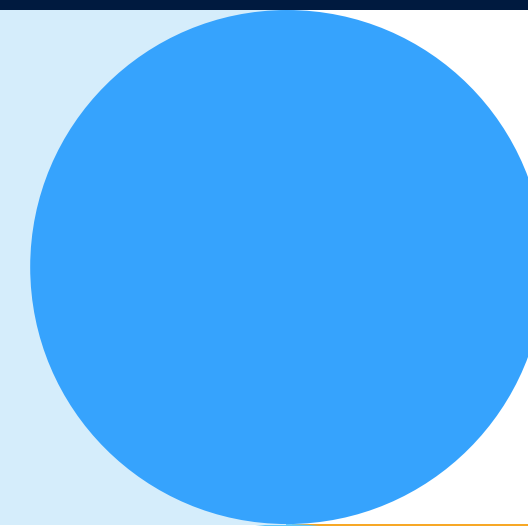
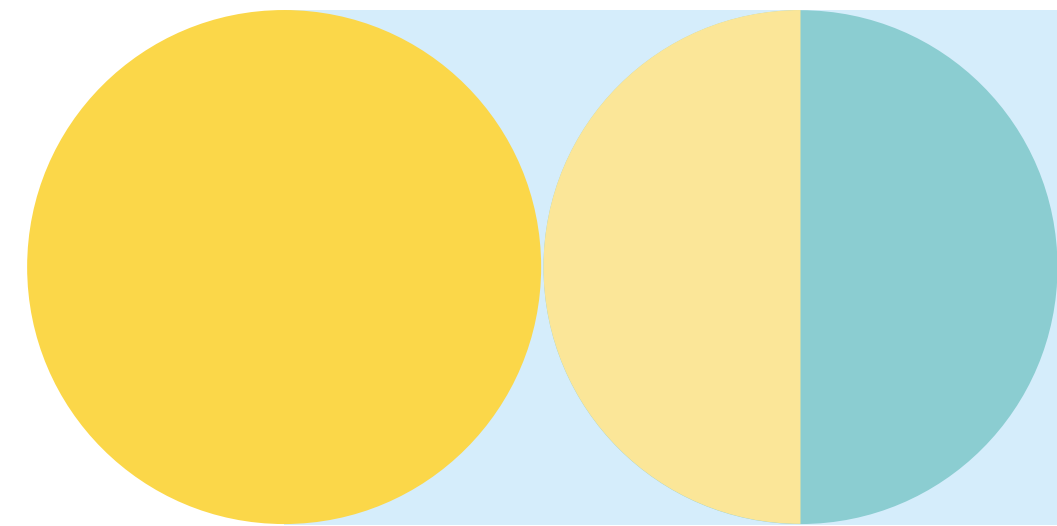
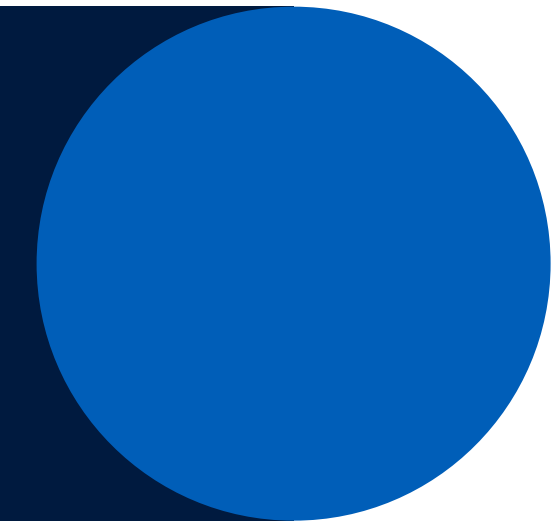


**MEDIA**

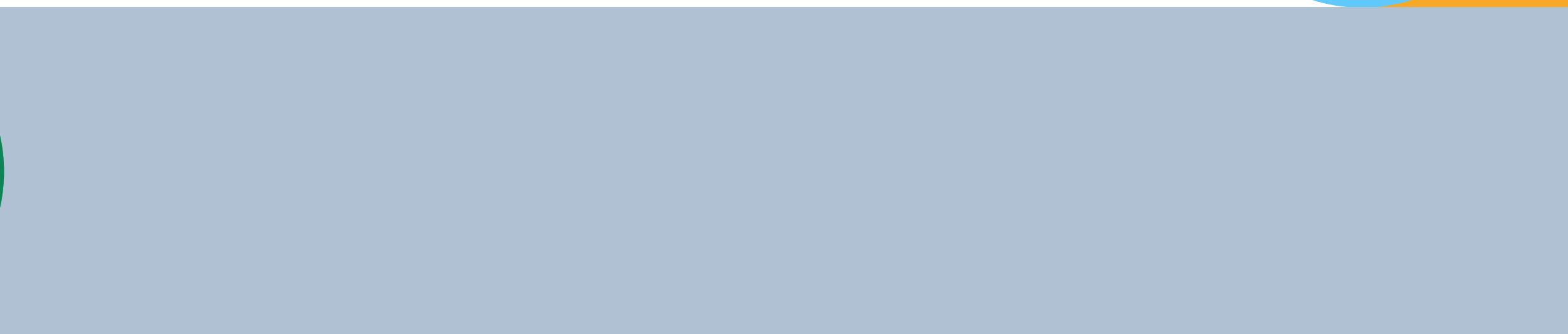
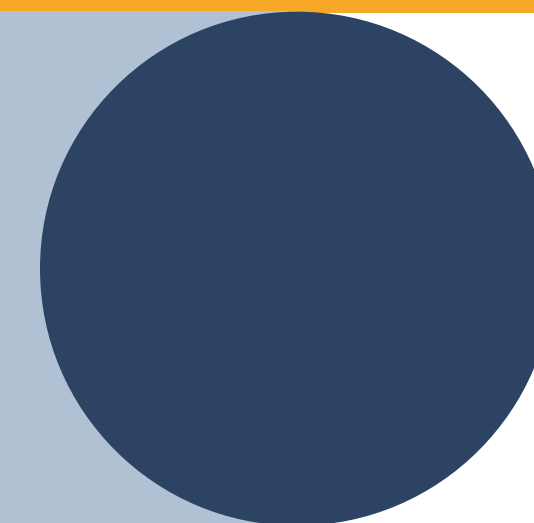
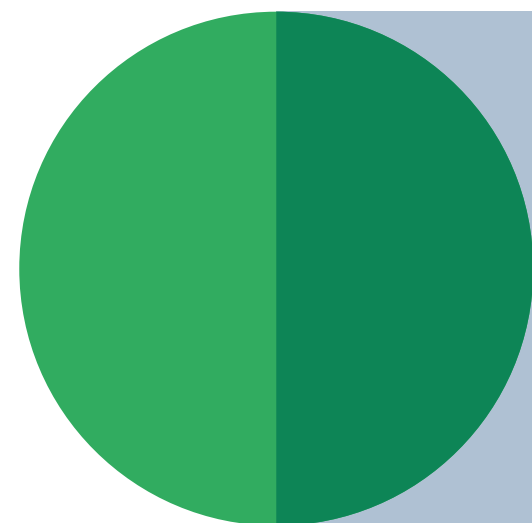
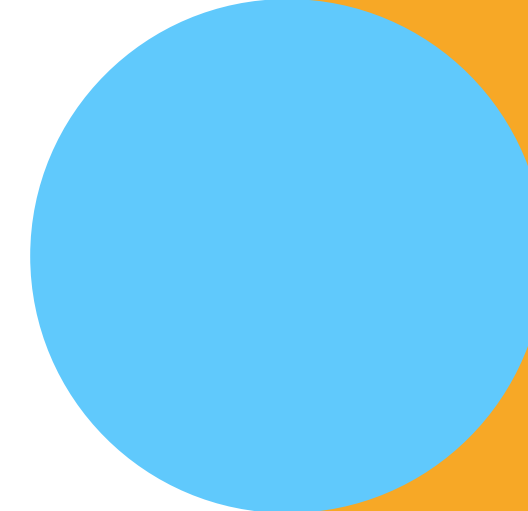


**sparwelt.de**  
a brand of Checkout Charlie



**KIT**

**2026**



# Content

01 ABOUT SPARWELT.DE

02 CAMPAIGNS

03 ACTIVATION CHANNELS

04 PLATFORMS

05 PACKAGES

06 PLACEMENTS

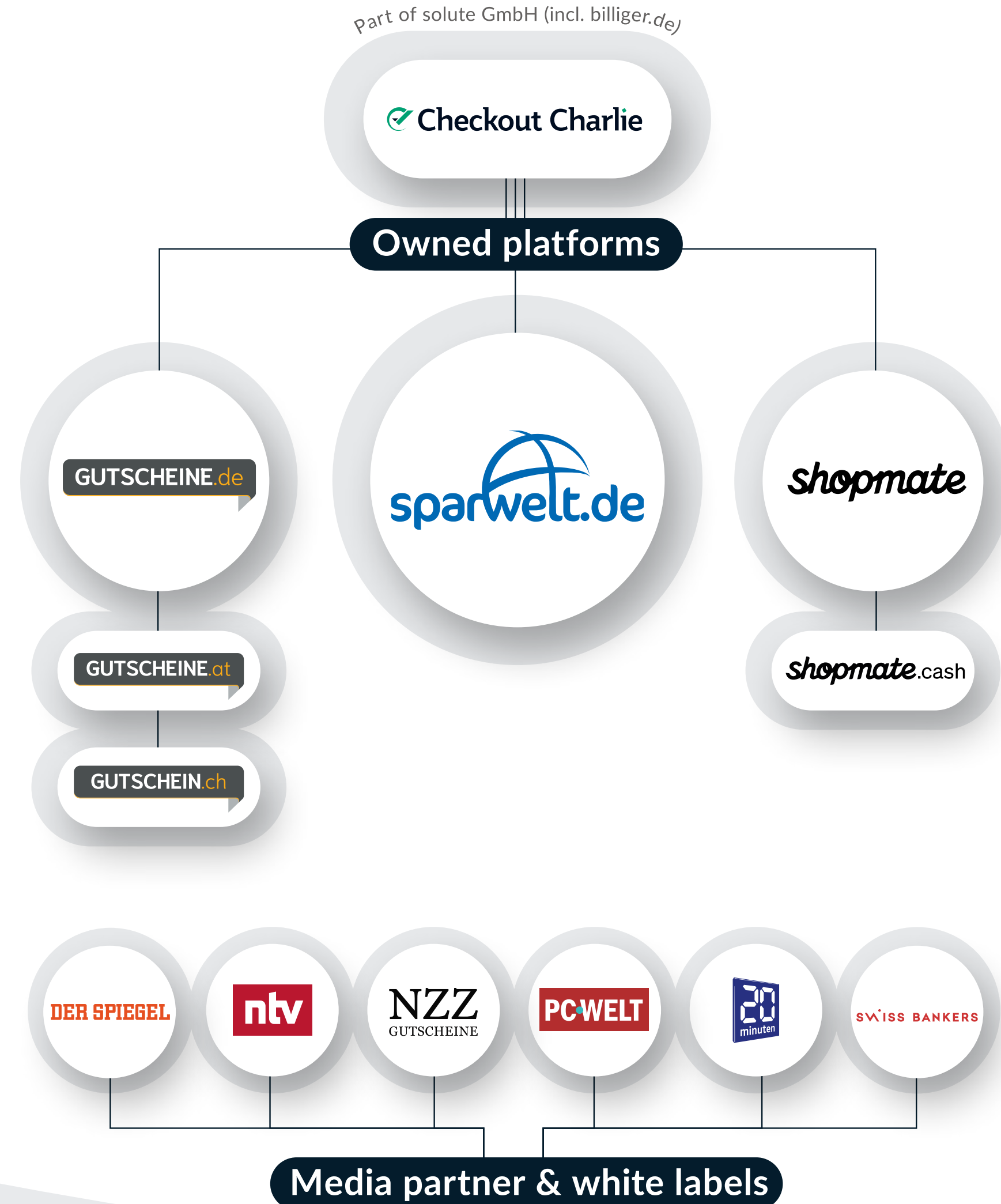
07 CONTACTS

# 01 | About sparwelt.de



# Sparwelt.de - the leading savings & commerce brand

- Reaches high-intent, deal-driven consumers at the moment of purchase
- Combines editorial quality, trusted deal environments & performance placements
- Delivers measurable results from inspiration to conversion
- Scales efficiently via the Sparwelt.de Network across platforms & premium media



# Why the Sparwelt.de Network works



## High-intent reach in the right environments

We connect brands with purchase-ready users and activate them in trusted editorial, deal, cashback and premium media environments to drive relevance and performance.



