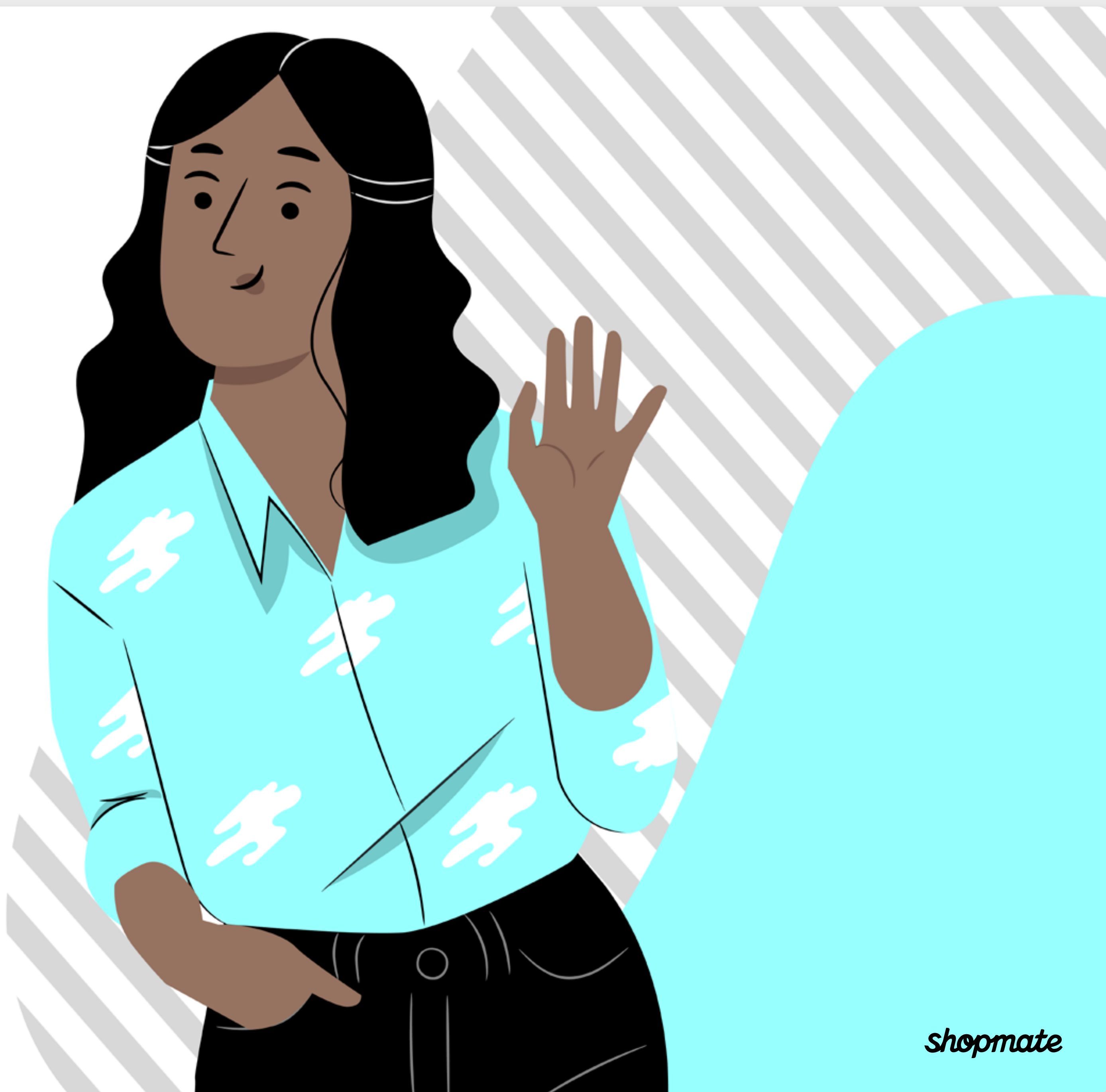


shopmate Mediakit 2025

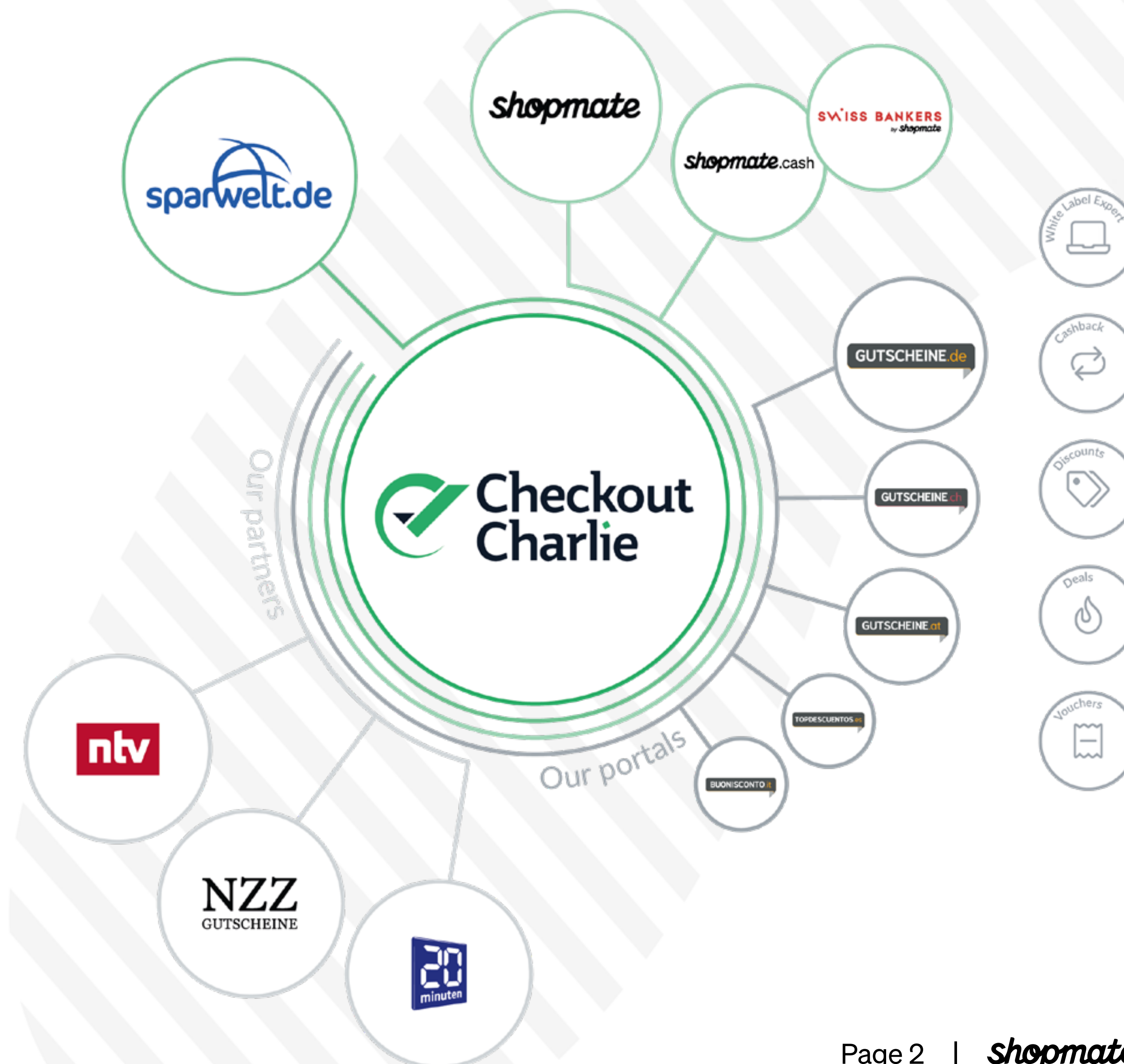


shopmate

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 16 years experience in the affiliate world



In-house software development for quick problem solving

Reach & Performance

By combining discount codes and cashback in one place, Checkout Charlie takes saving to the next level for our users



