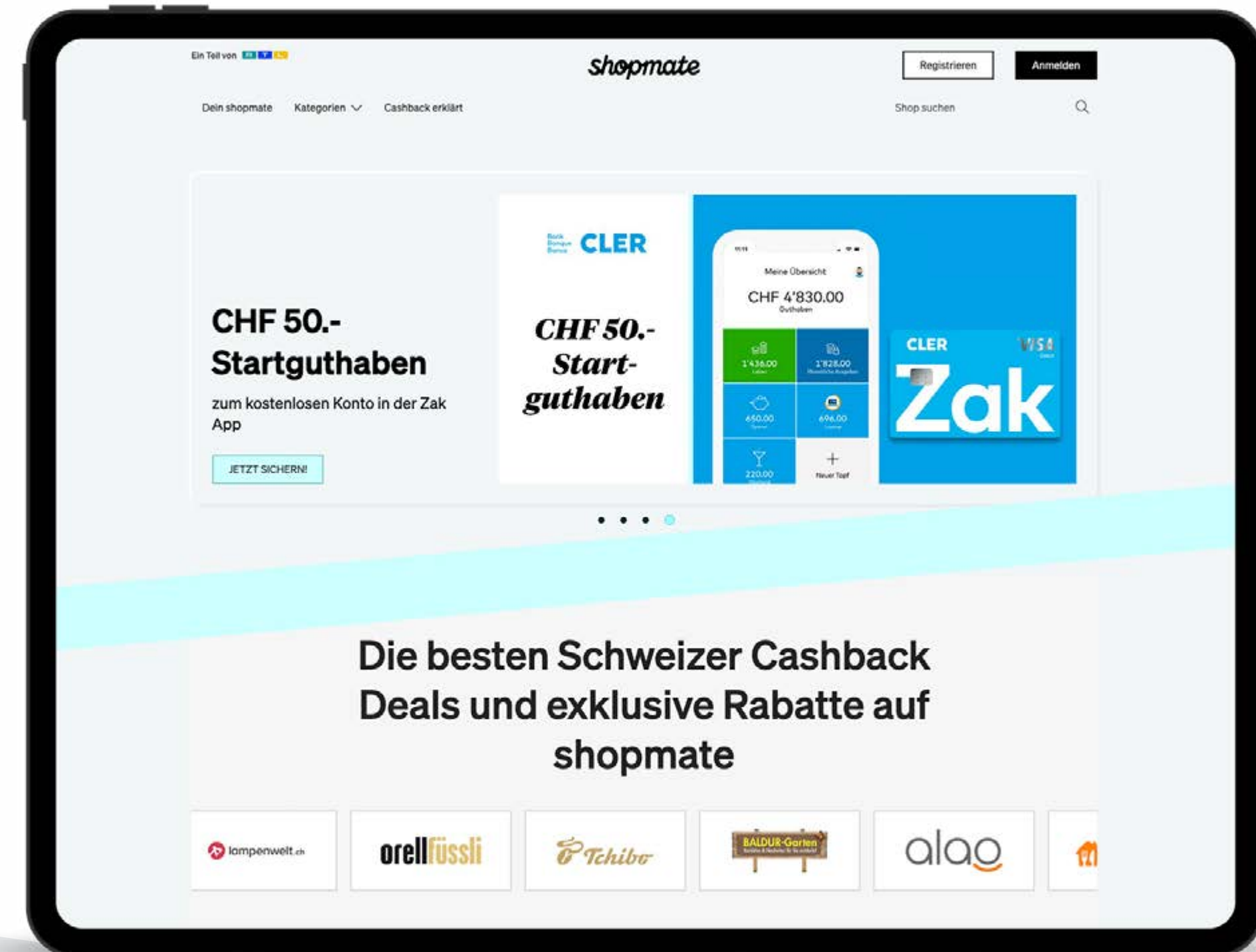
With our cashback portal shopmate.cash, we also provide the customers in Switzerland with the best offers. After every online purchase, the customer receives part of the value of the goods back as cashback. By registering a customer account, the money-back portal focuses on long-term customer loyalty.

### TARGET GROUP

**Description** bargain hunters, open-minded

**Gender** 65 % female | 35 % male

**Age** 50% between 25 and 44 years old





# Gutscheine.at

## Online shopping meets tradition

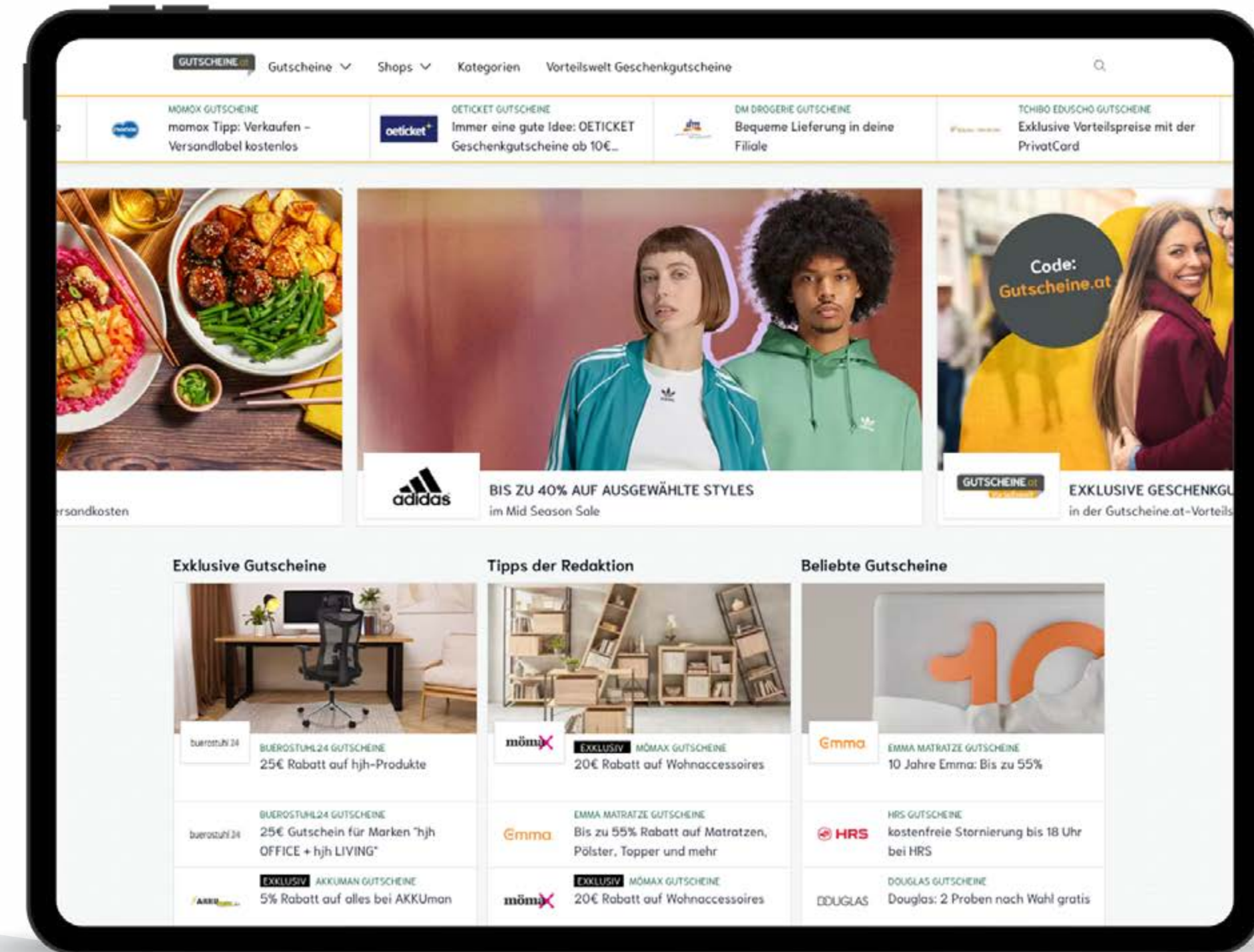
Well-established in the Austrian market, this portal offers users numerous discount codes for saving money while shopping online. Every day, online editors work hard to find the latest and best discounts and offers in Austria.