## Seasonal campaigns

We activate users on Sparwelt.de through curated seasonal and thematic campaigns that align with shopping intent at the right moment.



## Editorial & performance expertise

Our strong editorial team and deep SEA & performance expertise enable us to develop impactful strategies and deliver tailor-made campaigns and promotions that closely match the objectives and needs of our partners.



## Dedicated account management

We work with dedicated account managers who understand each partner's business and build long-term, performance-focused relationships.

# Factsheet

## PERFORMANCE-DRIVEN COMMERCE MARKETING

### AUDIENCE CHANNELS



Up to **600,000** newsletter reach via Sparwelt.de



Additional **80,000** subscribers via Gutscheine.de



~**200,000** social media followers across all platforms



**767,000** monthly social impressions\*\*\*

### STRONG MERCHANT ECOSYSTEM

**2,500** active shop partnerships across industries

**700,000** transactions conducted in 2025

**Long-term relationships** through dedicated account managers



### ECOSYSTEM & REACH

Strong network across deal, savings & cashback platforms, premium media partnerships & whitelabel solutions

Multi-market presence across **DACH** and beyond

Operated by Checkout Charlie and part of solute GmbH (incl. billiger.de)



#### Owned platforms:



GUTSCHEINE.de



GUTSCHEINE.ch



GUTSCHEINE.at

#### Premium partners & Whitelabels:



NZZ GUTSCHEINE



DER SPIEGEL

### CAMPAIGN PERFORMANCE

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

**167%** average performance uplift for integrated campaigns vs. non-campaign placements\*\*

**20** seasonal campaigns planned for 2026

**5.3 million** monthly page views\*, averaging 2.4 pages per visit

**2.2 million** monthly sessions\* from deal-oriented users

**49%** click-through rate\*\* to partner shops

### HIGH-INTENT SHOPPER TRAFFIC

\*Average monthly views in 2025  
\*\*FY 2025 average  
\*\*\*measured in November 2025 across Instagram and Facebook (Sparwelt & shopmate)

## 02 | Campaigns

We run curated seasonal and thematic campaigns on Sparwelt.de, aligned with key shopping occasions throughout the year.

### Place your brand:

- in editorially curated, brand-safe shopping environments
- within high-traffic campaign contexts and
- reach users at the right moment of their shopping journey.

# Campaign Plan 2026 | Part 1

**Jan****Feb****Mar****Apr****May****Jun****DURATION CAMPAIGN**

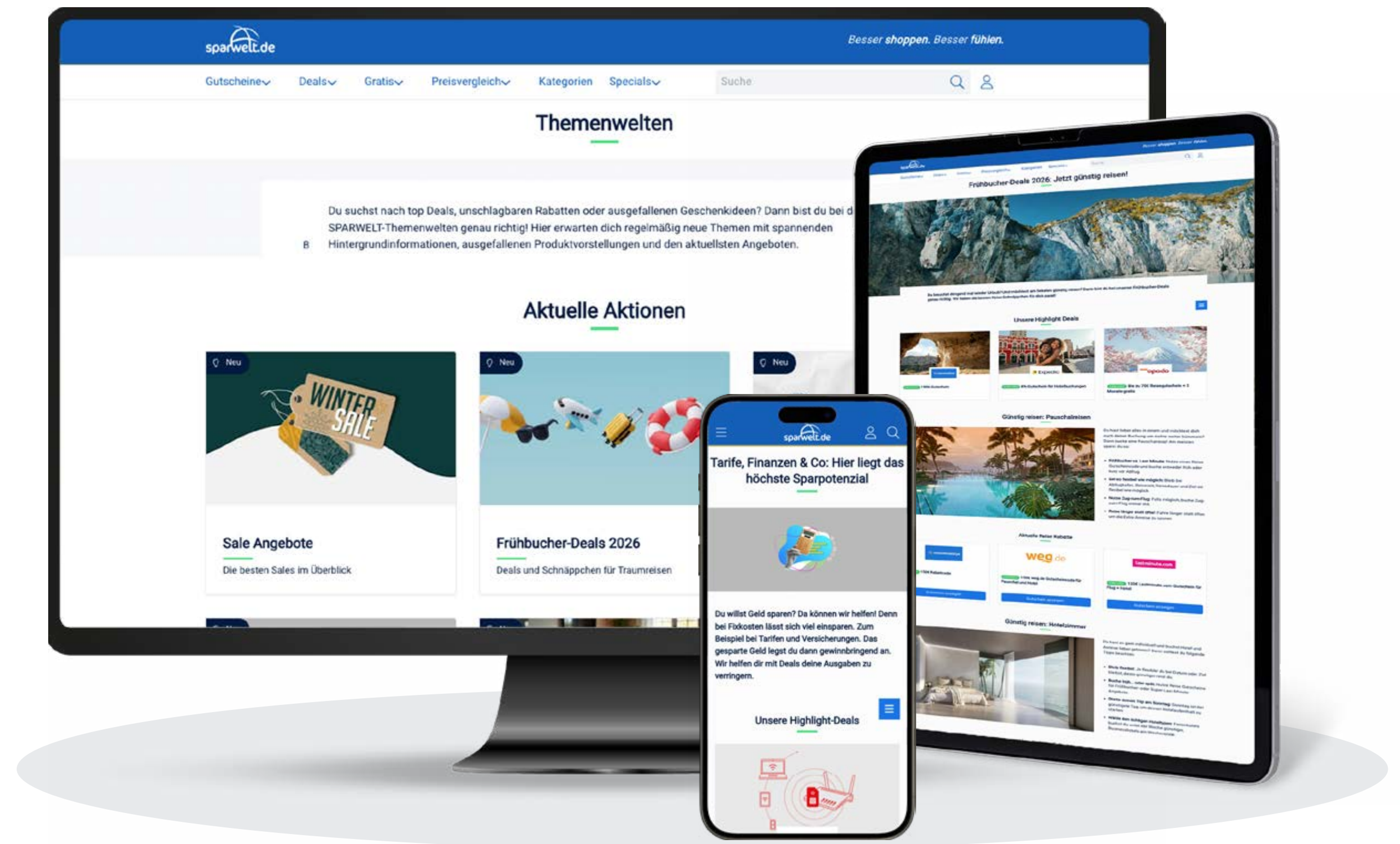
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

15.12. - 29.03.	Travel Campaign: Early Bird	█																	
05.01. - 01.03.	Winter Sale	█																	
19.01. - 29.03.	Rates, Insurances & Finances	█																	
02.02. - 24.05.	Gift Guide: Because Loved Ones Matter	█																	
23.03. - 31.05.	Home & Living Spring	█																	
04.05. - 26.07.	Summer Looks	█																	
25.05. - 19.07.	Game on, Deals on: Soccer World Cup	█																	
26.05. - 13.09.	Travel Campaign: Last Minute	█																	



# How Sparwelt.de Campaigns drive performance

- Coherent campaign environments guide users from discovery to conversion
- Dedicated campaign landing pages place brands front and centre within a curated thematic context
- Multichannel traffic activation via email, on-site placements and social media ensures sustained visibility
- Editorial framing and deal integration support discovery, engagement and purchase intent
- Extended reach options across selected Sparwelt.de Network platforms amplify campaign impact where relevant



## 03 | Activation Channels

Our activation channels support and extend campaigns beyond single placements, ensuring sustained visibility, relevance and performance across Sparwelt.de and selected touchpoints.

- Newsletter
- Editorial Content
- Social Media
- Performance Traffic
- Selected Digital & Offline Activations
- Incentive Campaigns

# Newsletter Activation

Our newsletters provide brands with direct access to a large, opted-in audience interested in deals, savings and shopping inspiration.

- Broad reach within deal- and savings-oriented subscribers
- High visibility through prominent placements in a familiar environment
- Strong fit for campaign launches and offer highlights

## Newsletters



Standard  
Wed. & Sun. | ca.  
**600,000** recipients



Standard  
Sat. | ca.  
**80,000** recipients



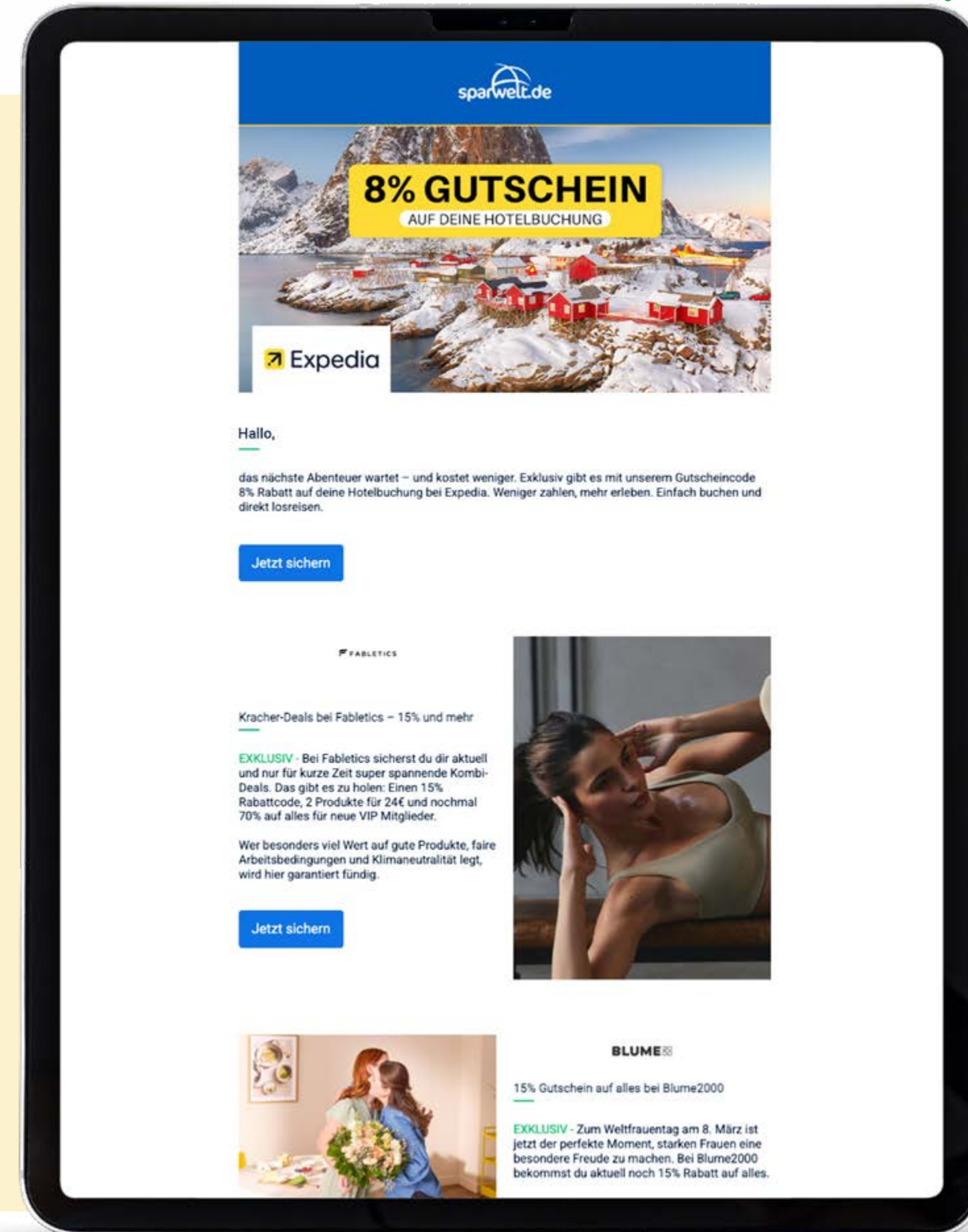
CH  
Twice monthly  
**9,400** recipients



Standard  
Sat. | ca.  
**49,000** recipients



Standard  
Monthly | ca.  
**5,000** recipients



Standalone Newsletters possible for all platforms. Reach upon agreement.