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

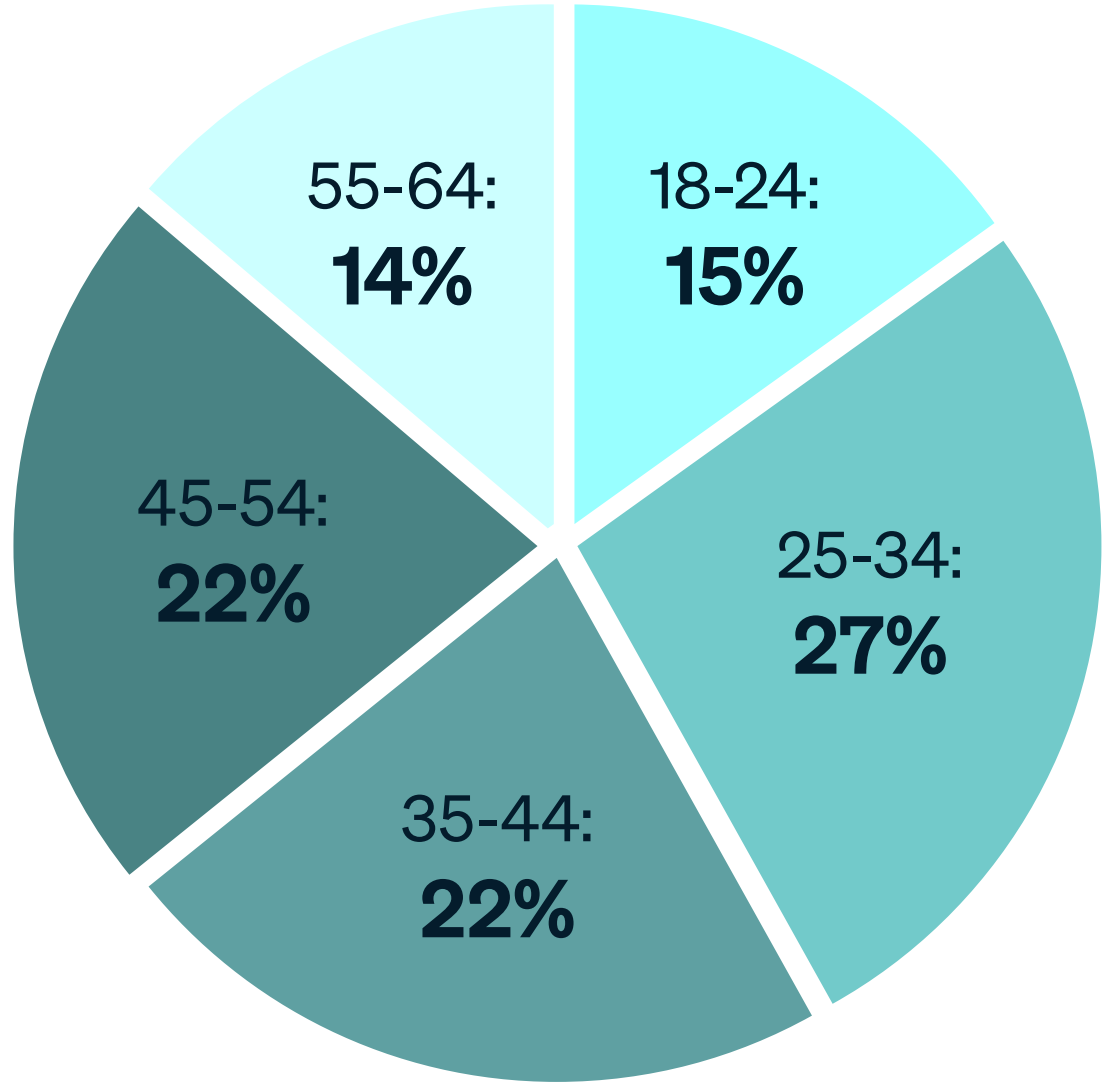
Easily getting excited about little everyday luxury goods, discovering new products and occasionally treating themselves to something - these are our “Open-minded”. They’ll enjoy shopping and browsing, but avoid lengthy or complicated processes. shopmate is not only intuitive, it also offers inspiring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