## TARGET GROUP

**Description** clever, goal-oriented, modern

**Gender** 48,7% female | 51,3% male

**Age** 48% between 21 and 52 years old

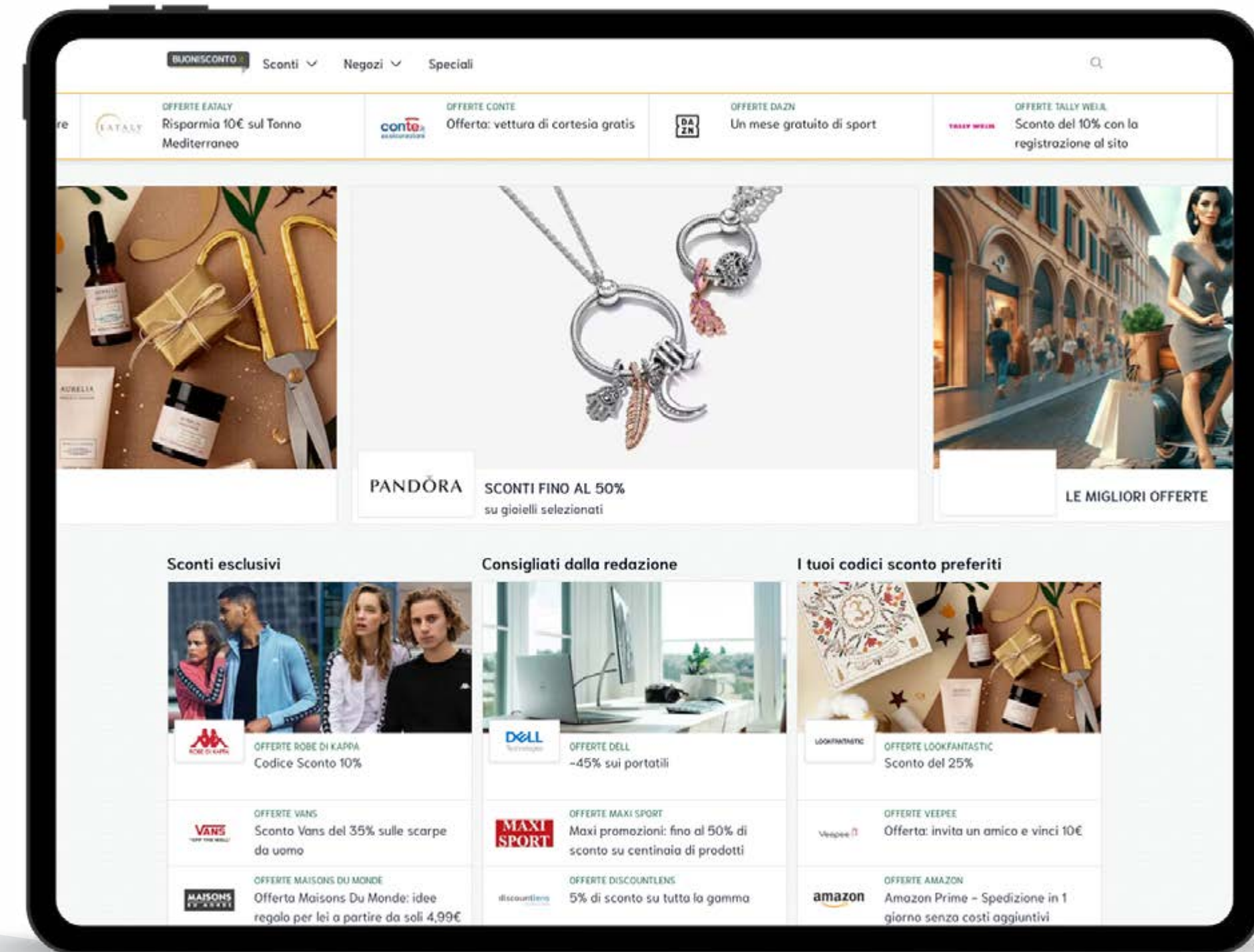




# Buonisconto.it

## 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.





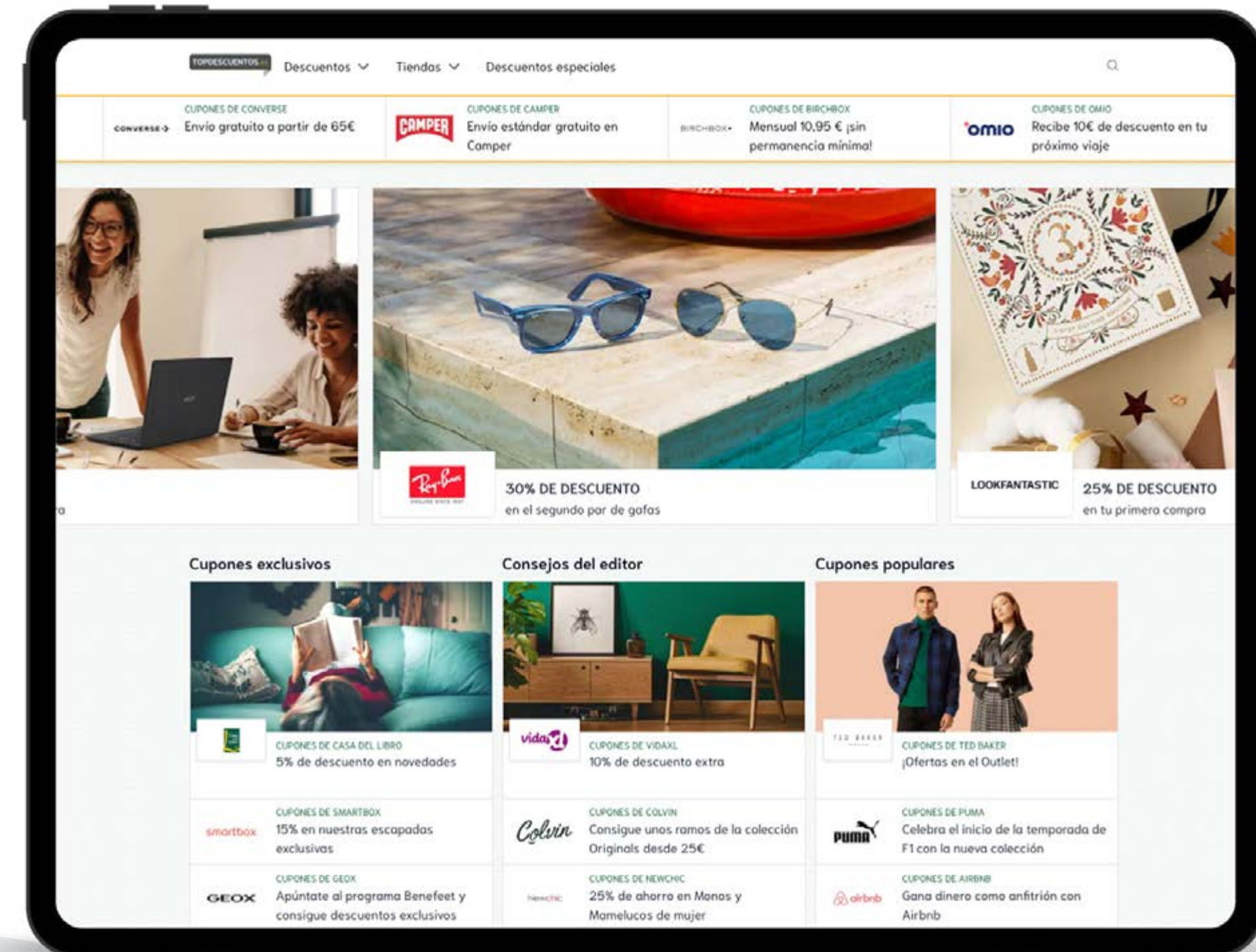
# Topdescuentos.es

## 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!





# ntv.de

## gutscheine.n-tv.de

NTV delivers breaking news from around the globe – fast, concise, and around the clock. Covering a wide range of topics, from economics and finance to politics, sports, and society, NTV provides in-depth analysis and insight into complex issues. Its expertly curated content captures the attention of financially and business-savvy decision-makers.

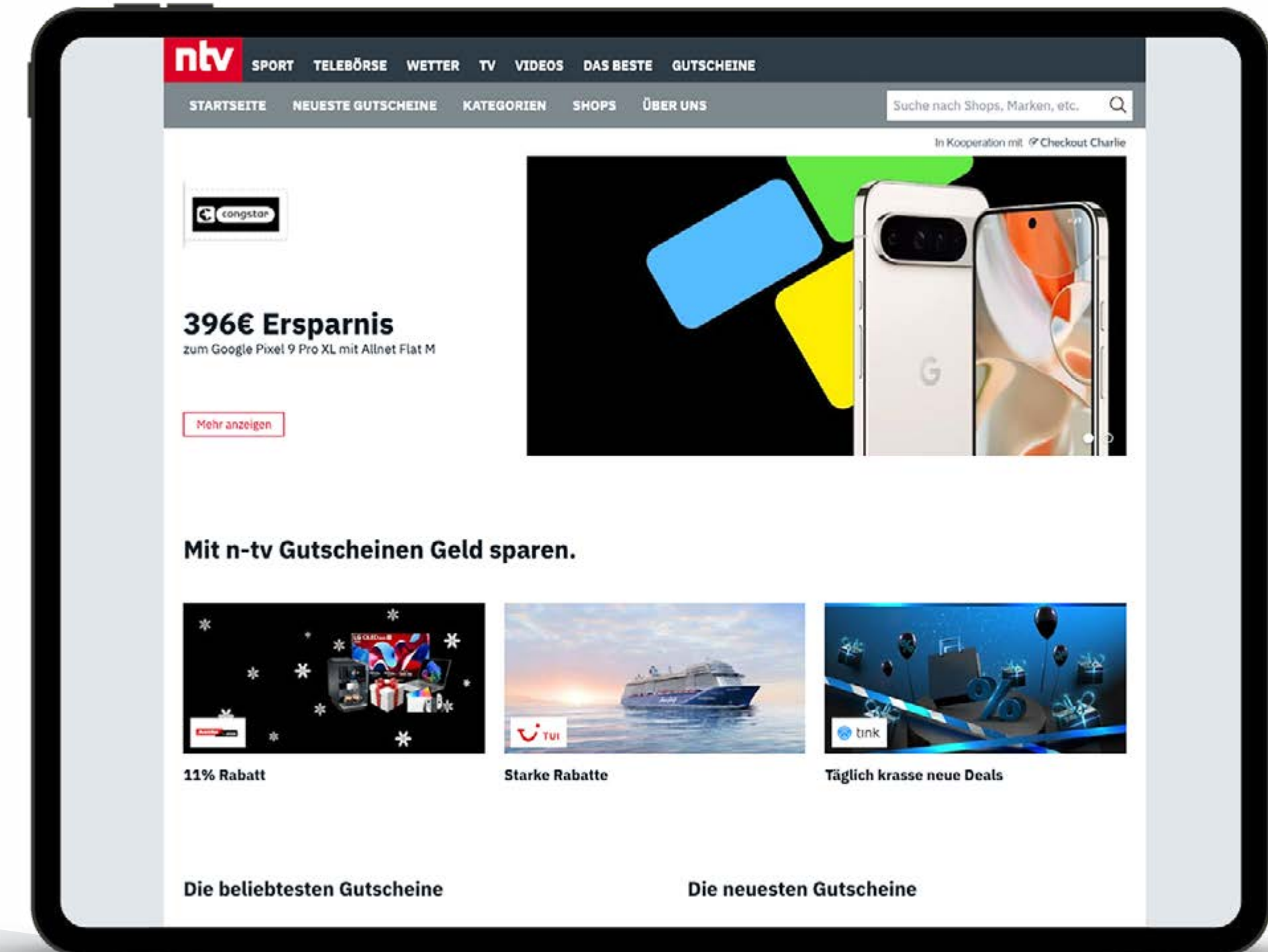
### TARGET GROUP

**Description** Well-educated individuals with a strong interest in world politics, who value reliability, speed, balance, and in-depth reporting. This audience demonstrates above-average platform loyalty and a commitment to staying informed.