# Editorial Content (Gönn dir!)

Gönn Dir! is the editorial lifestyle magazine on Sparwelt.de, reaching inspiration-driven users across shopping, lifestyle, travel and everyday topics.

## Audience & engagement

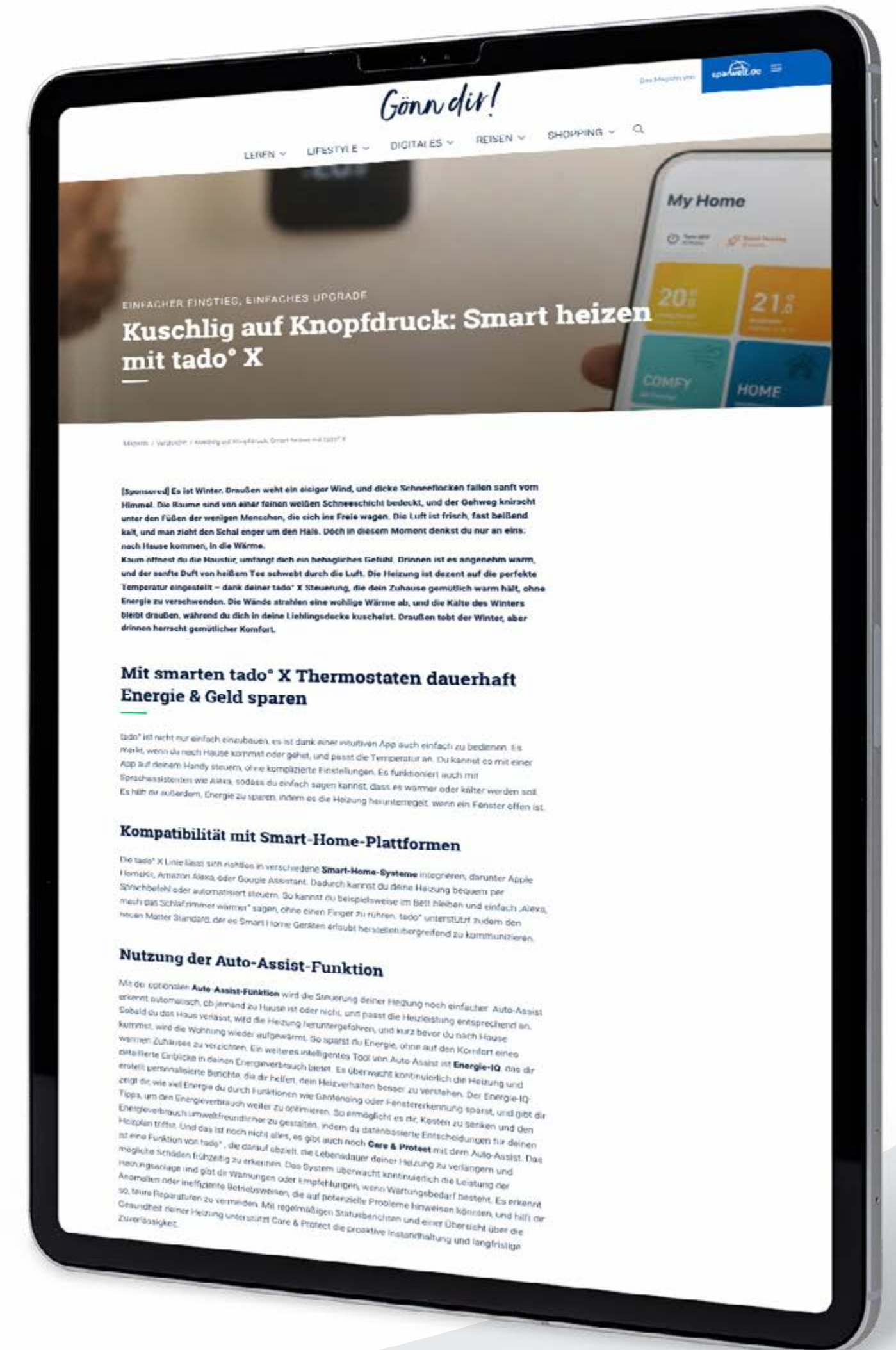
**11k monthly sessions\*** | **18k page views\***  
from inspiration-driven users

**Ø 1.6 pages** per visit, indicating active content exploration

**Ø 1+ minute engagement** per article, up to 3 minutes on selected long-tail content

## Key benefits

- High-attention context for native brand & product storytelling
- Trusted, editorially curated and brand-safe environment
- Ideal for awareness, consideration and campaign deep dives



\*Average monthly views in 2025

# Social Media Activation

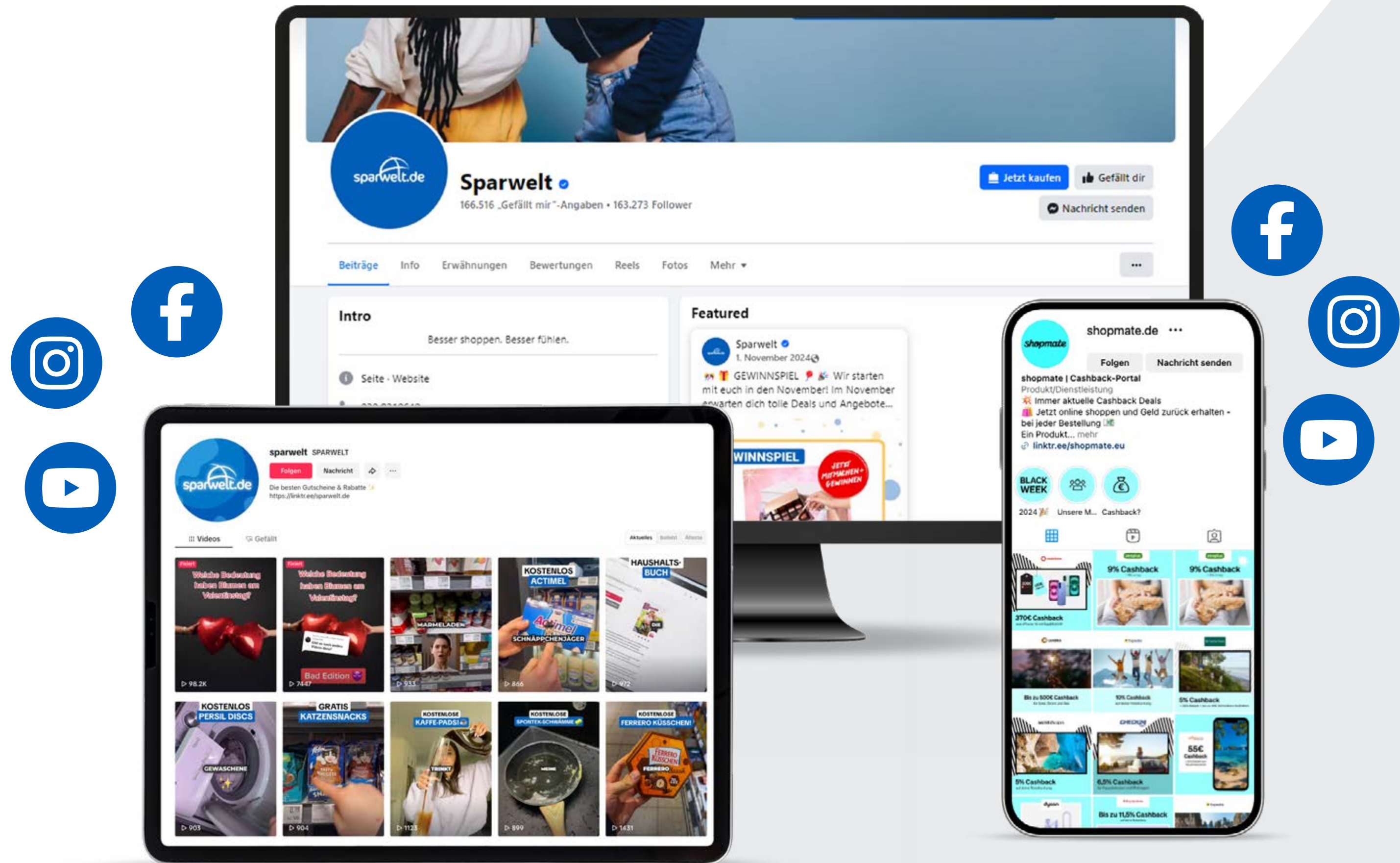
Our social media channels reach shopping-savvy users interested in deals, savings and everyday inspiration.

## Key benefits

- Inspiration-driven reach beyond onsite traffic
- Strong visibility for campaign themes, deals and content
- Ideal for discovery, engagement and awareness

~200,000 social media followers across all platforms

767,000 monthly social impressions\*



\*measured in November 2025 across Instagram and Facebook (Sparwelt & shopmate)

# Performance Traffic Activation

## Demand-driven visibility at high-intent moments

Performance Traffic through SEA creates additional demand when users actively search for deals, vouchers or savings opportunities.

### Key benefits

- High-intent traffic driven by active search behaviour (SEA)
- Strong uplift when combined with exclusive promo codes or deals
- Time-bound, controlled activation for efficient demand capture
- Managed and optimised by experienced in-house paid media specialists
- Close alignment on keywords, messaging and timing

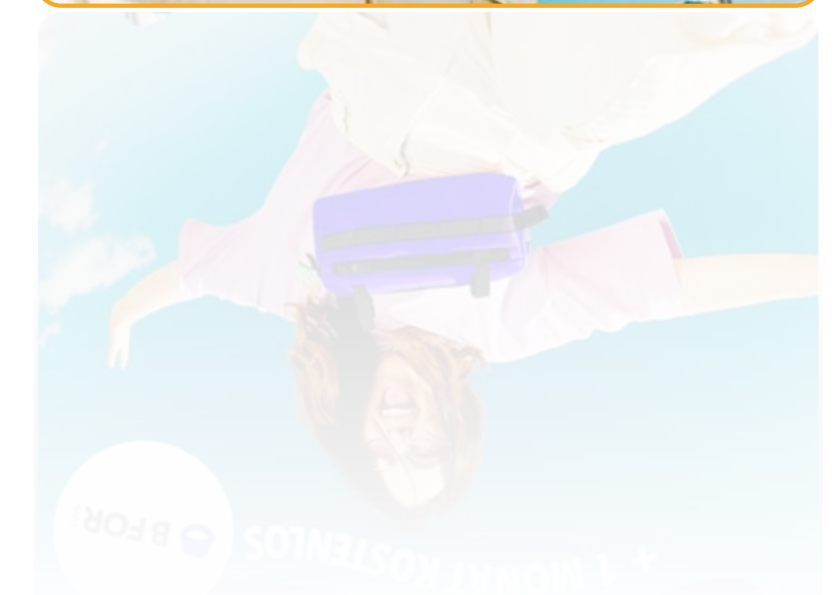
### Proven impact

# 400-900%

## average turnover uplift

### Paid social activation

Through Meta Ads also available via campaign packages.