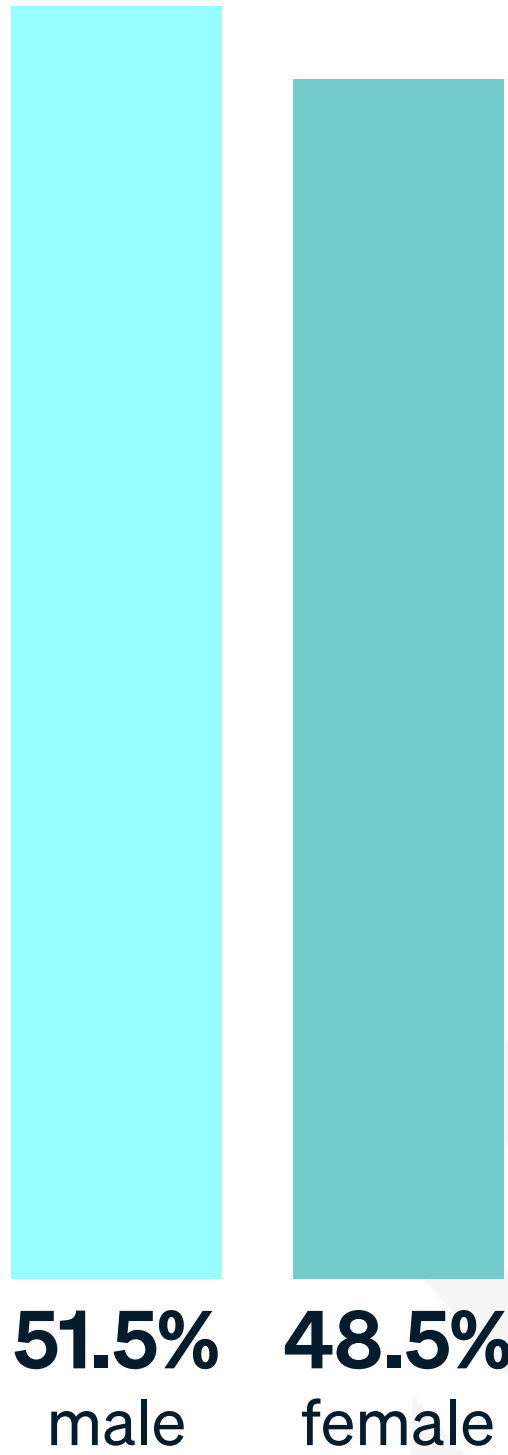
Disciplined

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*

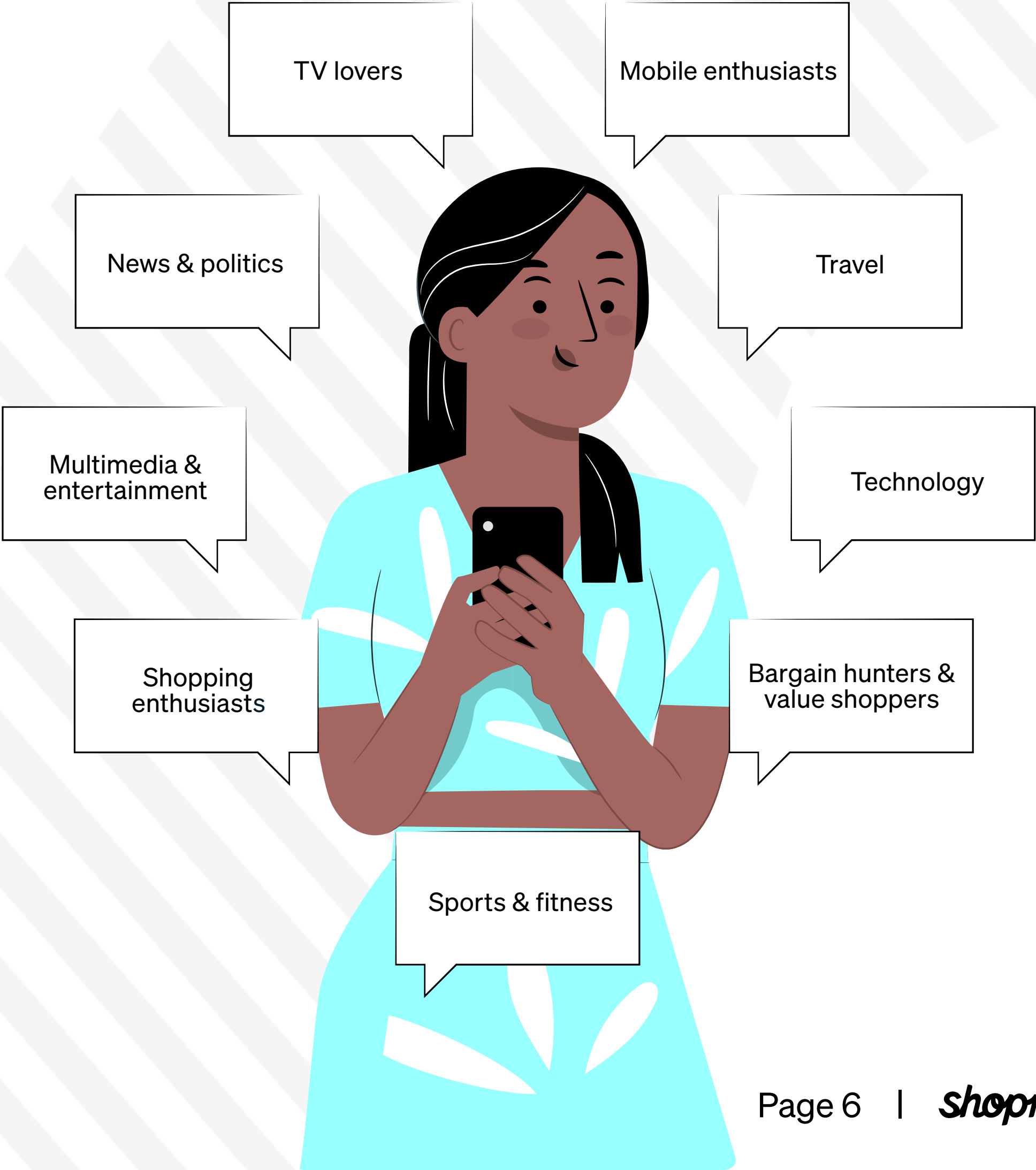


Age groups



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	Gutscheine.de	Cashback-Ad newsletter

€ 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	x	Sparwelt.de	Cashback-Ad newsletter

€ 2,450*

Premium

7	Days	shopmate.de	Slider homepage**
7	Days	shopmate.de	Listing homepage
7	Days	shopmate.de	Teaser Advertiser overview
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

€ 3,600*

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

WELCOME! TO SHOPMATE

Boost your performance with shopmate-coupons

Drive higher sales by combining cashback with exclusive shopmate coupons:

- **Set your own coupon value** to fit your campaign goals
- **Define a minimum order value** to encourage bigger baskets
- **Limit the number of coupons** to create urgency

Example:

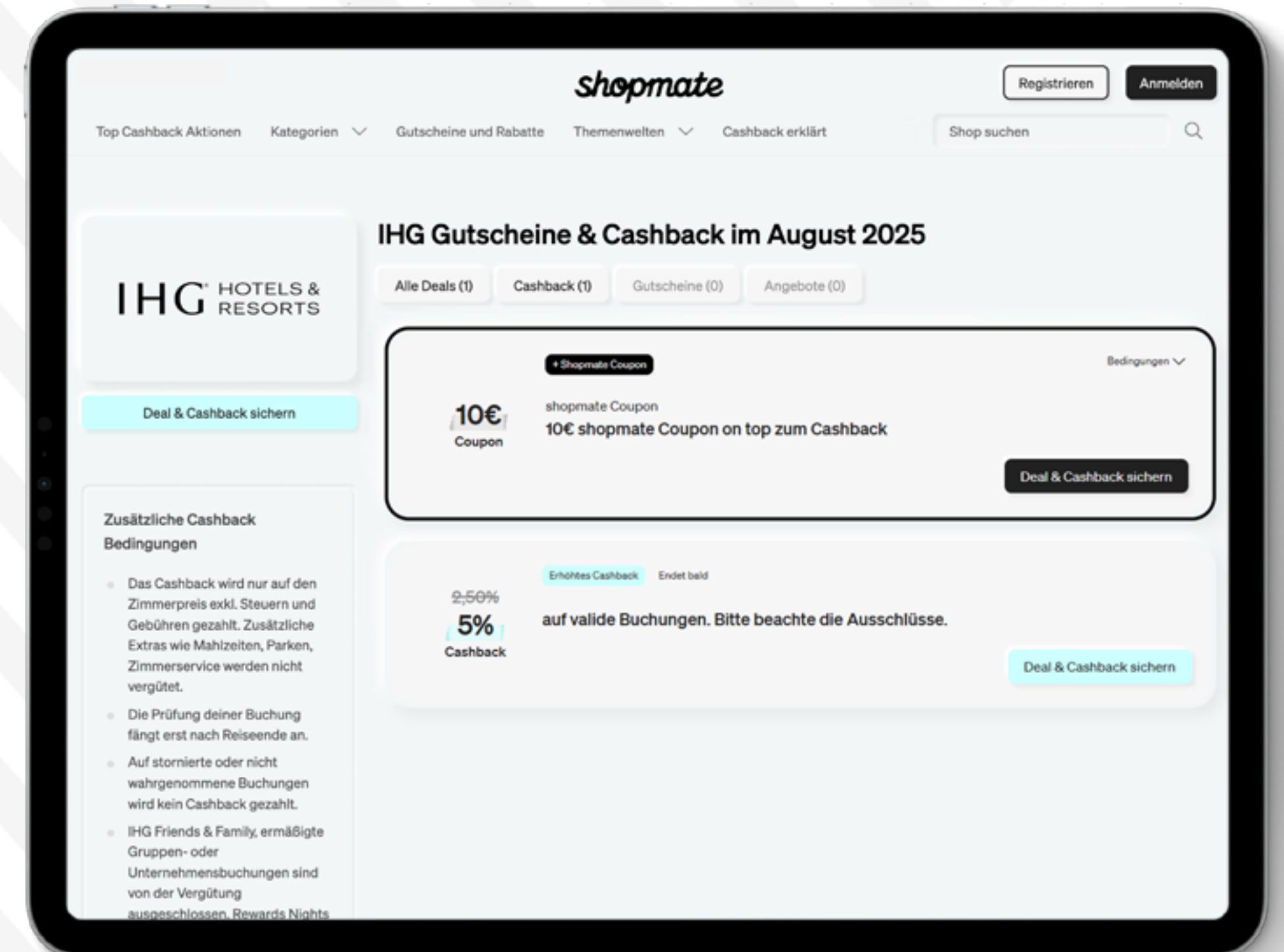
5% Cashback + € 10 shopmate Coupon

Minimum order value: € 100

Only 200 coupons available