**Gender** 43% female | 57% male

**Age** 69% between 20-59 years

**Income** 58% with a net household income  $\geq$  € 3,000



# 20min.ch

## The media brand with the largest reach in Switzerland

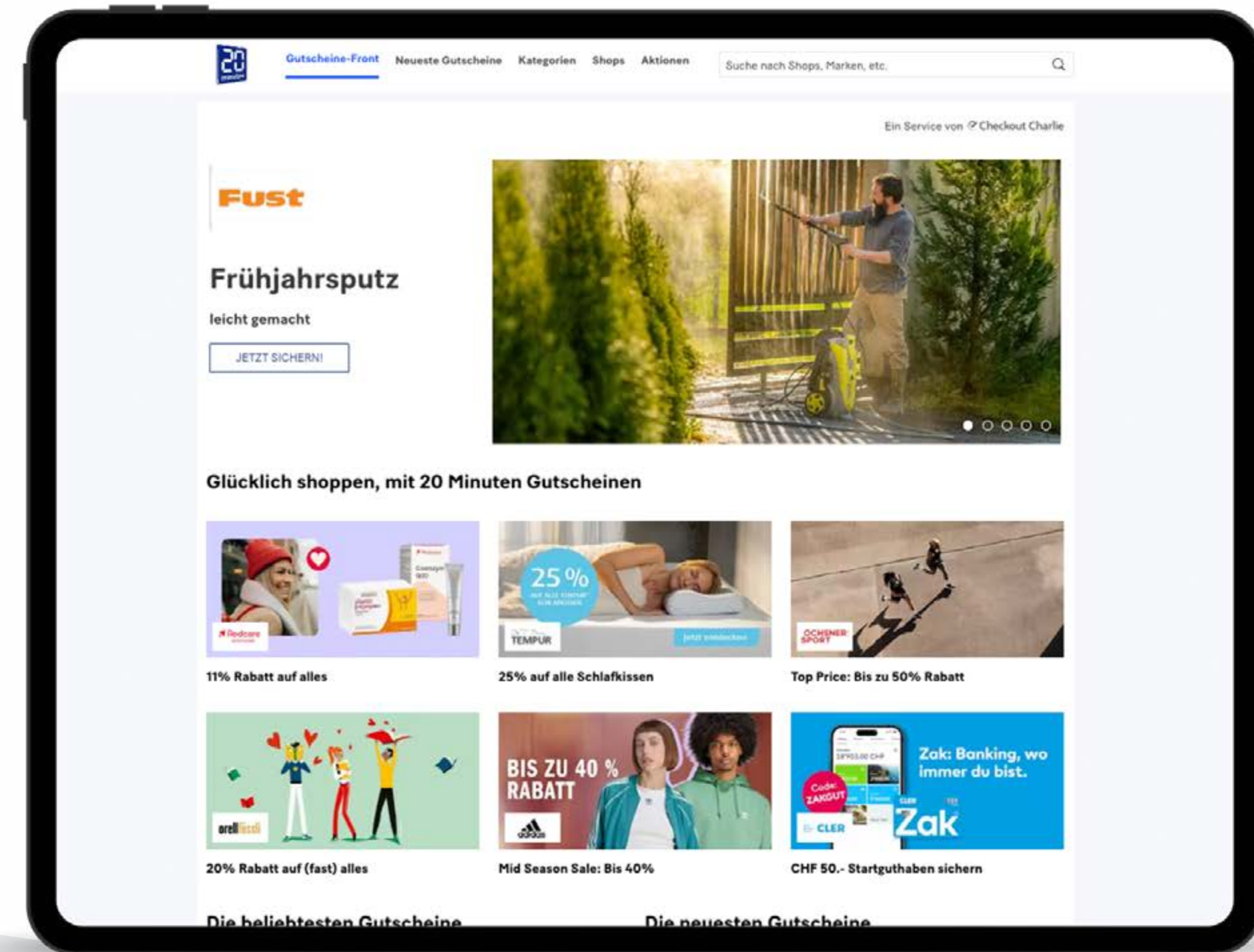
20 Minuten entertains and informs its readers on a daily basis with stories from the worlds of politics, business, sport and entertainment — and also features the best deals and offers. 20 Minuten enjoys popularity in the country and is one of the most successful commuter media platforms in Switzerland.

### TARGET GROUP

**Description** urban young affluent

**Gender** 49,8 % female | 50,2 % male

**Age** 38 % between 35 and 54 years old





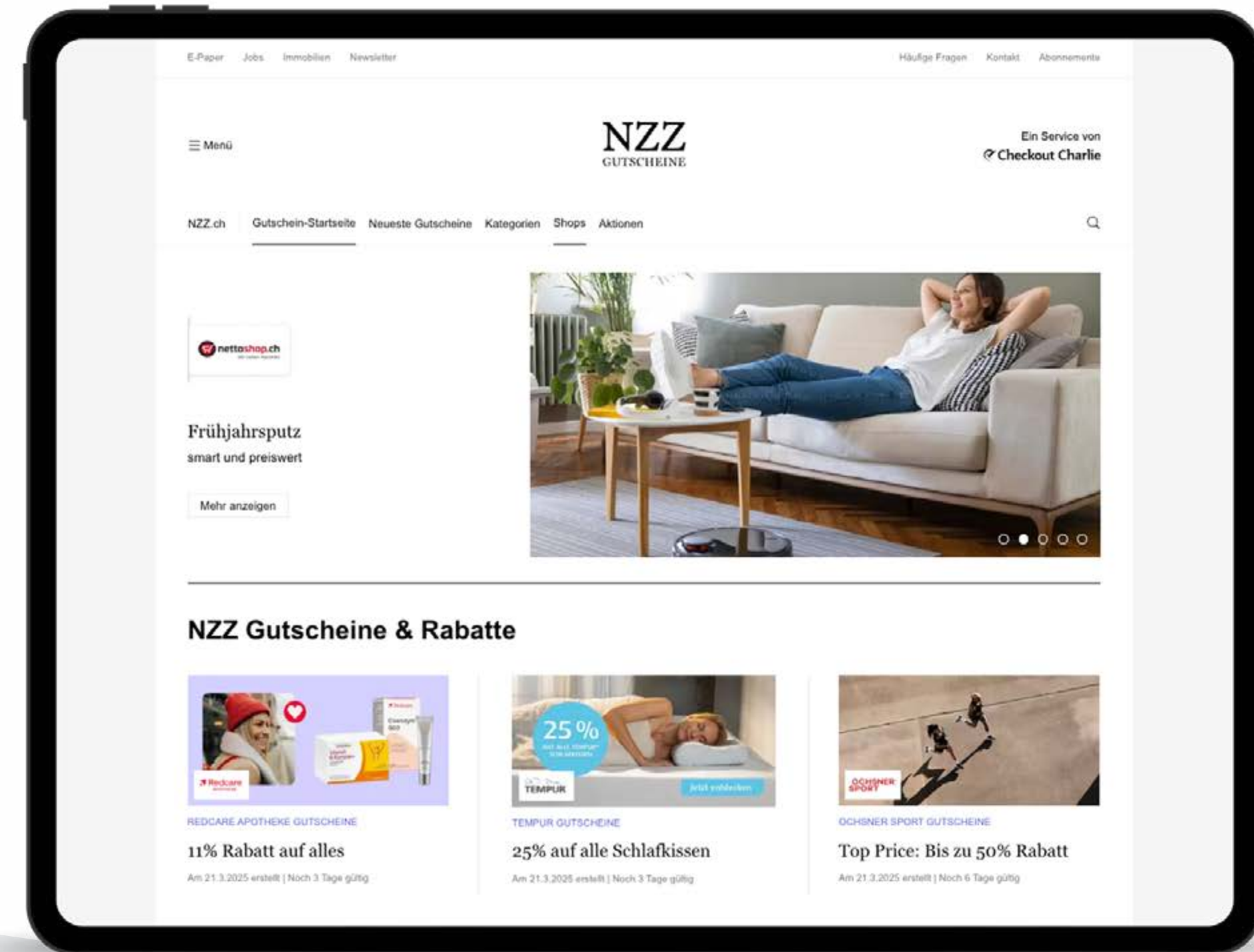
# NZZ - Neue Zürcher Zeitung

## 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







## 03 | Welcome packages



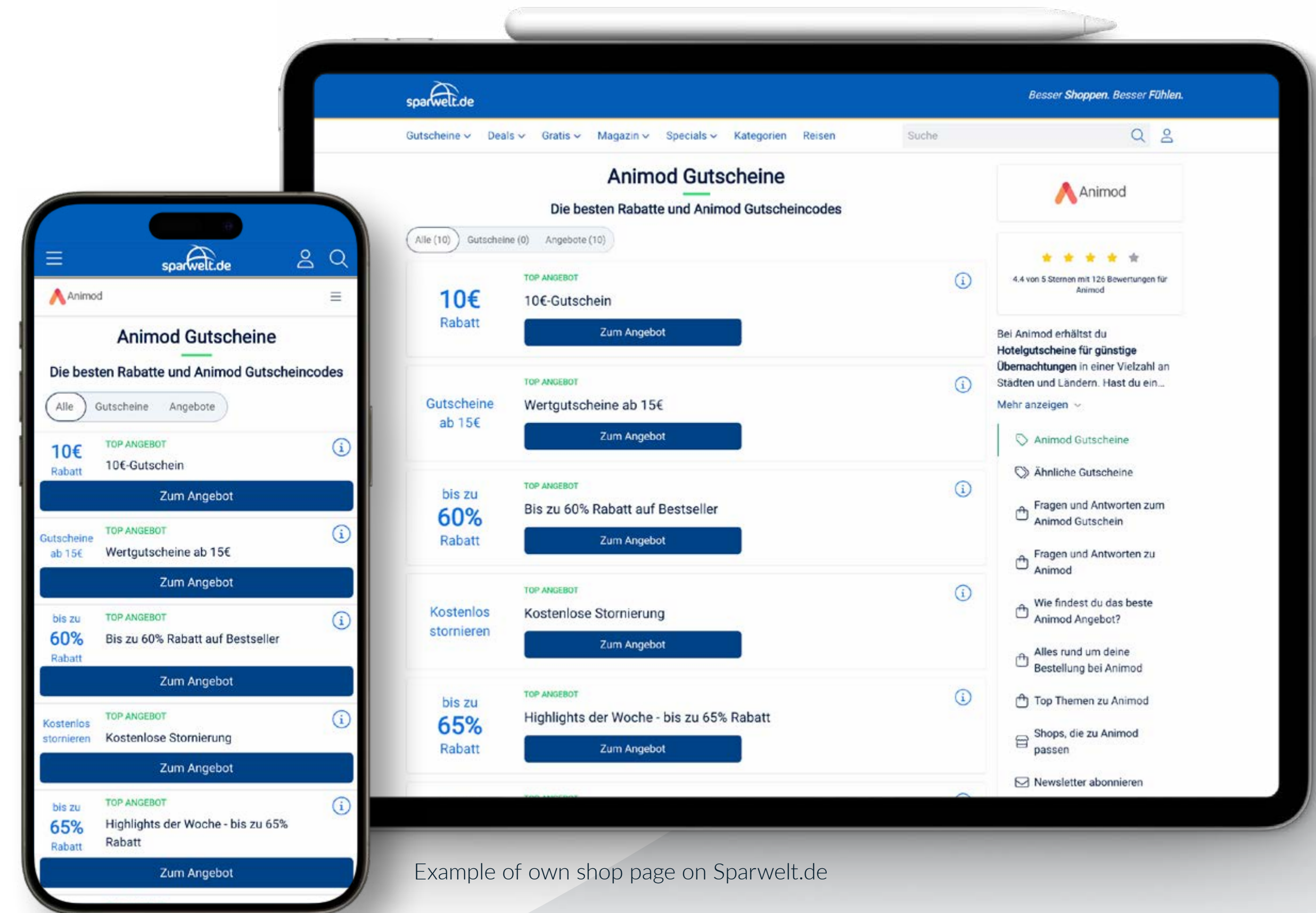
# How to become part of Checkout Charlie

## How will we support you?

- We create a separate 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 newsletters.
- Our welcome packages are only for new customers and can be booked once.
- Benefit from a substantial discount and get your first sales push.

## How do you have to prepare?

- Please connect to an affiliate network before working with us. All prices are + CPO / CPL.