### Selected partners



# Selected Offline & Special Activations

## Extended reach beyond digital touchpoints

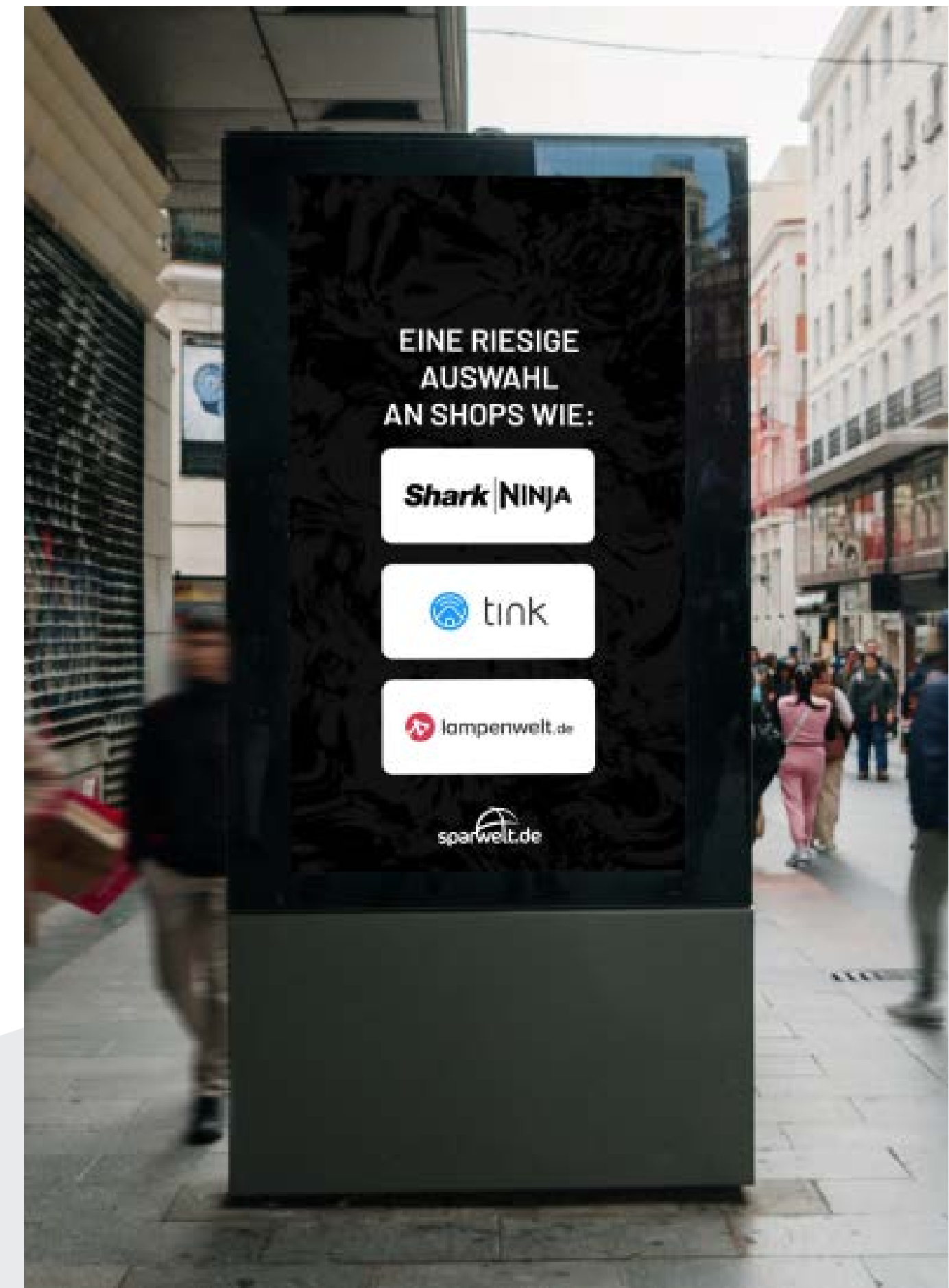
Selected offline and special activations complement digital campaigns by extending visibility into real-world environments and high-attention moments.

### Available formats include:

- Incentive campaigns (e.g. gift vouchers as added value without direct price discounts)
- Digital Out-of-Home (DOOH) placements in high-traffic urban locations
- Selected audio formats, such as radio spots, to support reach and awareness

## Key benefits

- Increased visibility beyond online channels
- High attention through contextual, real-world placements
- Suitable for brand awareness, promotion support and incentive-based activations



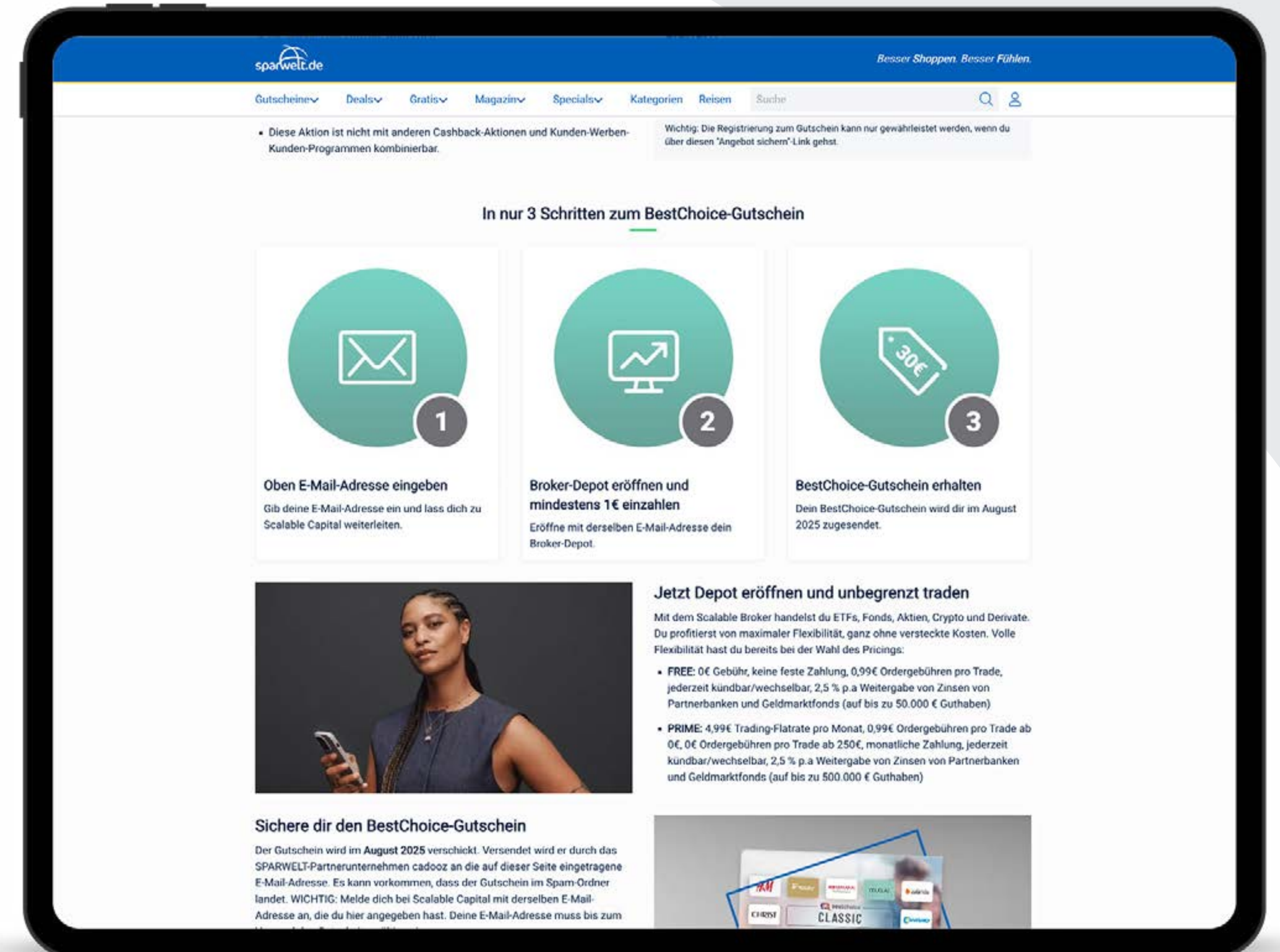
# Incentive – benefits for merchants and users

## 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.



## 04 | Platforms

Our platforms cover different shopping intents - from content and deals to cashback and premium media - enabling brands to combine relevance, reach and performance.

### Our own platforms in DE

Sparwelt.de, Gutscheine.de, shopmate.de

### Our own platforms in AT +CH

Gutscheine.at, Gutschein.ch, shopmate.cash

### Our media cooperations in DACH

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

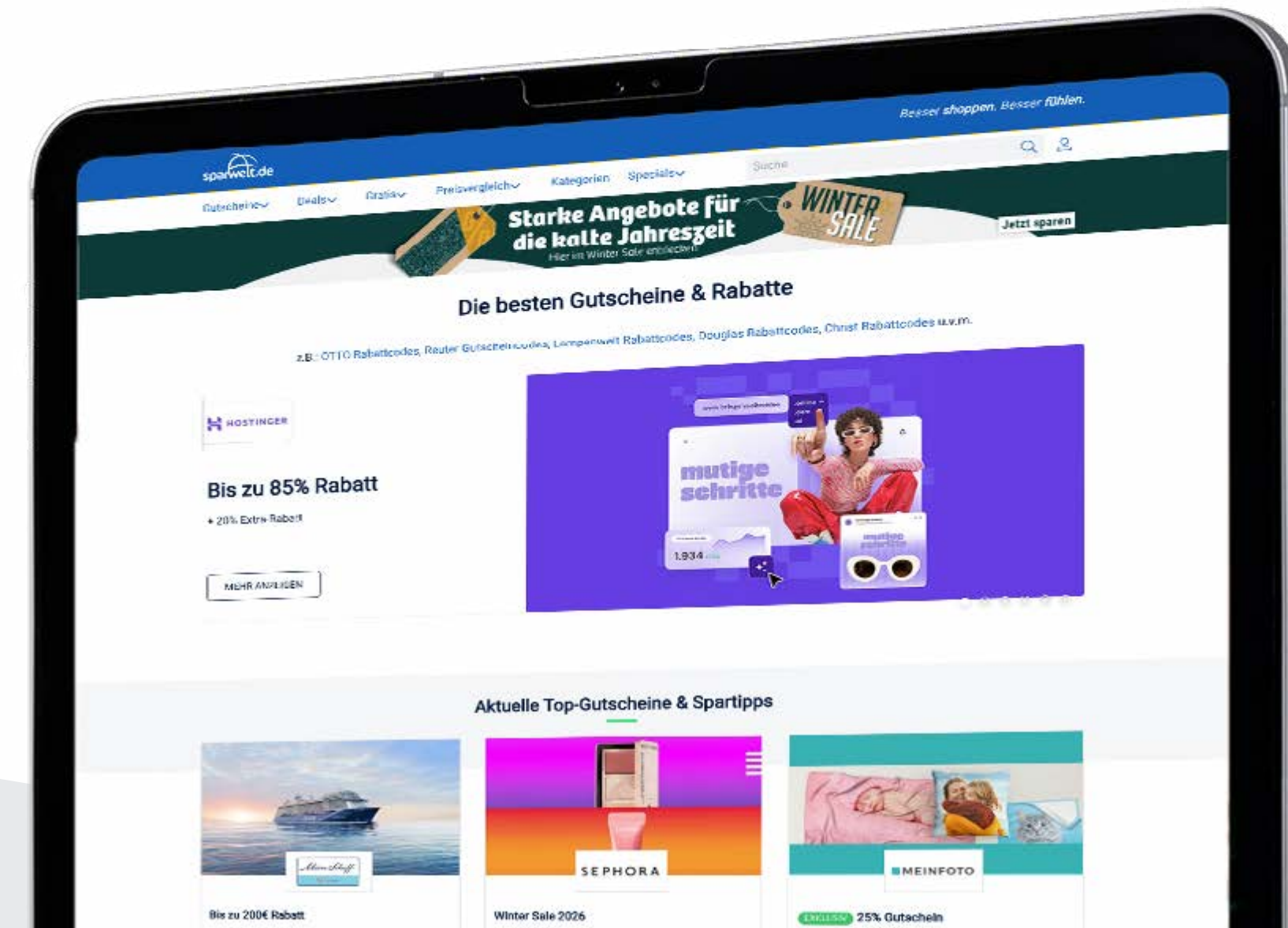
# Sparwelt.de

## 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

<b>Description</b>	Trend-conscious, price-conscious, smart-shoppers
<b>Gender</b>	37% female   63% male
<b>Age</b>	39% between 18-34 years, 36% between 35-54 years