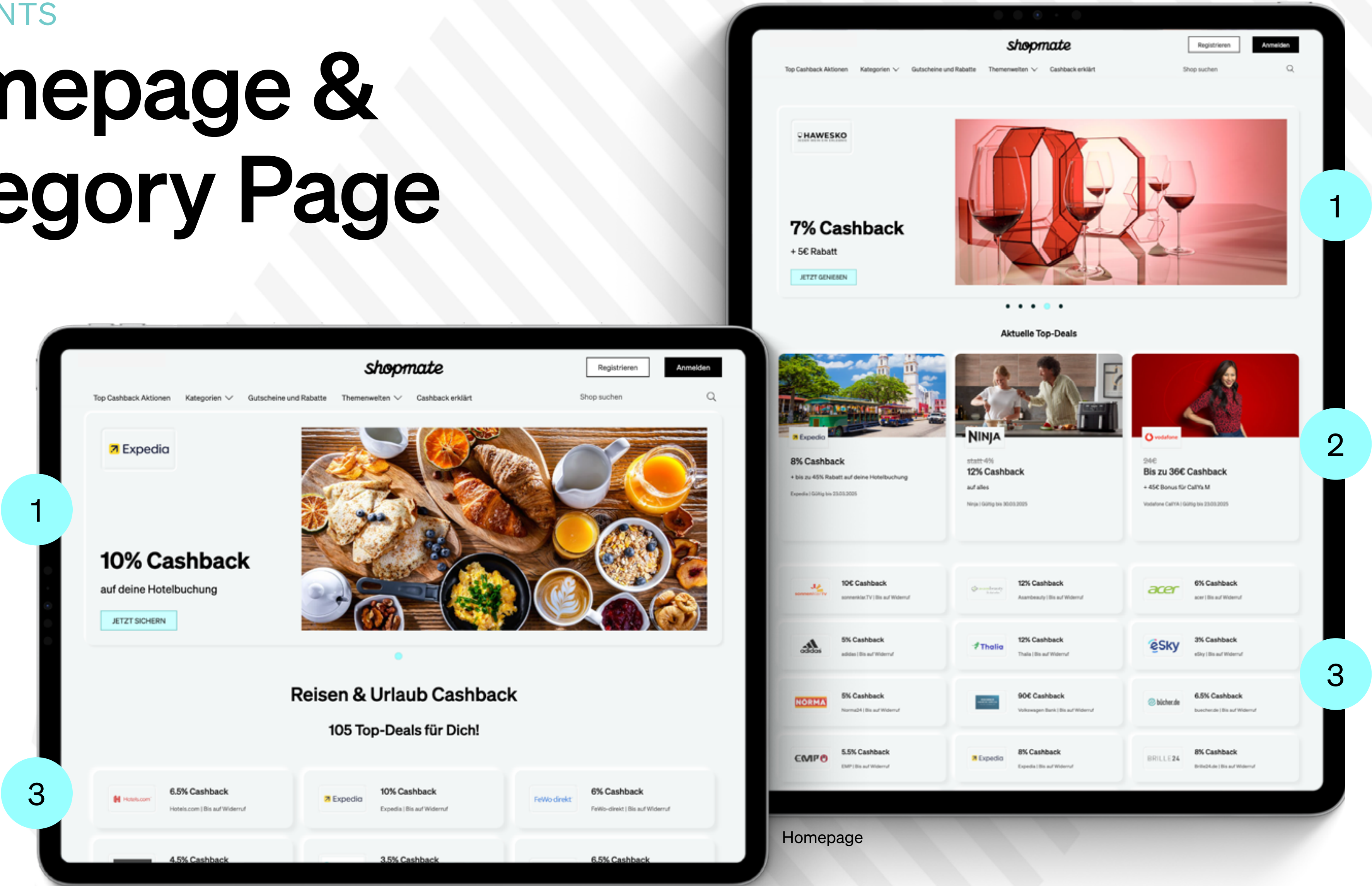
Result:

Bigger average order value, higher conversion rates and strong customer activation.