Example of own shop page on Sparwelt.de

# Welcome packages

Get more  
information  
here

## SILVER

1 x	Sparwelt.de	Own shop page incl. maintenance
1 x	Gutscheine.de	Own shop page incl. maintenance
1 x	n-tv.de	Own shop page incl. maintenance
1 x	shopmate.de	Own shop page incl. maintenance
1 x	Sparwelt.de	ECA newsletter**
1 Day	n-tv.de	Widget homepage
1 Day	Gutscheine.de	Teaser homepage
1 Day	shopmate.de	Teaser homepage

~~€ 3,850~~ € 1,600\*

## GOLD

1 x	Sparwelt.de	Own shop page incl. maintenance
1 x	Gutscheine.de	Own shop page incl. maintenance
1 x	n-tv.de	Own shop page incl. maintenance
1 x	shopmate.de	Own shop page incl. maintenance
1 x	Sparwelt.de	ECA newsletter**
1 x	Gutscheine.de	ECA newsletter**
1 x	shopmate.de	ECA newsletter**
1 Day	Sparwelt.de	Slider voucher page
1 Day	Sparwelt.de	Listing homepage
1 Day	Sparwelt.de	Teaser homepage
1 Day	n-tv.de	Widget homepage
2 Days	shopmate.de	Teaser homepage
2 Days	shopmate.de	Listing advertiser overview

~~€ 5,800~~ € 2,400\*

## TRIPLE DIAMOND

1 x	Sparwelt.de	Own shop page incl. maintenance
1 x	Gutscheine.de	Own shop page incl. maintenance
1 x	n-tv.de	Own shop page incl. maintenance
1 x	shopmate.de	Own shop page incl. maintenance
1 x	Sparwelt.de	Advertorial (Deal) Deals page
1 x	Sparwelt.de	Top Special newsletter
1 x	Gutscheine.de	Top Special newsletter
1 x	shopmate.de	ECA newsletter**
2 Days	Sparwelt.de	Slider homepage
1 Day	Gutscheine.de	Slider homepage
1 Day	n-tv.de	Widget homepage
1 Day	n-tv.de	Slider voucher page
2 Days	shopmate.de	Slider homepage
3 Days	shopmate.de	Slider advertiser overview

~~€ 10,250~~ € 3,700\*

\* plus CPO & VAT    \*\* Exposed Content Ad in Newsletter





## 04 | Marketing channels & offers

Through holistic and complementary marketing service offerings, we reach various target groups across different channels. We are the only DACH-based performance marketing company with a professional editorial team, producing newspaper-standard content.

- Campaigns
- Content marketing
- Newsletter
- Social media
- SEA
- Incentive
- Out of home
- TV

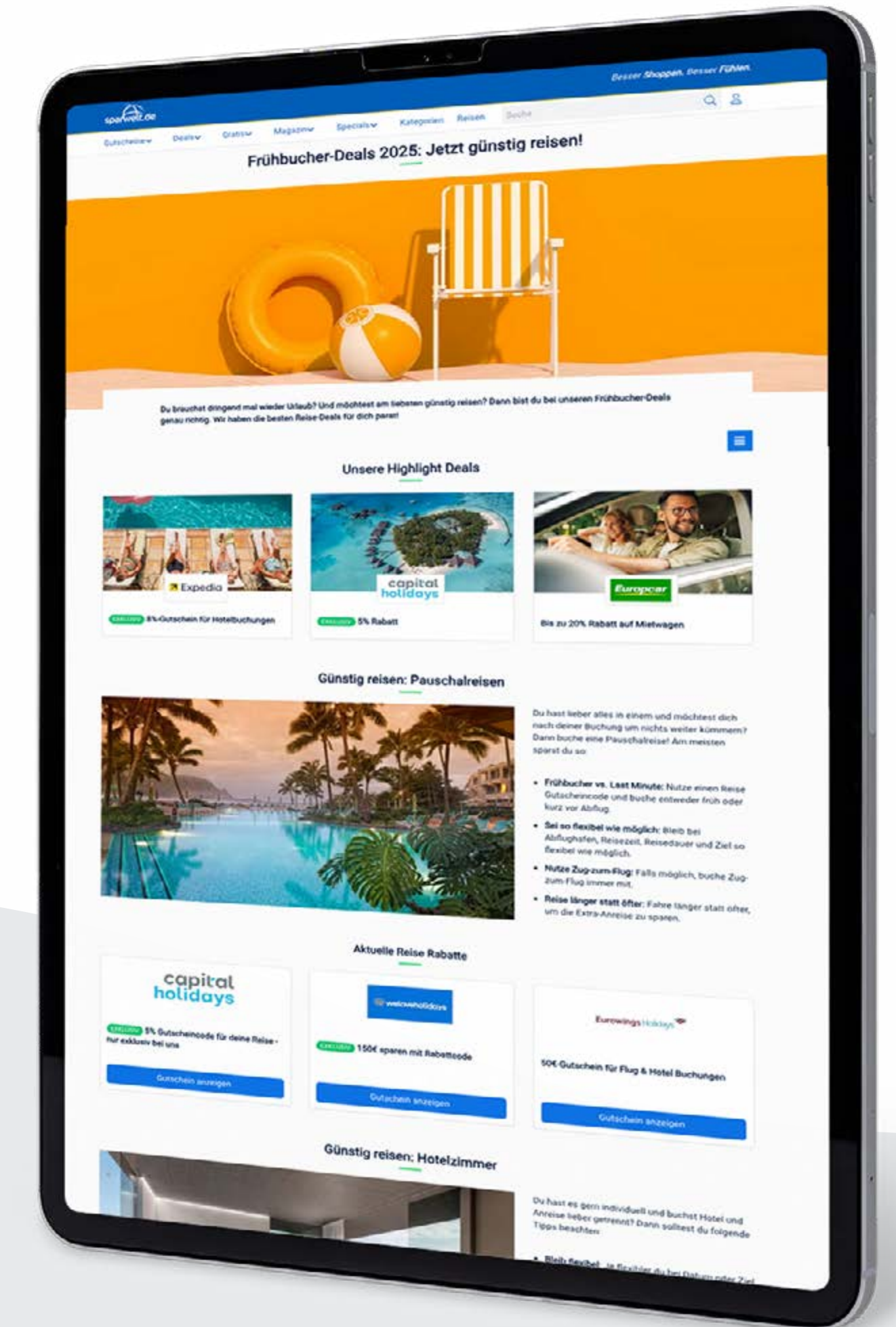


# Our strategic content campaigns

Through strategically planned, holistic campaigns, we position your brand prominently, ensuring meaningful connections and strong transactional outcomes:

- Tailored to users: Precisely aligned with user interests — whether seasonal events, trends, or practical insights — our editorial team creates high-quality, engaging campaigns.
- Flexible opportunities:
  - **Event-driven:** Black Friday, Last Minute Booking, Home & Living, and more
  - **Collaborative impact:** Your brand gains exposure alongside other respected brands
  - **Year-round planning:** Campaigns tailored to any time of year
  - **All categories welcome:** Suitable for brands of every type and industry
  - **Full-service approach:** From initial consultation and strategy through execution and documentation—everything is managed seamlessly by us.
- Custom campaigns: Have a unique idea? We're ready to launch your personalized campaign!

Stay up to date  
on our upcoming  
campaigns via our  
partner newsletter  
**SUBSCRIBE NOW!**





# Campaign Plan 2025 | Part 1

		Jan					Feb					Mar					Apr					May					Jun										
DURATION	CAMPAIGN	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26										
16.12. - 30.03.	Travel Campaign: Early Bird																																				
06.01. - 02.03.	Winter Sale																																				
20.01. - 31.03.	Rates, Insurances & Finances																																				
20.01. - 14.02.	Valentine's Day																																				
17.02. - 31.03.	shopmate Deals for Everyday Life																																				
24.03. - 21.04.	Celebrating Easter, Welcoming Spring																																				
31.03. - 08.06.	Home & Living Spring: Home, Garden, Tech & Entertainment																																				
14.04. - 12.05.	Mother's Day																																				
05.05. - 27.07.	Summer Looks																																				
12.05. - 24.08.	Outdoor Life: Garden, Camping & Outdoor Fun																																				
26.05. - 31.08.	Travel Campaign: Last Minute Trips																																				
09.06. - 20.07.	shopmate Shopping Days																																				

Q1

Stay up to date on our upcoming campaigns via our partner newsletter

SUBSCRIBE NOW

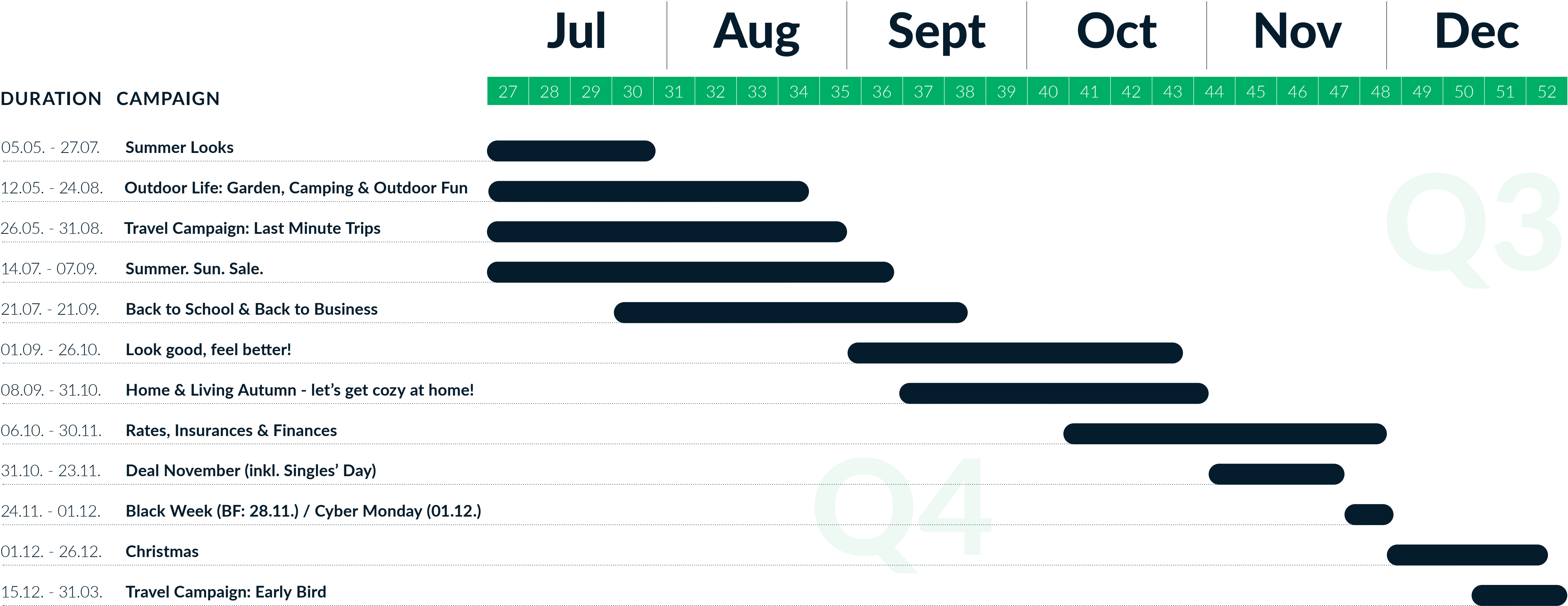
Q2

Q1

Stay up to date on our upcoming campaigns via our partner newsletter

SUBSCRIBE NOW!