# Gutscheine.de

## The go-to platform for verified coupons

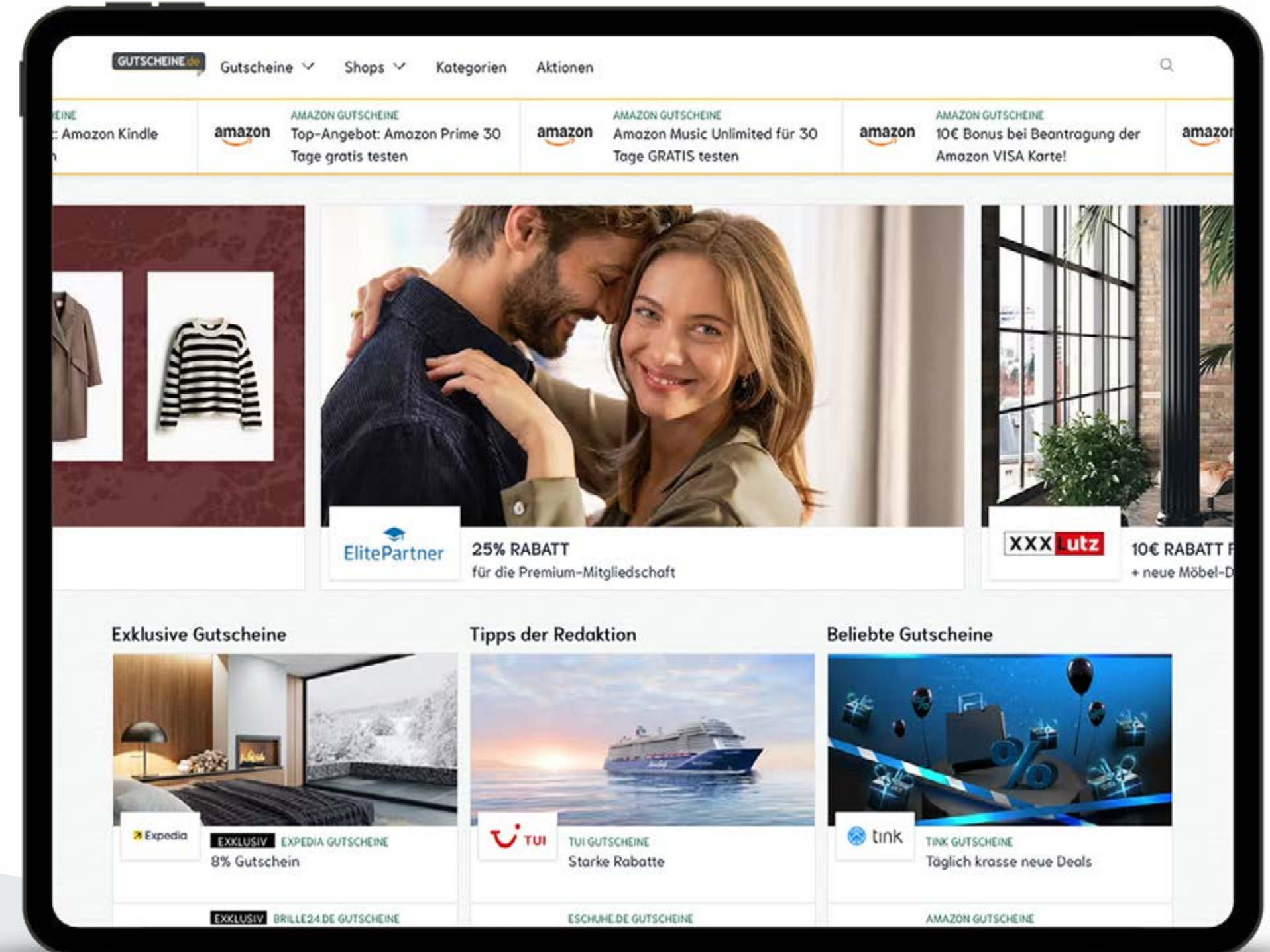
Gutscheine.de is a discount platform specializing in a wide selection of verified coupons and promotional codes tailored for frequent online shoppers across categories like travel, fashion, and electronics. The platform primarily attracts savvy, budget-conscious users who actively seek quick savings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



# 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.

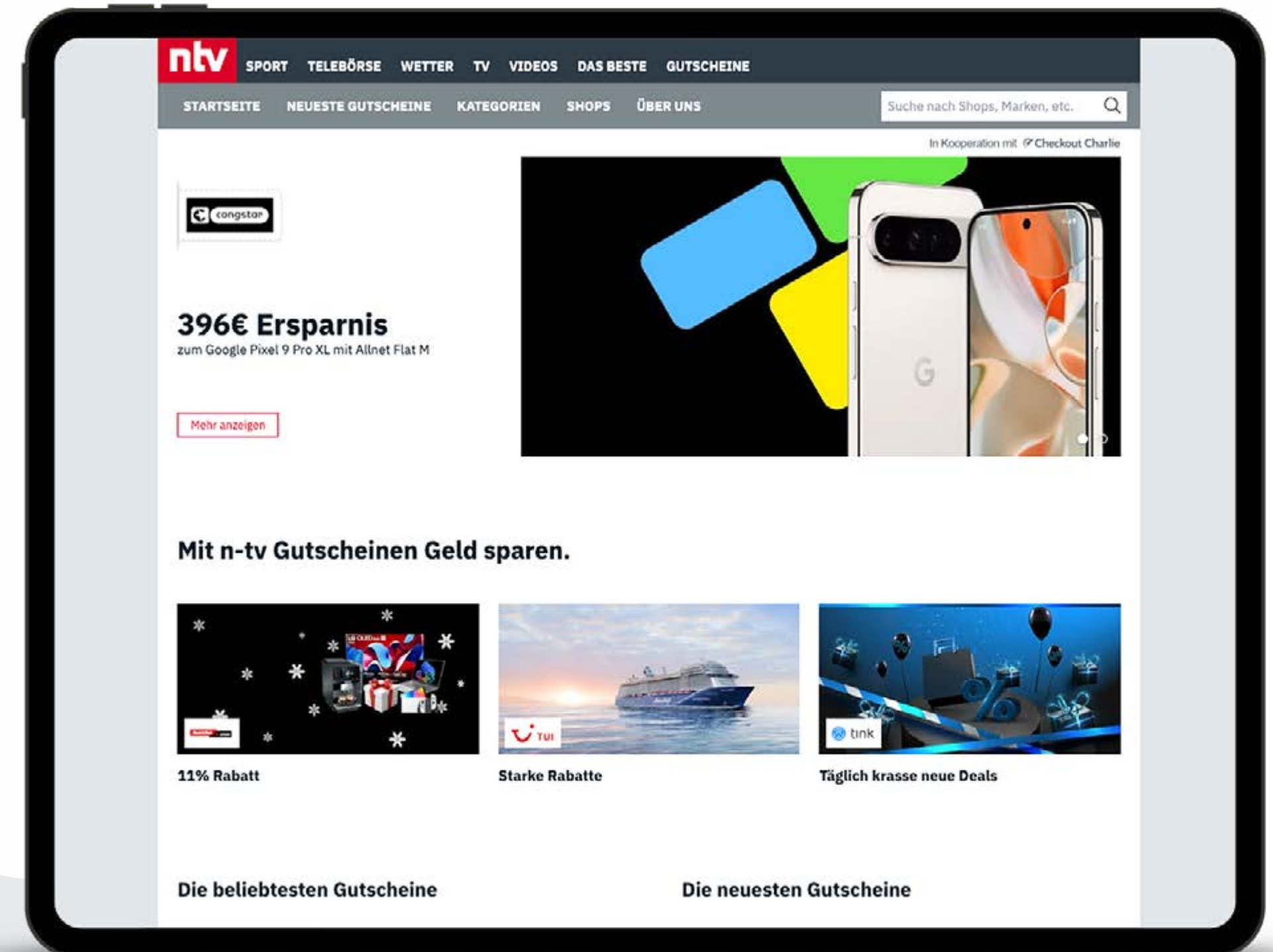
### TARGET GROUP

**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



# shopmate

The platform that simplifies and streamlines cashback for everyone

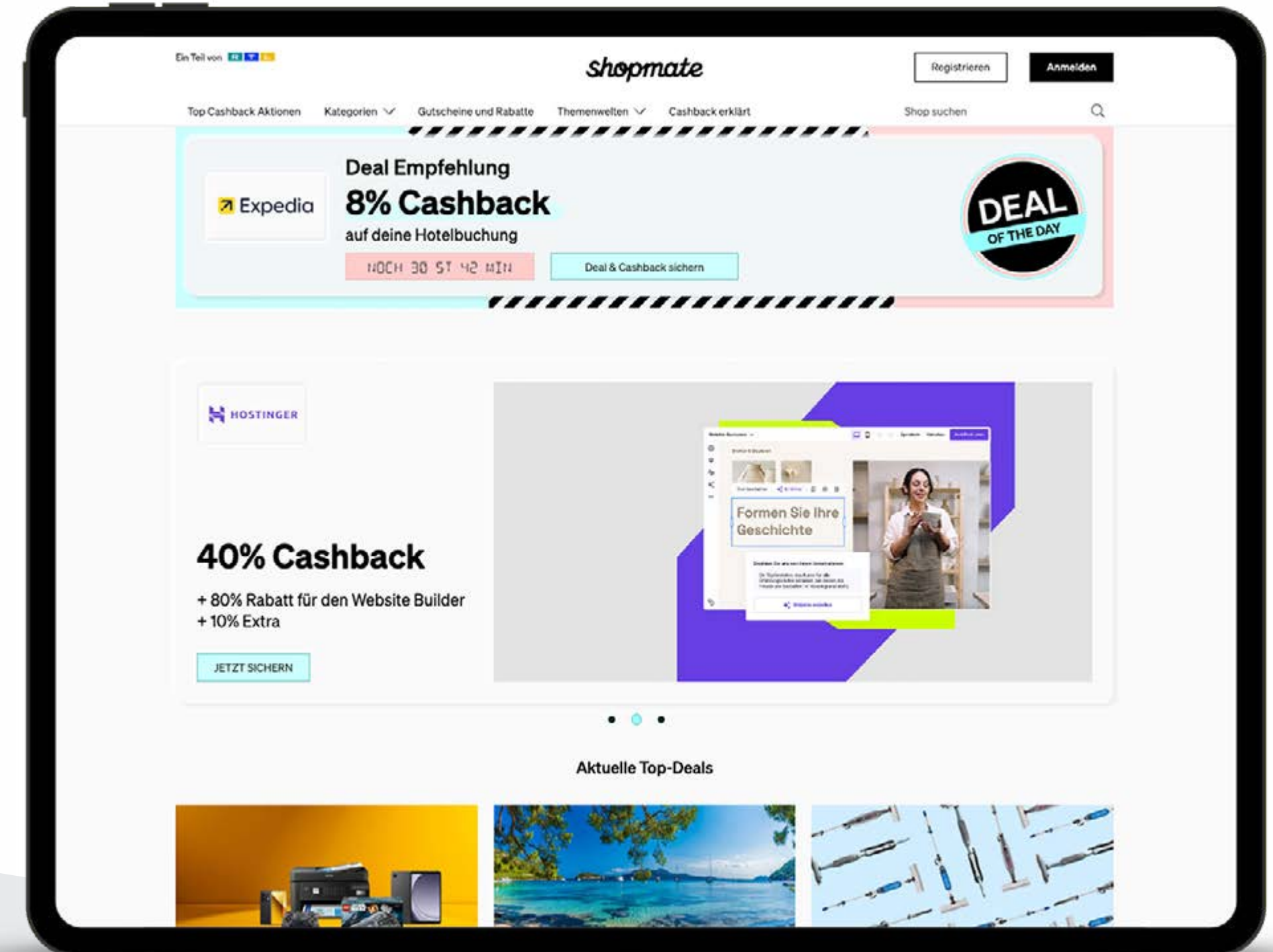
shopmate is a cashback platform that offers exclusive deals from a wide variety of online stores, allowing users to earn money back on their purchases. With easy tracking of earnings, seamless reward redemption, and regular promotions, shopmate helps users maximize their savings while shopping online.