PLACEMENTS

Homepage & Category Page

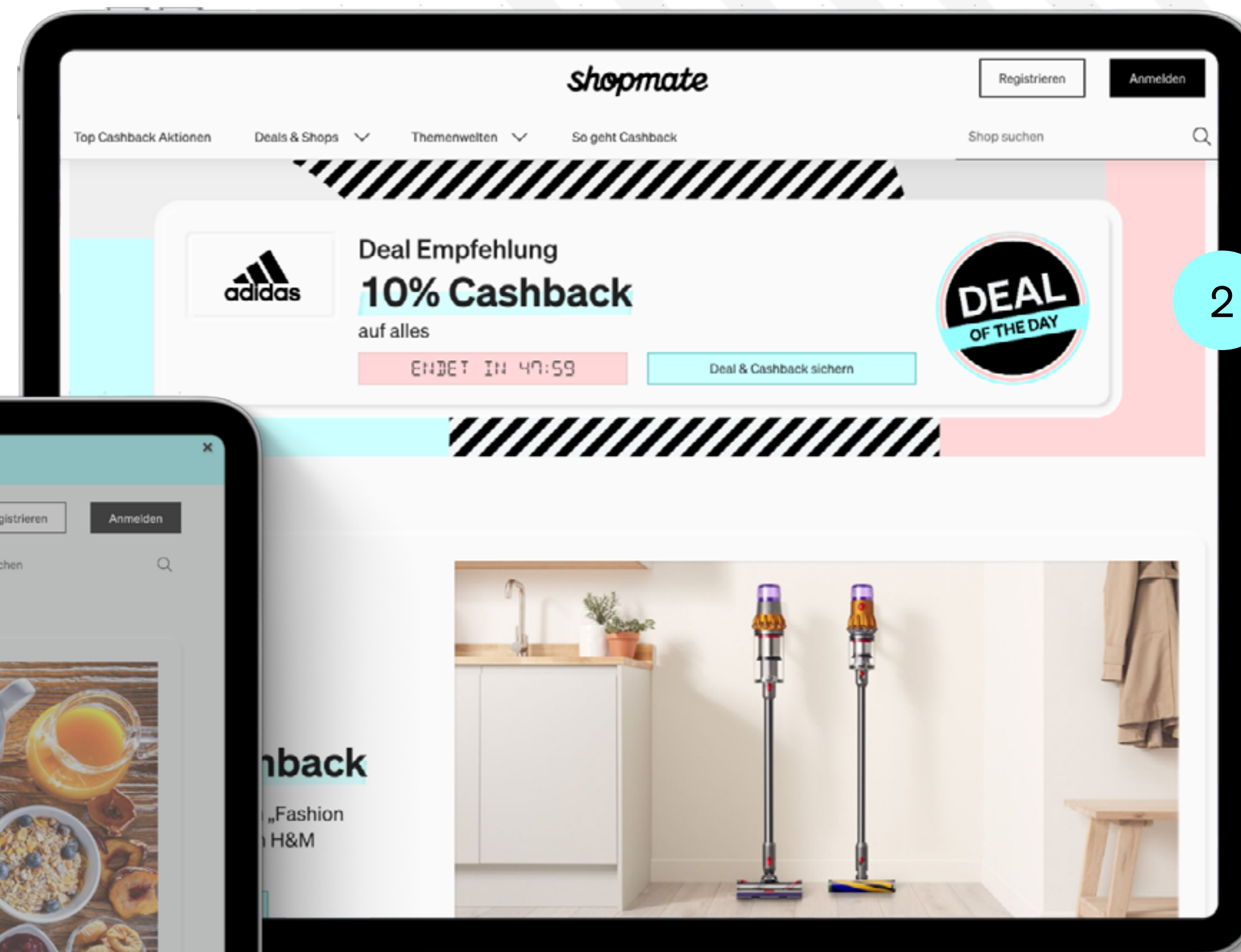
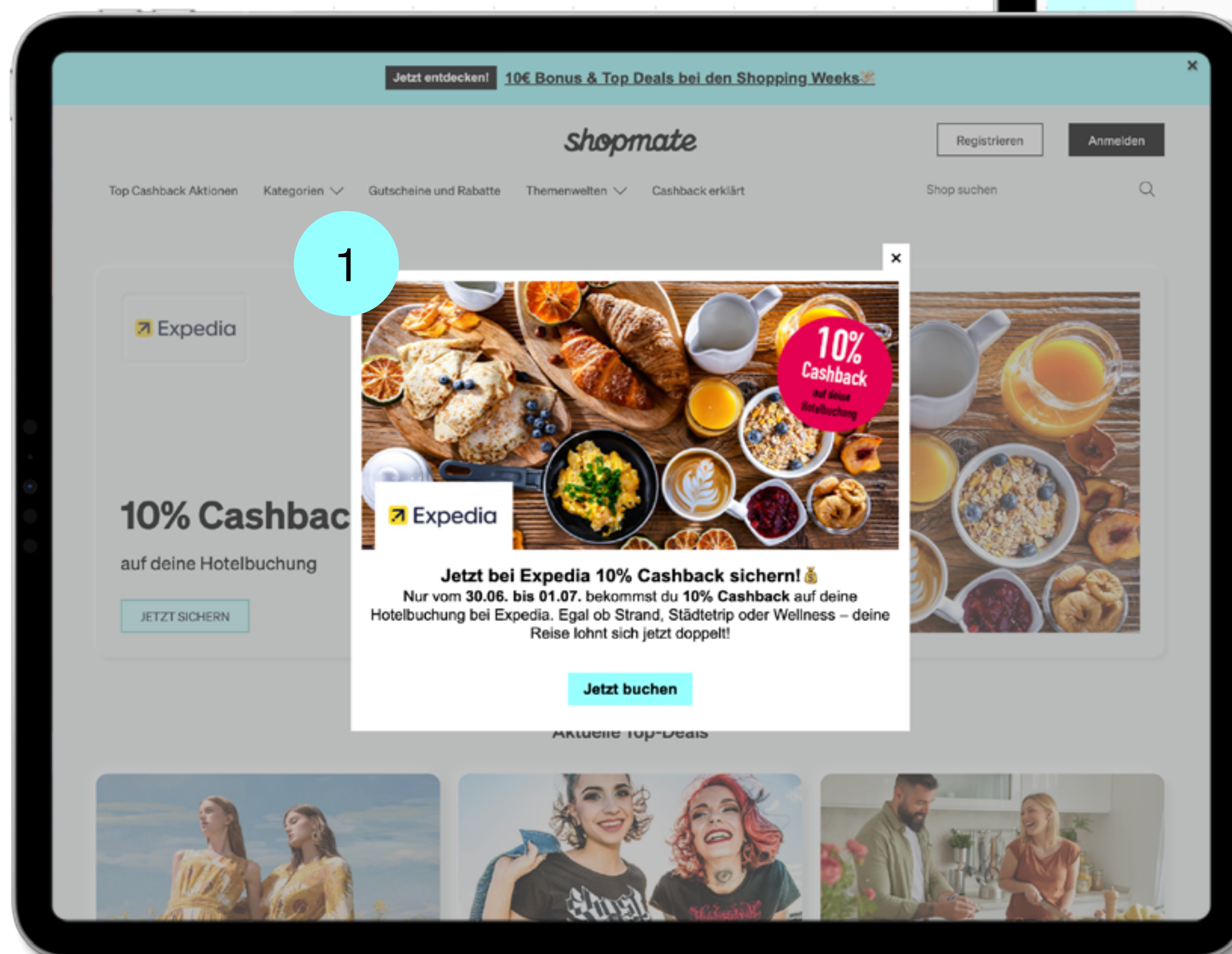