# Campaign Plan 2025 | Part 2





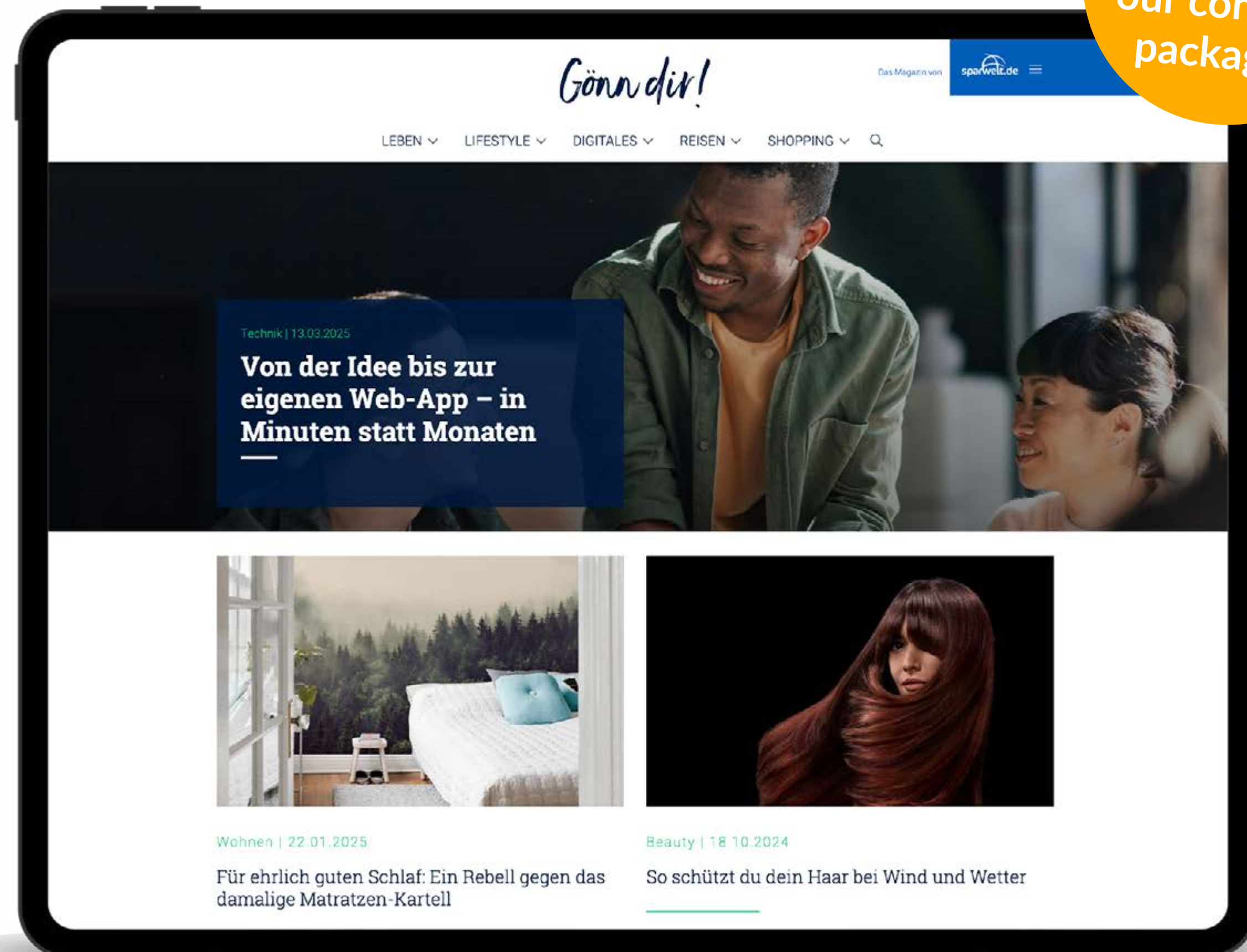
# Premium content solutions

At Checkout Charlie, we set the benchmark for quality in DACH affiliate marketing. Our premium content solutions on Sparwelt.de give your brand a unique competitive edge.

Through tailored editorial placements in **Gönn Dir! magazine**, your products reach an engaged, savings-oriented audience, seamlessly integrated into expert insights and lifestyle inspiration.

Showcase your brand through high-quality editorial content that resonates with readers.

Get in touch for our content packages





# Gönn Dir! – Magazin | Best practice

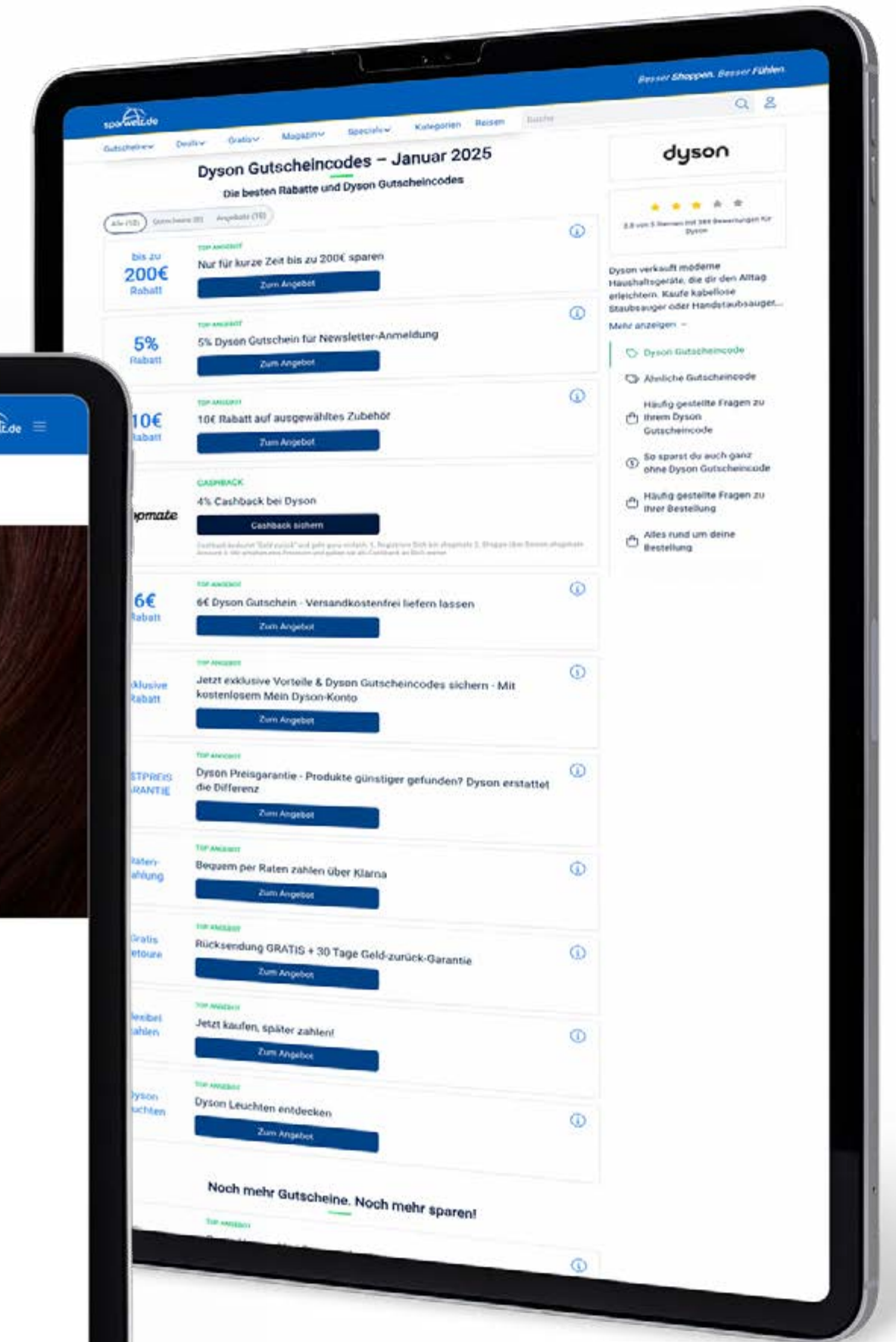
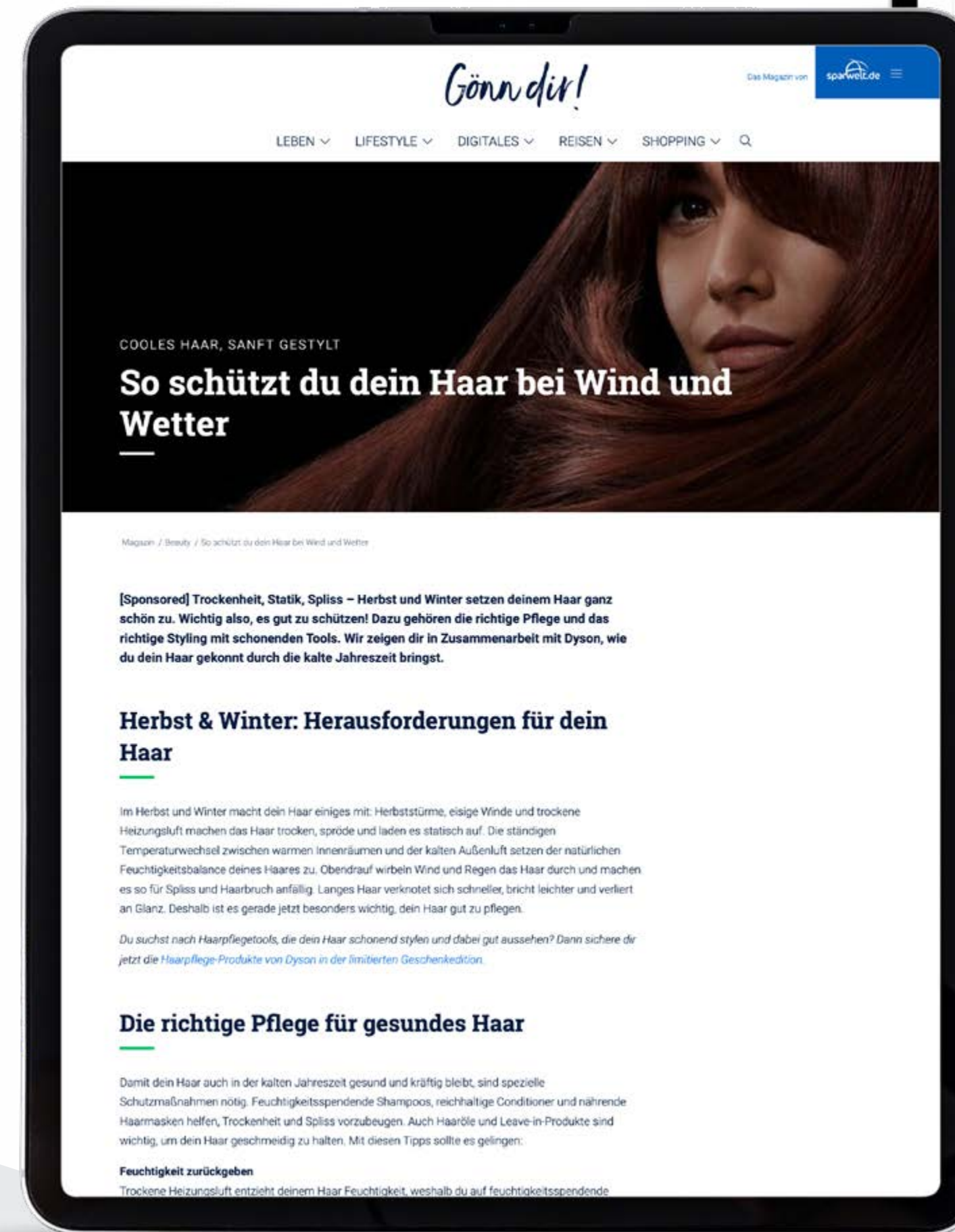
This advertorial highlights Dyson's innovative styling tools, positioning them as effective solutions for seasonal hair care challenges, boosting brand credibility and encouraging readers to choose Dyson for healthy hair. With a voucher integration, users gain access to all available codes, empowering them to make smarter shopping decisions.