## 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



## 05 | Our Packages

Through the diversity of our packages & tailor-made offers, we are able to match different needs & budgets.

### Campaign Packages

Integrated visibility across the Sparwelt Network.

### Campaign Add-Ons

Additional placements to boost your impact.

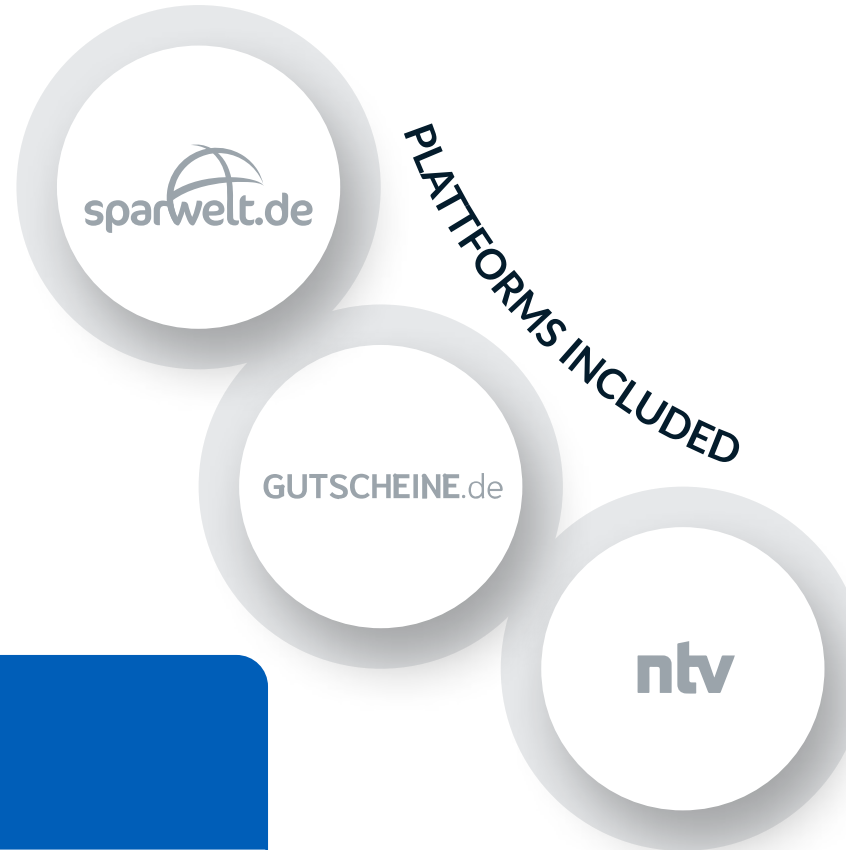
### Cashback Packages

Drive sales on shopmate.

### Welcome Offer

Preferred entry conditions for new partners.

# ONE BOOKING. THREE PLATFORMS. Choose your campaign package

**BEST VALUE****ESSENTIAL**

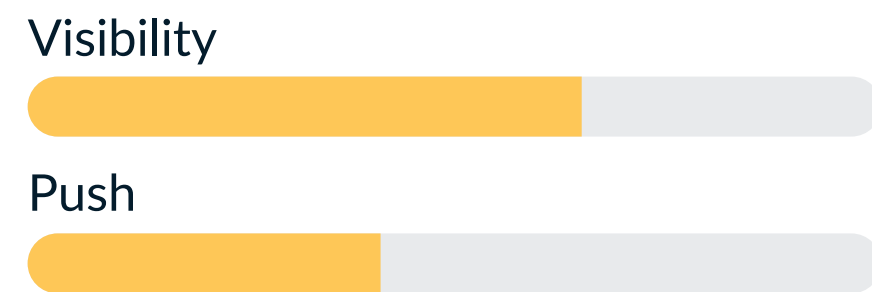
- Onpage:** Base visibility & standard placements
- Newsletter:** 2 Standard integrations



€ 2,900\*

**EXPAND**

- Onpage:** Extended visibility & enhanced positioning
- Content Commerce:** 1 Deal Article
- Newsletter:** 2 Featured integrations
- Social Media:** Organic amplification



€ 4,900\*

**DOMINATE**

- Onpage:** Full visibility takeover with premium positioning for 7 days
- Content Commerce:** 1 Deal Article
- Newsletter:** 3 Premium integrations
- Social Media:** Organic amplification & paid boost



€ 7,900\*

**CUSTOM**

- Tailored multi-flight campaigns
- Standalone features
- Exclusive integrations
- Premium content formats
- Long-term visibility roadmap

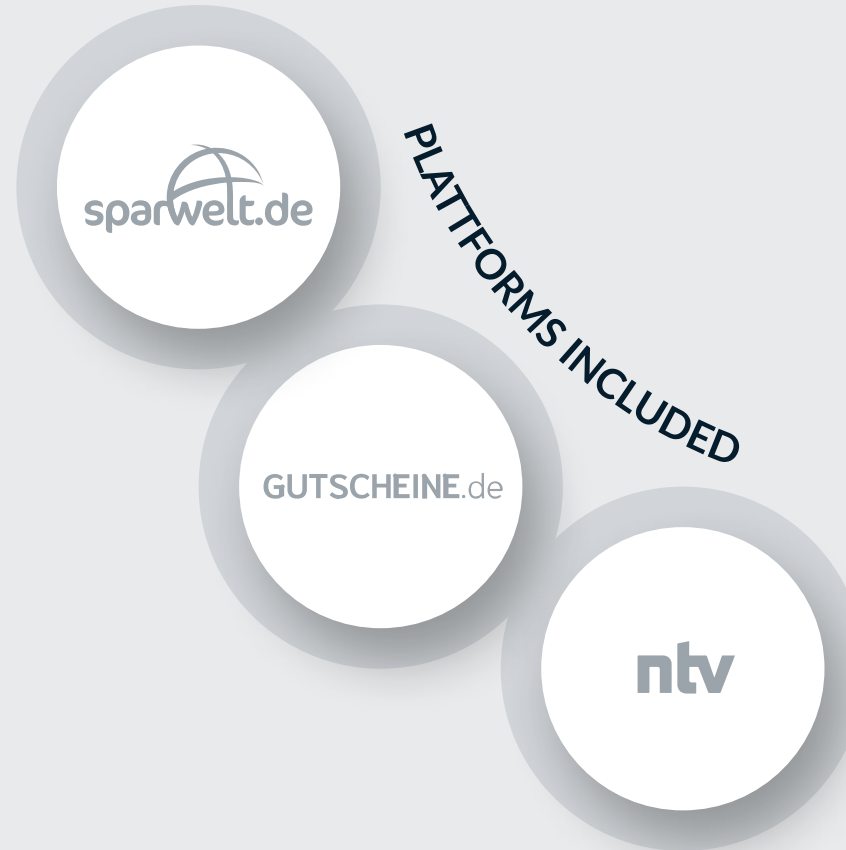
**Custom scope & pricing**

**Presence** → **Reach** → **Dominance** → **Partnership**

\*plus CPO &amp; VAT

# ONE BOOKING. THREE PLATFORMS.

## Campaign package details



	ESSENTIAL	EXPAND	BEST VALUE DOMINATE	CUSTOM
Sparwelt.de Homepage Slider	1 Day	3 Days	7 Days	✓
Sparwelt.de Homepage Teaser	1 Day	2 Days	3 Days	✓
Sparwelt.de Homepage Logo Placement	1 Day	3 Days	7 Days	✓
Sparwelt.de Category Page Slider	1 Day	3 Days	7 Days	✓
Sparwelt.de Content Commerce Deal Article	–	✓	✓	✓
Sparwelt.de Newsletter** Billboard	–	–	✓	✓
Sparwelt.de Newsletter** Top Special	–	✓	–	✓
Sparwelt.de Newsletter** Exposed Content Ad	✓	–	–	✓
Sparwelt.de Social Media**** Ad	–	–	✓	✓
Sparwelt.de Social Media**** Story	–	✓	✓	✓
Sparwelt.de Social Media**** Post	–	–	✓	✓
Gutscheine.de Homepage Slider	1 Day	3 Days	7 Days	✓
Gutscheine.de Homepage Teaser	1 Day	2 Days	3 Days	✓
Gutscheine.de Homepage Logo Placement	1 Day	3 Days	7 Days	✓
Gutscheine.de Newsletter*** Billboard	–	–	✓	✓
Gutscheine.de Newsletter*** Top Special	–	✓	–	✓
Gutscheine.de Newsletter*** Exposed Content Ad	✓	–	–	✓
ntv.de Homepage Widget	1 Day	3 Days	7 Days	✓
ntv.de Homepage Slider	1 Day	3 Days	7 Days	✓
ntv.de Homepage Teaser	1 Day	2 Days	3 Days	✓
ntv.de Homepage Logo Placement	1 Day	3 Days	7 Days	✓
ntv.de Newsletter Placement	–	–	✓	✓
	€ 2,900*	€ 4,900*	€ 7,900*	Custom scope & pricing

\*plus CPO & VAT  
 \*\* Sparwelt Newsletter 600.000  
 \*\*\* GDE Newsletter 80.000  
 \*\*\*\* Facebook & Instagram