Category Page

Homepage

- 1 Slider
- 2 Teaser
- 3 Listing

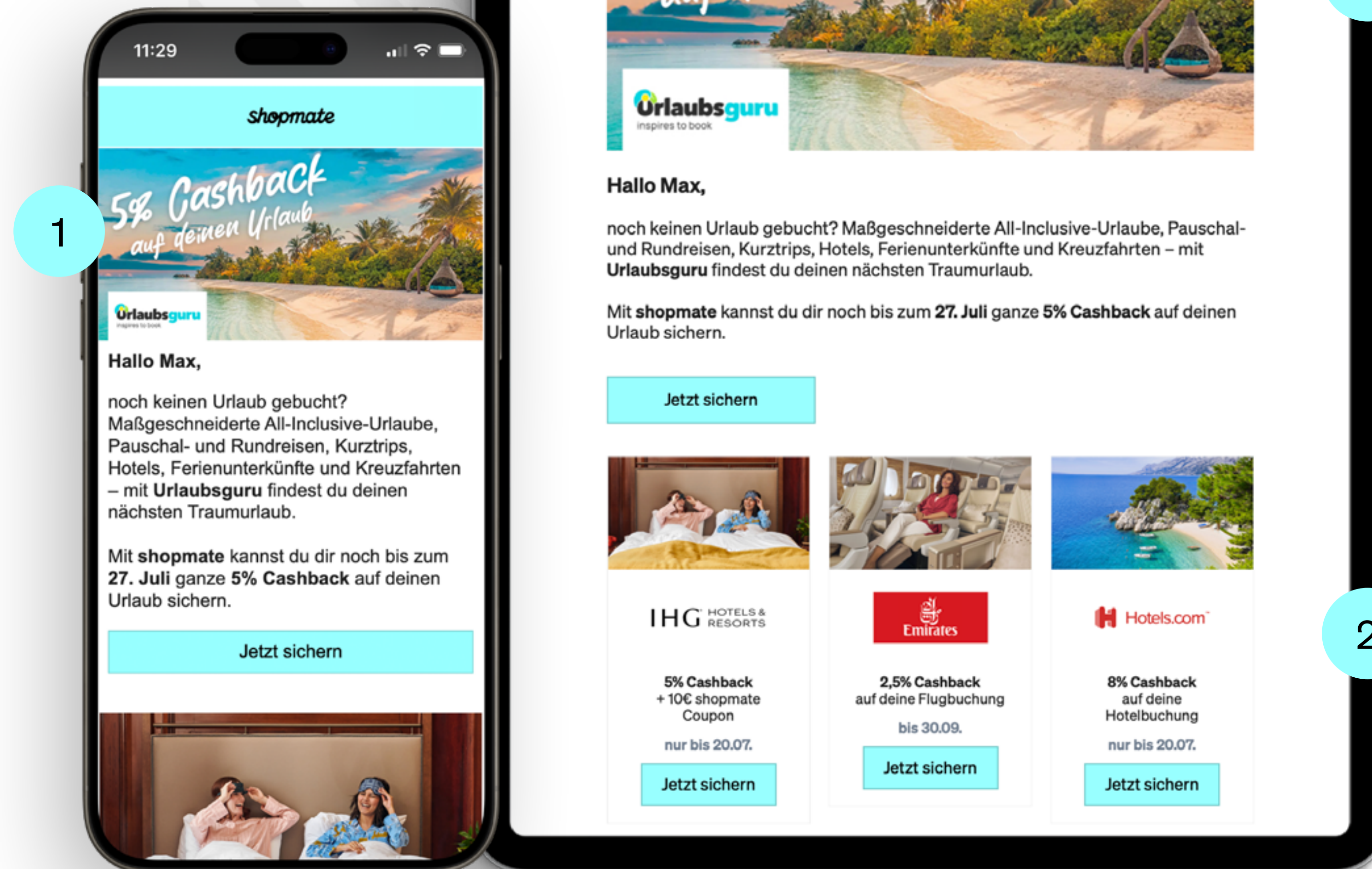
Deal of the Day & Overlay



- 1 Overlay
- 2 Deal of the Day

PLACEMENTS

shopmate Newsletter