250  
CURRENT  
ARTICLES

APPROX.  
1 MIO.  
IMPRESSIONS\*

APPROX.  
8,000  
SESSIONS\*

APPROX.  
50,000  
CLICKS\*



dyson



# Maximize your reach with our newsletters

## Newsletter



### Standard

Tue. & Sun. | ca.

**500,000** segmented recipients

### Standalone

Upon agreement | ca.

**250,000** segmented recipients



### Standard

Sat. | ca.

**100,000** segmented recipients

### Standalone

Upon agreement | ca.

**100,000** segmented recipients



### DE

Weekly

**13,500** segmented recipients

### CH

Twice monthly

**9,400** segmented recipients



### Standard

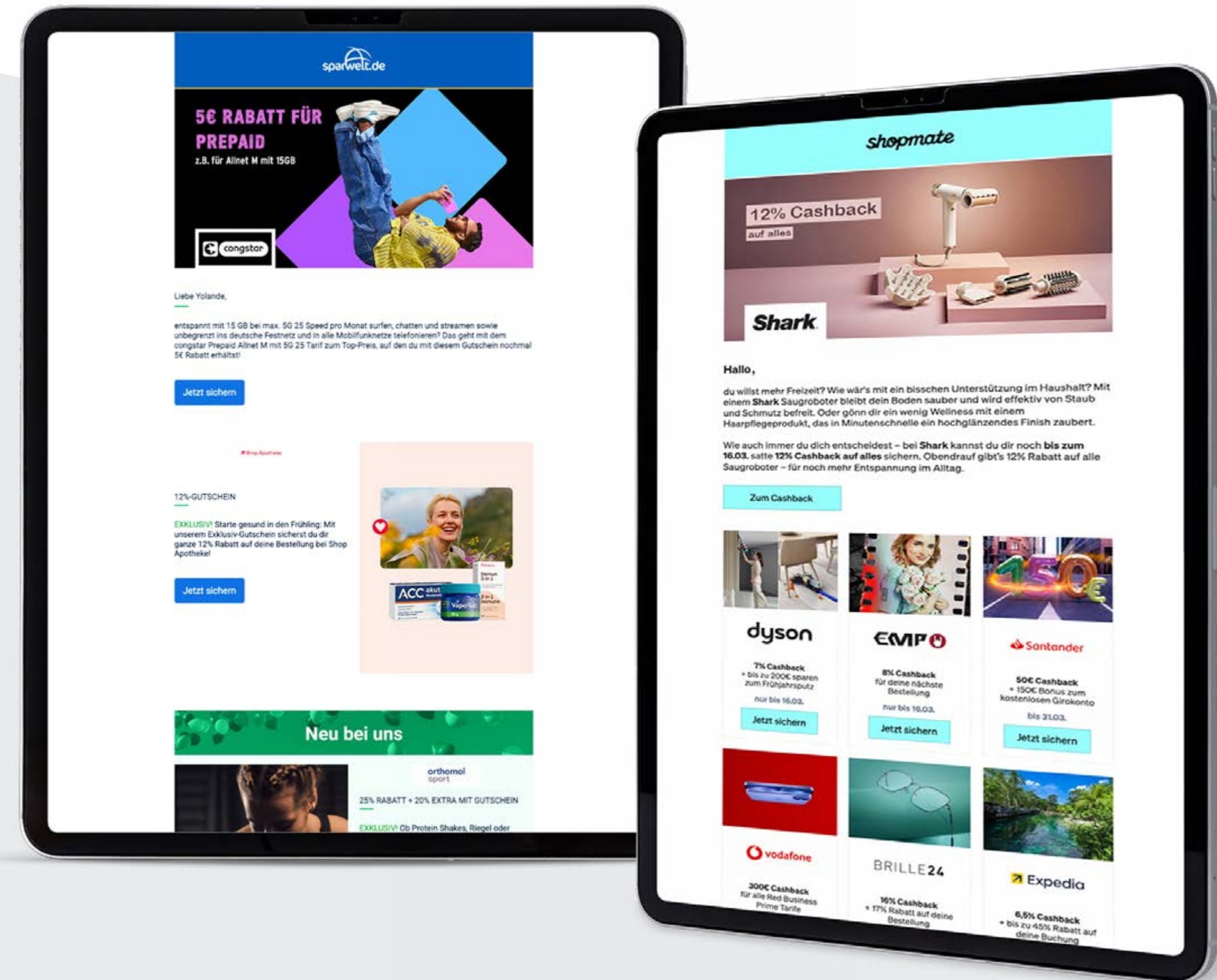
Sat. | ca.

**49,000** recipients

### Standalone

Upon agreement. | ca.