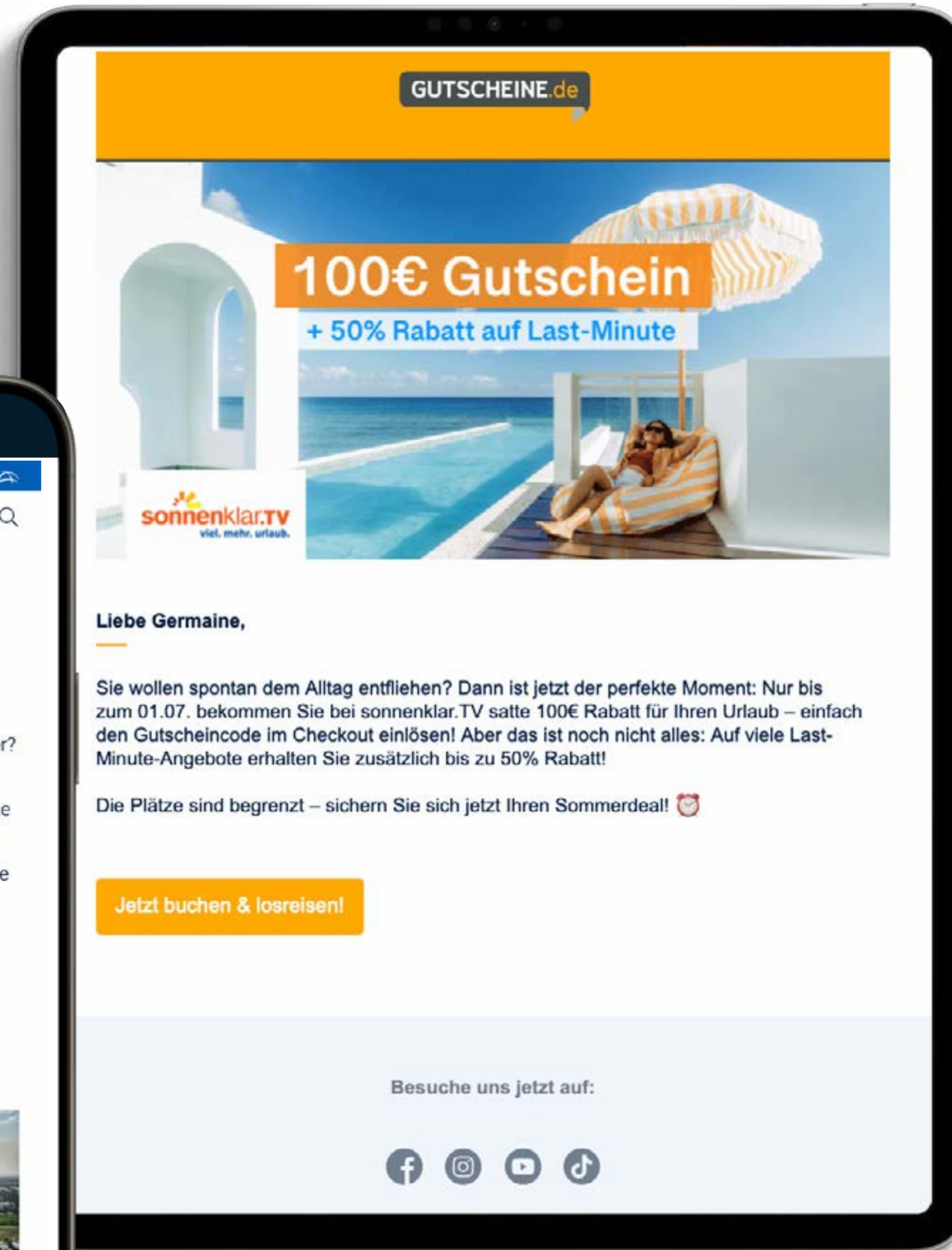
Presence → Reach → Dominance → Partnership

## CAMPAIGN ADD-ONS

# Extend your campaign

Sparwelt „Gönn dir“  
Advertorial

€ 1,850



Newsletter Standalone  
Sparwelt.de, Gutscheine.de

€ 5-7 CPM  
(depending on sending volume)

shopmate Cashback  
Packages

40% discount  
on all cashback packages when  
booking a campaign package

## CASHBACK PACKAGES

# Drive sales on shopmate



shopmate is a go-to platform for smarter shopping and effortless savings. We empower users to earn cashback, enjoy exclusive deals, and save money with every purchase.

	ESSENTIELL	ERWEITERUNG	DOMINIEREN	INDIVIDUELL
Deal of the Day	⊖	⊖	✓	✓
Slider	3 Days	7 Days	14 Days	✓
Teaser	1 Day	7 Days	7 Days	✓
Logo Placement	3 Days	7 Days	14 Days	✓
Cashback Ad Sparwelt Newsletter	✓	✓	✓	✓
Social Media** Story (Sparwelt.de)	⊖	✓	✓	✓
Social Media** Post (Sparwelt.de)	⊖	✓	✓	✓
Social Media** Ad (Sparwelt.de)	⊖	⊖	✓	✓
	€900*	€ 1,900*	€ 2,900*	Individueller Umfang & Preisgestaltung
	Präsenz	Reichweite	Dominanz	Partnerschaft

\*plus CPO & VAT \*\* Facebook & Instagram

## WELCOME OFFER

# Preferred entry conditions for new partners



### Exclusive welcome advantage:

- 60% discount** on your chosen campaign package
- + dedicated shop page across all platforms
- + shopmate placements included at no extra cost

	ESSENTIAL	EXPAND	DOMINATE
Campaign package: Sparwelt.de, Gutscheine.de, ntv.de	€ 2,900 → € 1,160*	€ 4,900 → € 1,960*	€ 7,900 → € 3,160*
Campaign package: shopmate.eu	€ 900 → € 0	€ 1,900 → € 0	€ 2,900 → € 0

\* plus CPO & VAT. Valid for new partner launches only

## 06 | Our Placements

Offering more than 300 different placements, it can be easy to lose sight. We've got you covered. Find our most important placements & platforms listed in the following chapter.

**NEW!**

For our interactive lookaround  
and placement overview

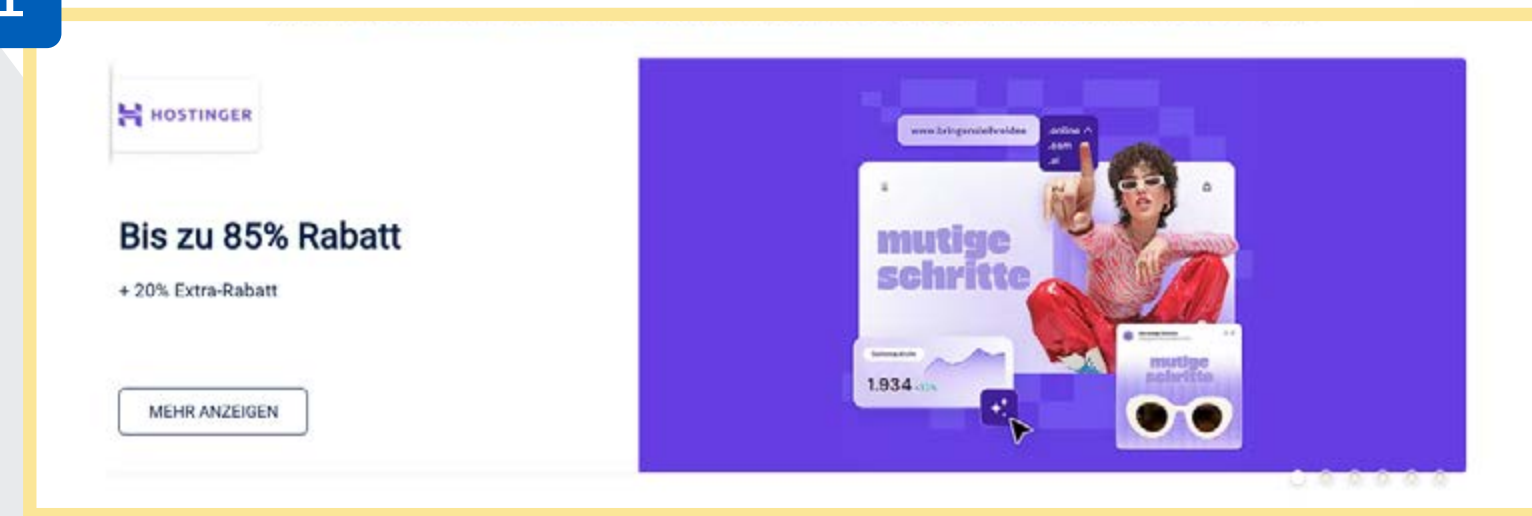
[CLICK HERE](#)

Please get in touch with our Sales Team for a guided tour

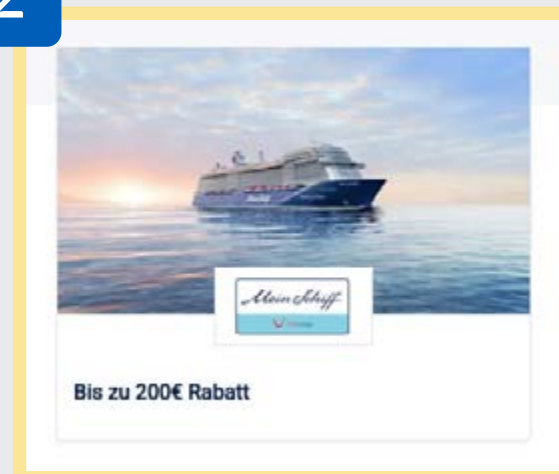


# Sparwelt.de | Homepage

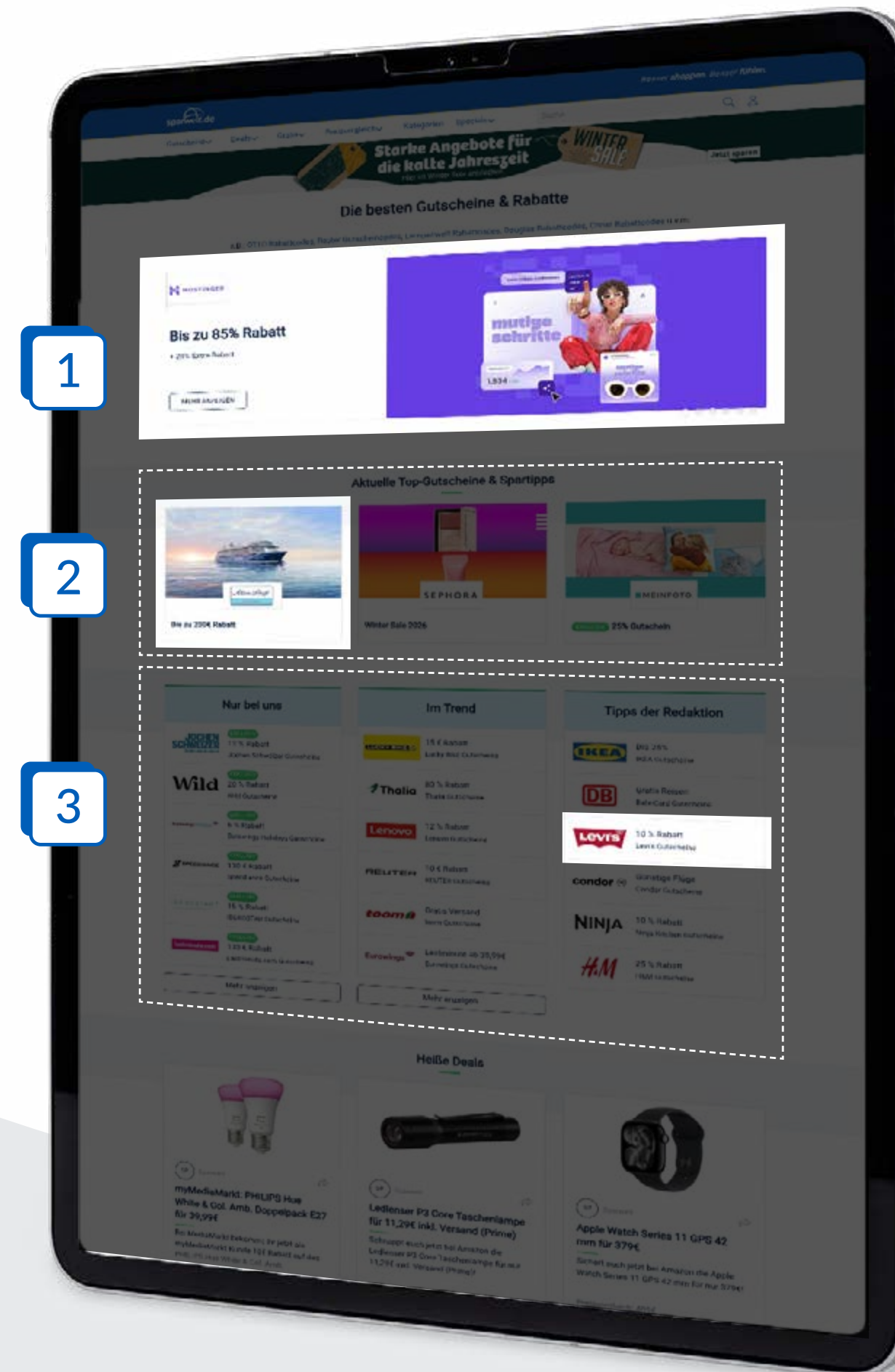
1 Slider (carousel)