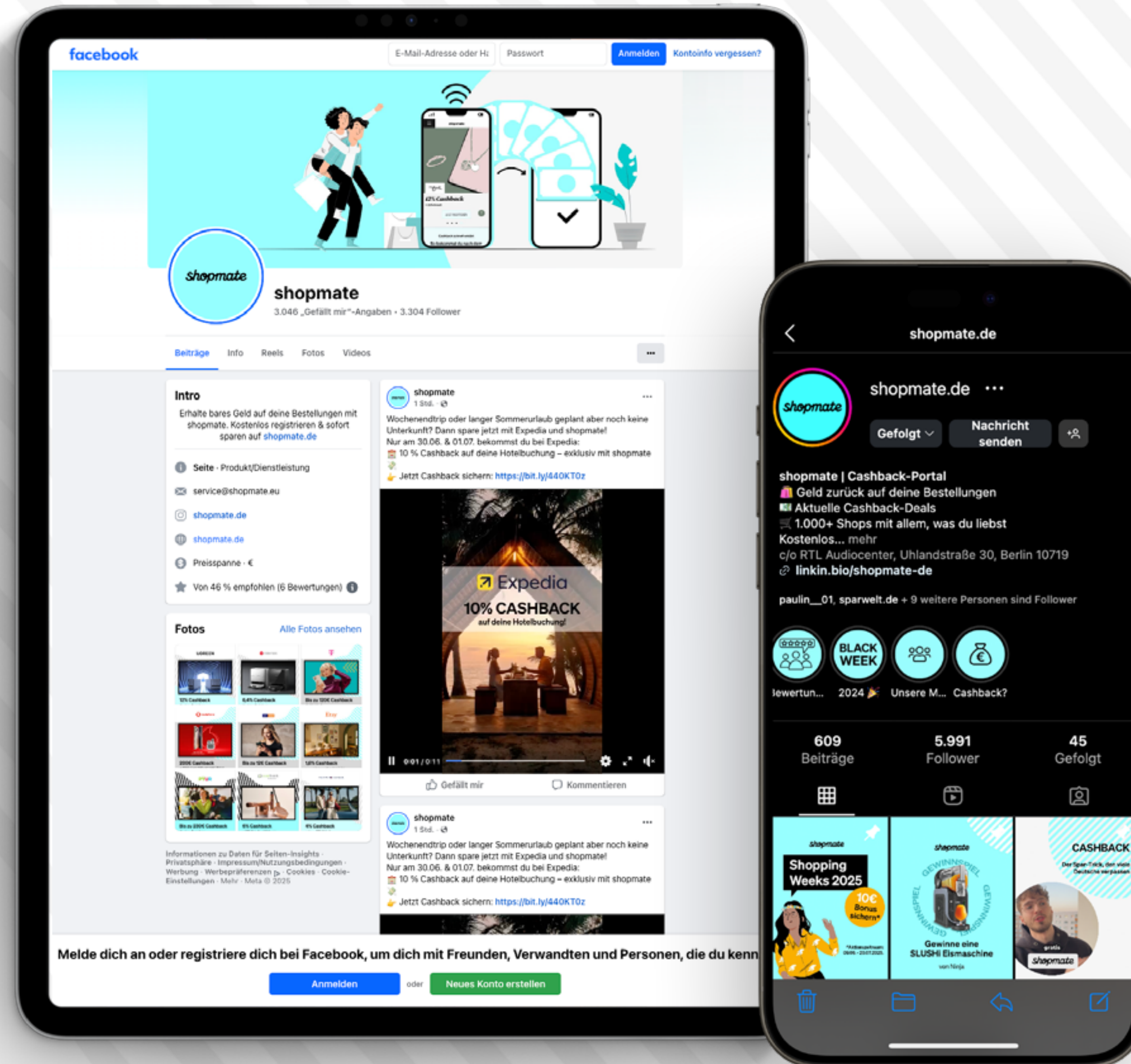
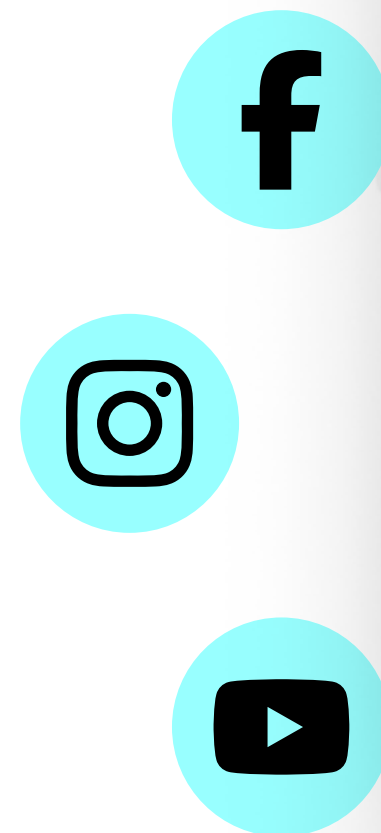


1 Billboard

2 Exposed
Content Ad

PLACEMENTS

shopmate Social Media



GET IN TOUCH

Contacts



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