**49,000** recipients

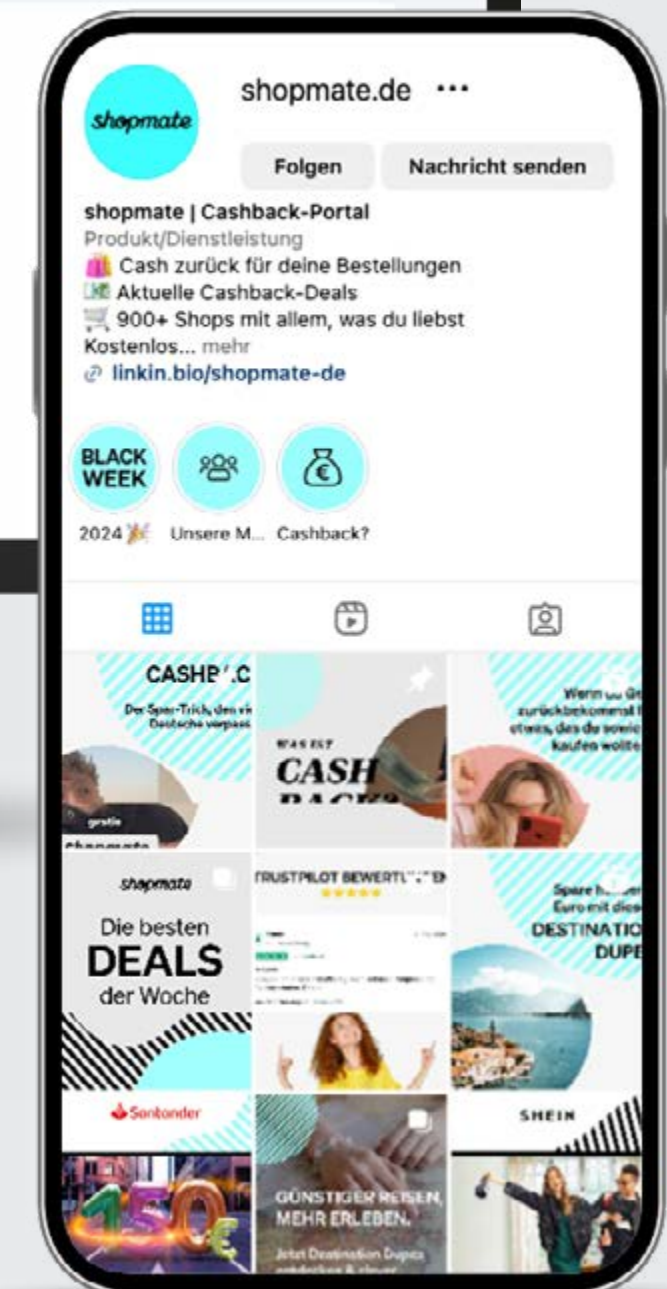
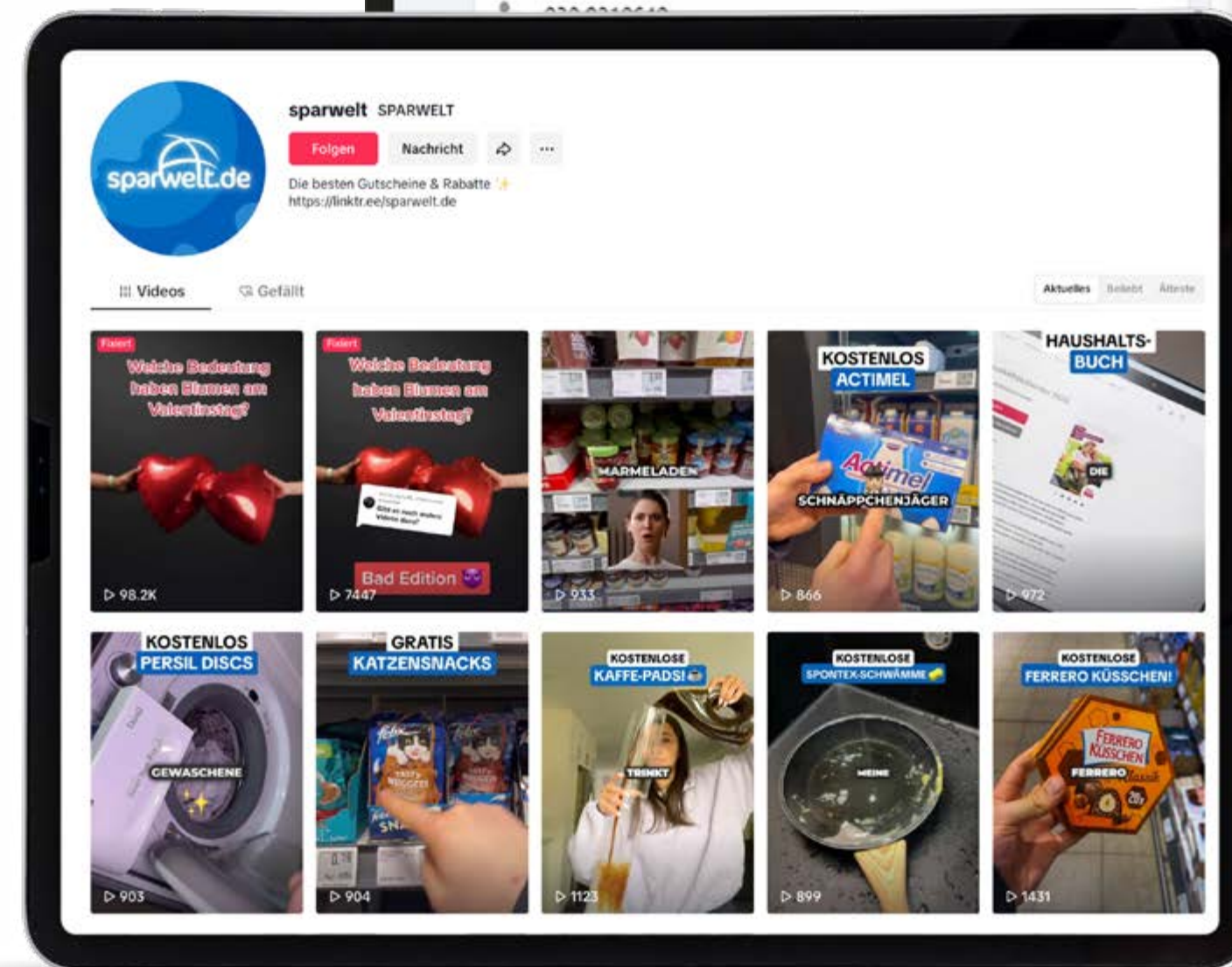
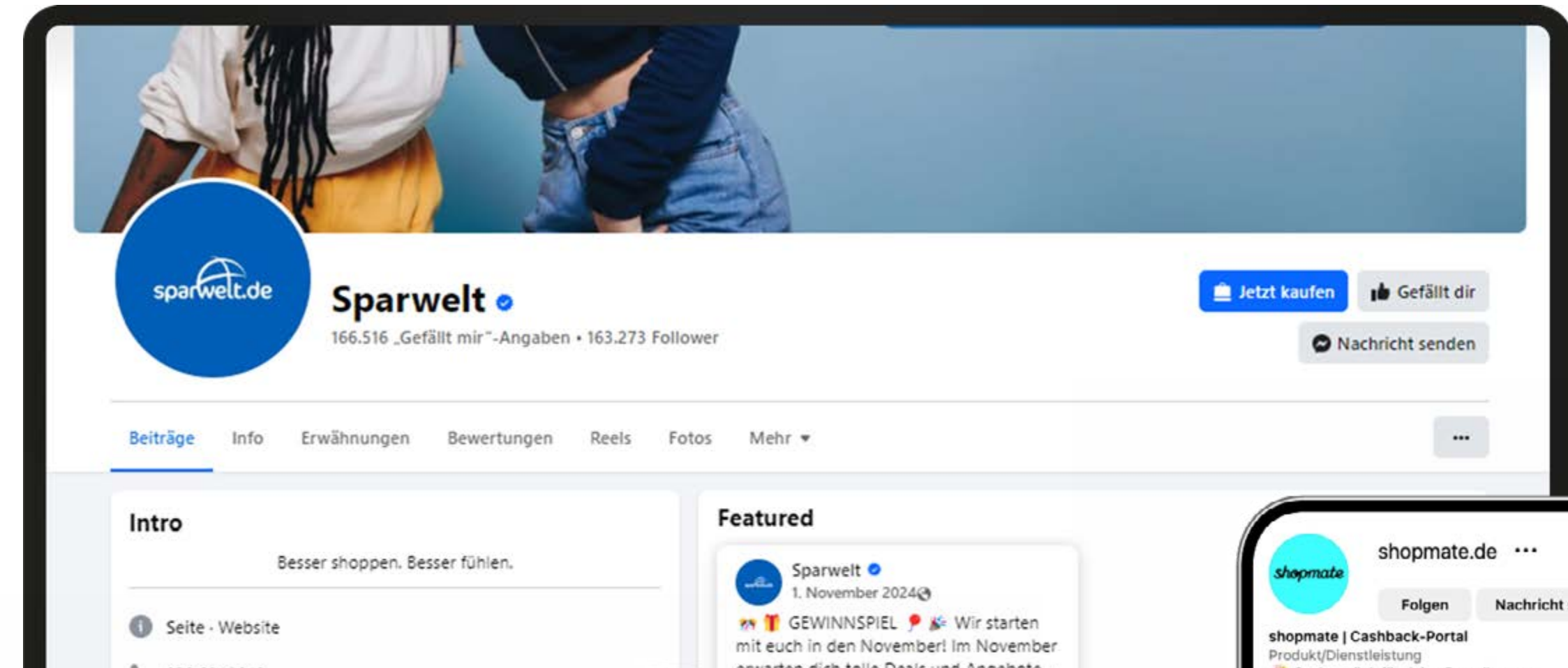




# Our Social Media Channels

Our social media channels are the perfect platform to connect with a shopping-savvy audience of more than 204K followers, sharing the best deals, offers, and educational content on cashback and everyday saving hacks.

From deals and campaigns to saving tips and more, we engage audiences across Facebook, Instagram, YouTube and TikTok.





# 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.)

Successfully managed for these leading brands — and many more:

 **Expedia**

 **weloveholidays**

**lenstore**

**Apollo** 

**SAMSUNG**

**BRAUN**

 **ElitePartner**

**G-STAR RAW**

**BadeDu**  
Dein Bad und Du.

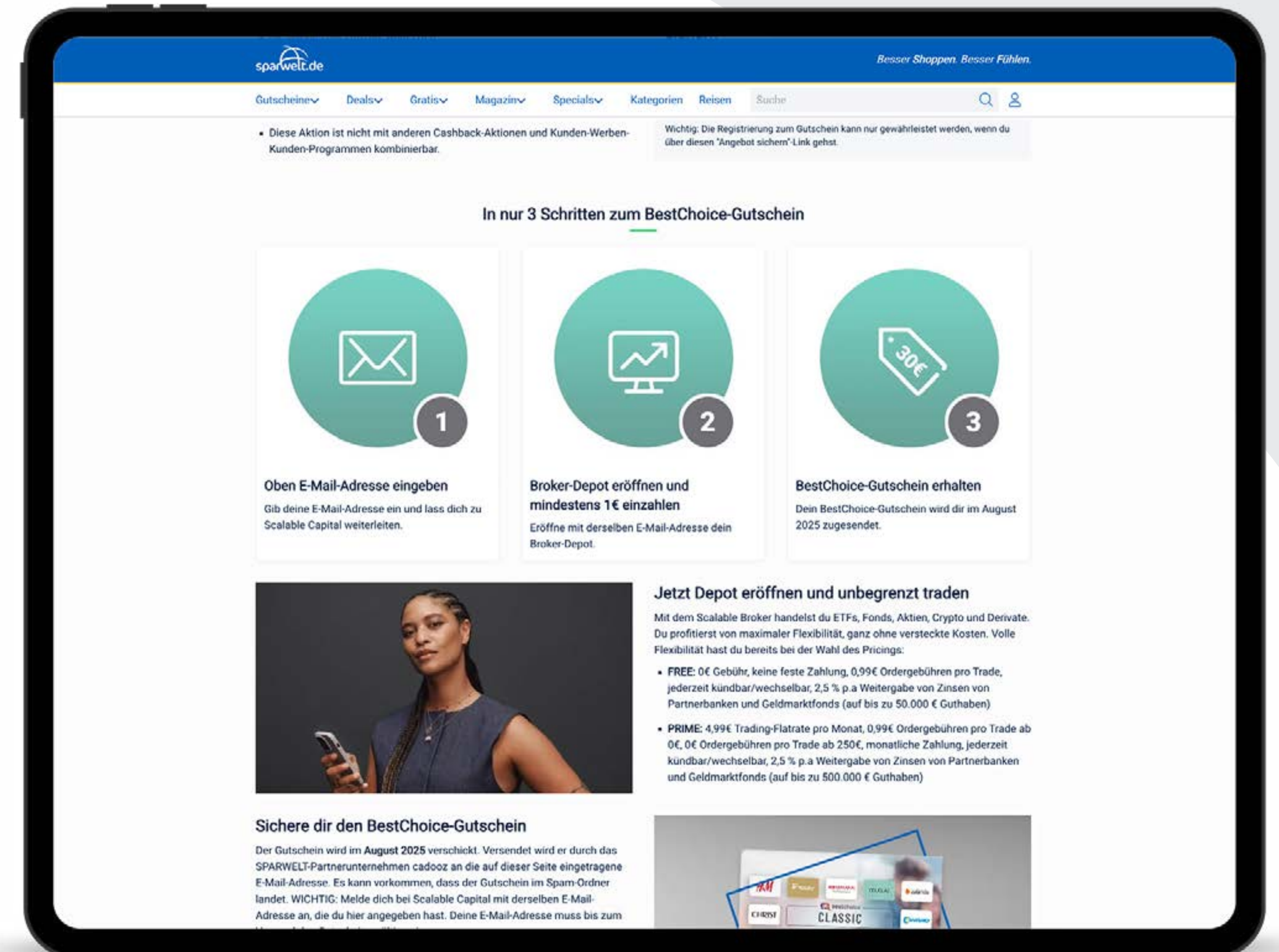
# Incentive – benefits for merchants and users

## What are incentive campaigns?

Gift vouchers are valuable incentives offered to customers without directly discounting your promoted product. They're ideal for merchants seeking impactful promotions without affecting product pricing as well as for legally restricted merchants.

## Key benefits of our incentive campaigns:

- ✓ Acquire valuable customers: Gain new customers and insightful user feedback.
- ✓ High visibility & reach: Prominent placement across all Checkout Charlie channels.
- ✓ Conversion boost: Dedicated landing pages for optimized customer engagement.
- ✓ Full-service support: Comprehensive assistance throughout your entire campaign.





# Innovative Out-of-Home Campaigns

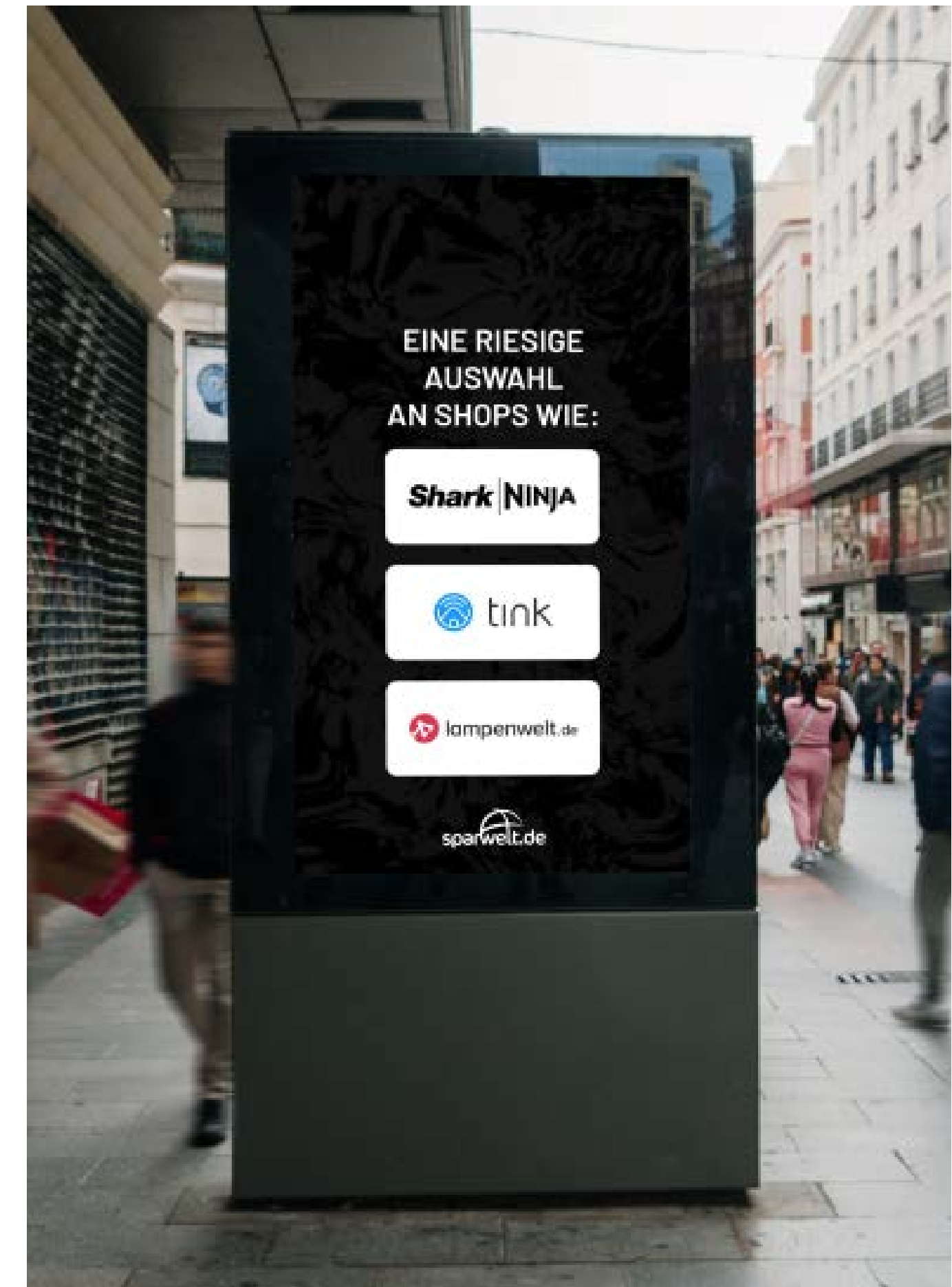
Connect your brand directly to urban shoppers through dynamic digital out-of-home advertising, effectively bridging the gap between online and offline experiences.

## Your Benefits:

- **Maximize visibility:** Reach locals, tourists, and professionals in high-traffic locations such as Berlin, Hamburg, and Cologne.
- **Strengthen brand impact:** Precisely targeted placements ensure your message resonates clearly with a diverse, engaged audience.
- **Increase performance:** Proven results—last year's campaign achieved over 600,000 delivered play-outs to about 2.8 million people, creating measurable uplift for participating brands.

## Ready to amplify your presence?

Reach out to us for more information on upcoming Out of Home Campaigns.

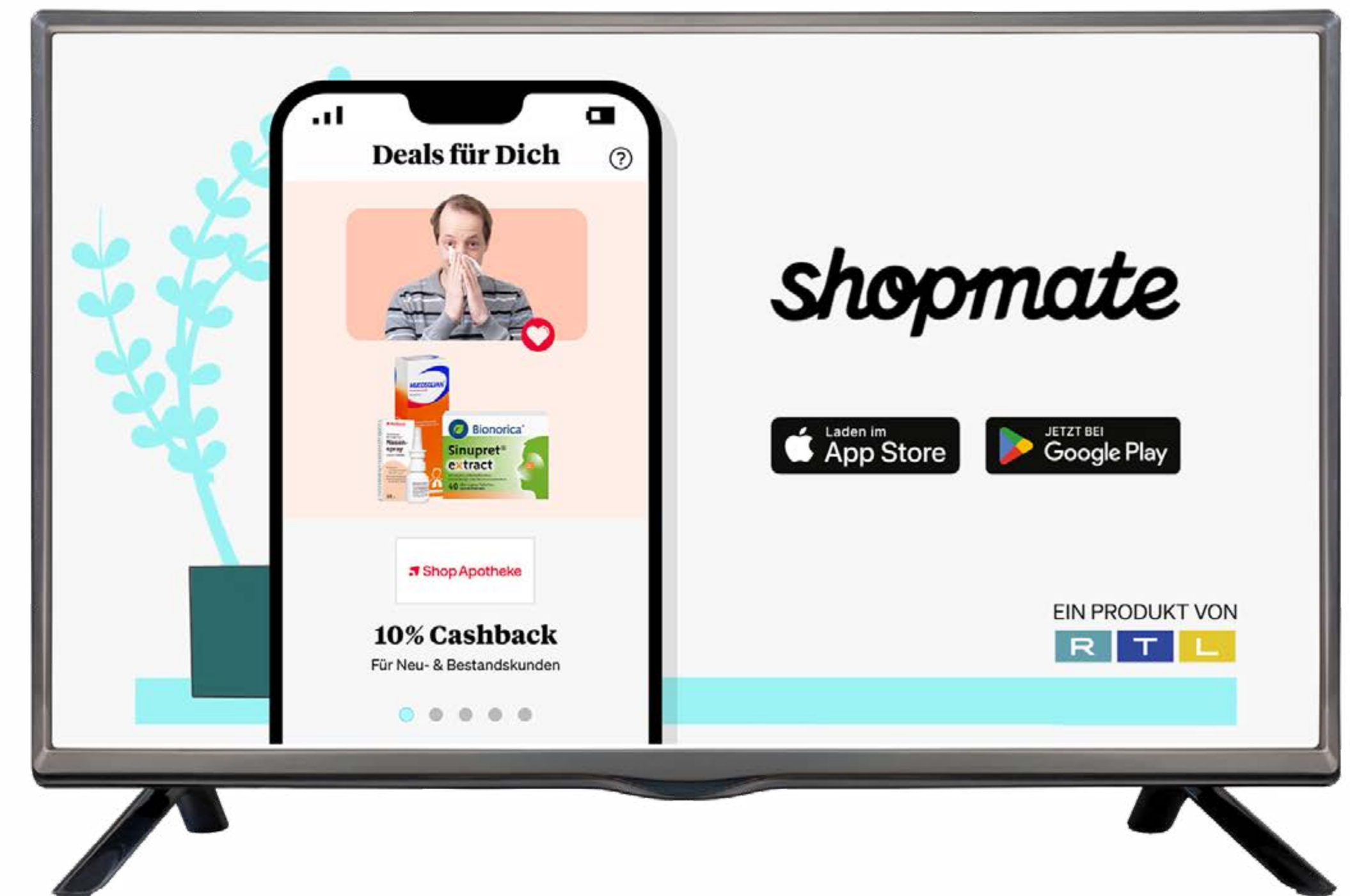


# Spot on! Your appearance in TV

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.







## 05 | Contacts

Let's make it happen!

We are ready to bring your campaign to life! Our expert team is eager to support you and answer any open questions.

Let's find your perfect match.  
We can't wait to hear from you!



# Contacts

**Julian Wenzel**

Lead Key Account Manager

Rates, Finance, Subscriptions Models,  
Media & Entertainment, Automobile,  
Competitions, Opticians, Love &  
Relationship, Electronics, Online Stores



julian.wenzel@checkout-charlie.com  
015144059646

**Jameel Mahmoud**

Senior Key Account Manager

Vacation & Travel, Pharmacies,  
Drugstores, Baby & Child,  
Photo, Stationery, Flowers, Gifts,  
Living, Household, Food, Beverages



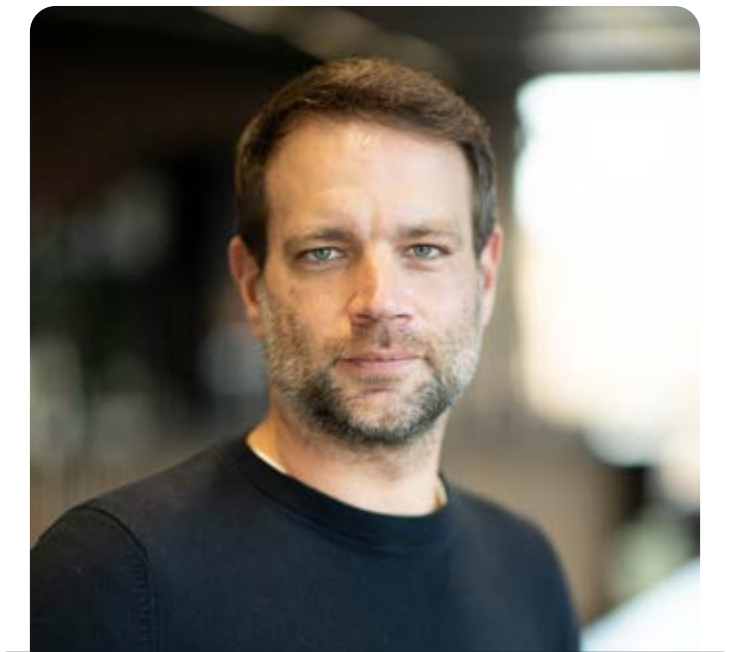
jameel.mahmoud@checkout-charlie.com  
015144059637

**Tim Brosinsky**Senior Key Account Manager  
Special Products

Account Management, Fashion &  
Accessories, Perfume & Cosmetics,  
Sport & Leisure, Pet Supplies



tim.brosinsky@checkout-charlie.com  
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Made  
with ♥  
in Berlin + Zürich