2 Teaser



3 Logo Placement

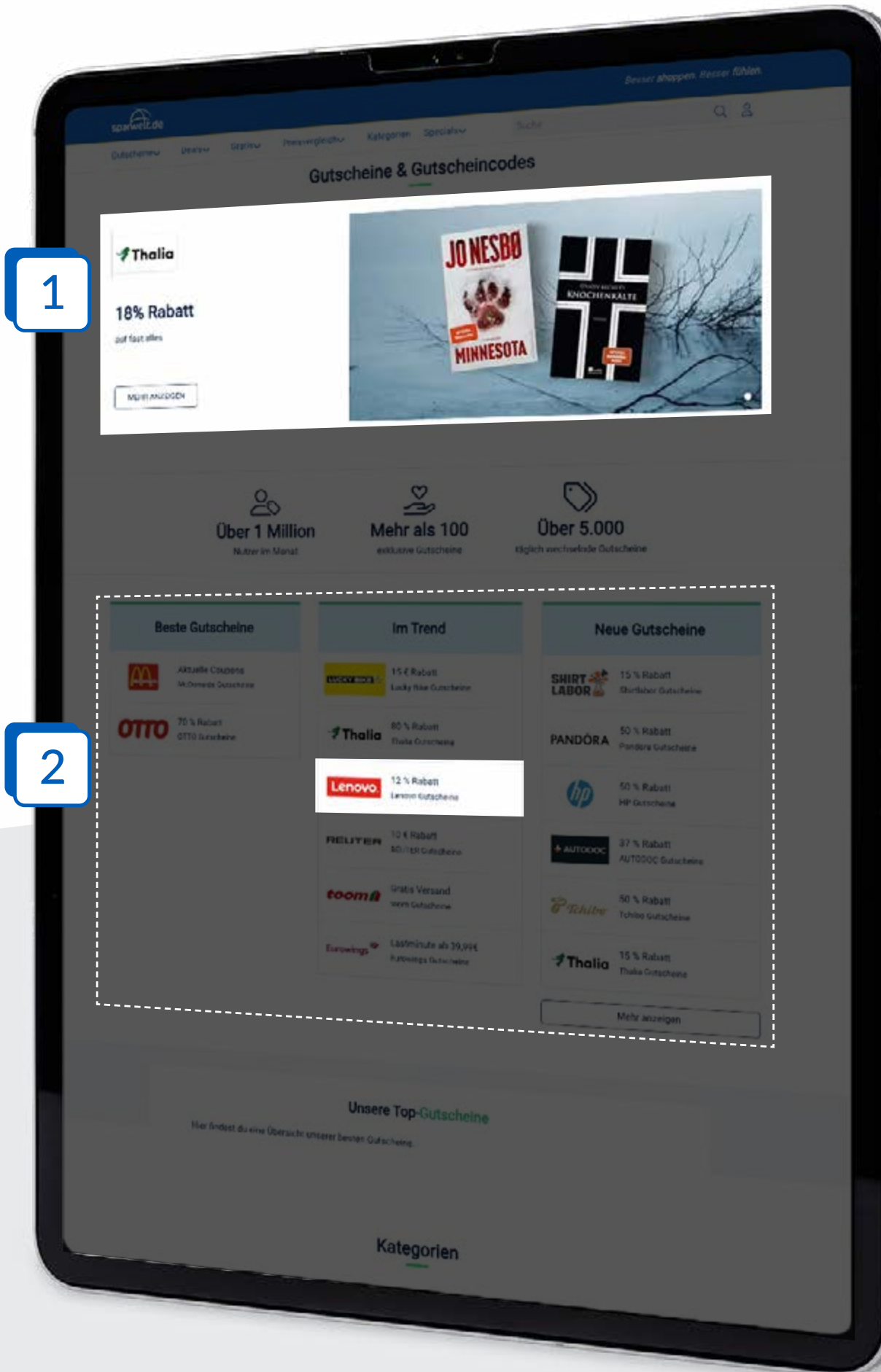


# Sparwelt.de Category page

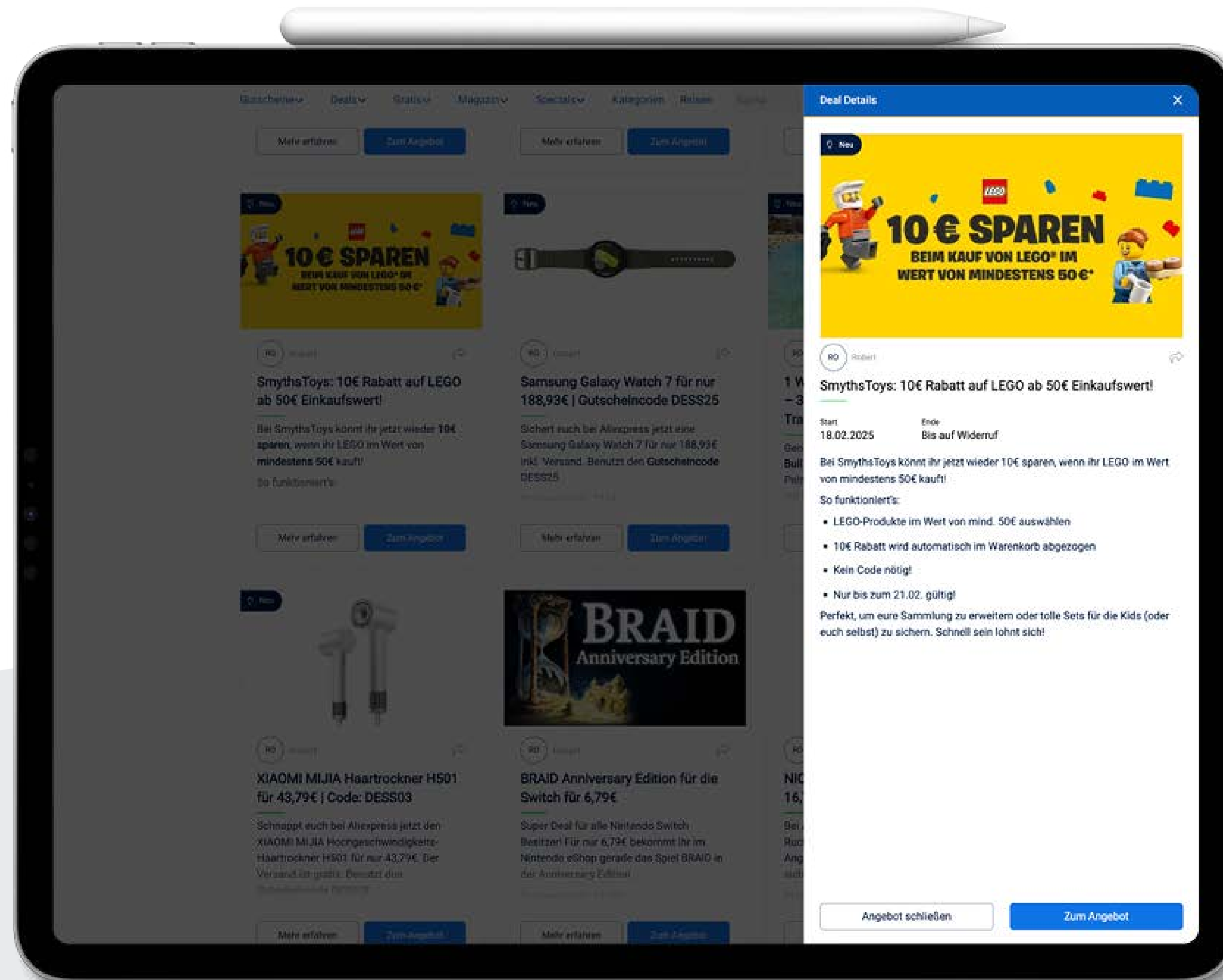
1 Slider (carousel)



2 Logo Placement



# Sparwelt.de Content Commerce Deal Article

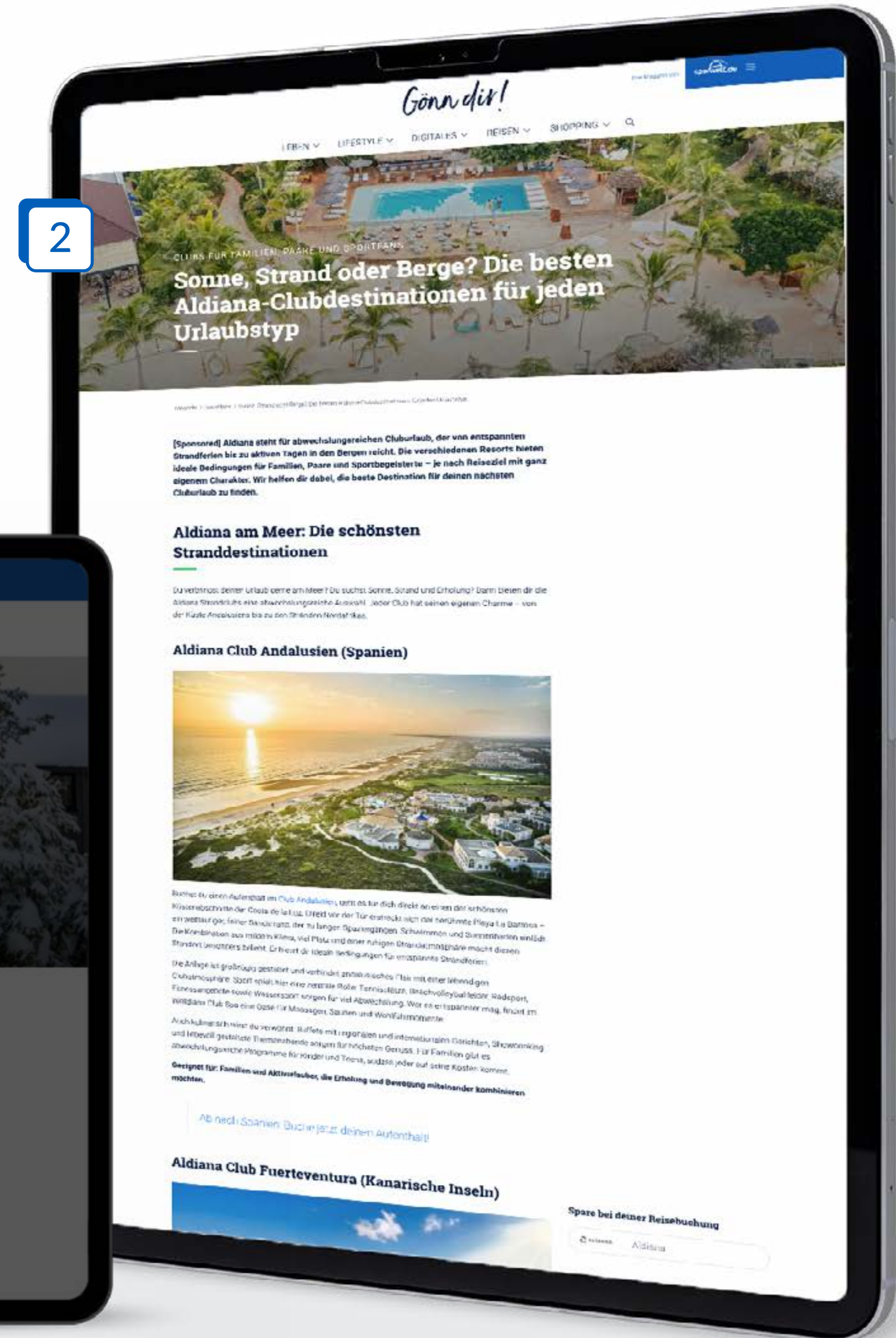
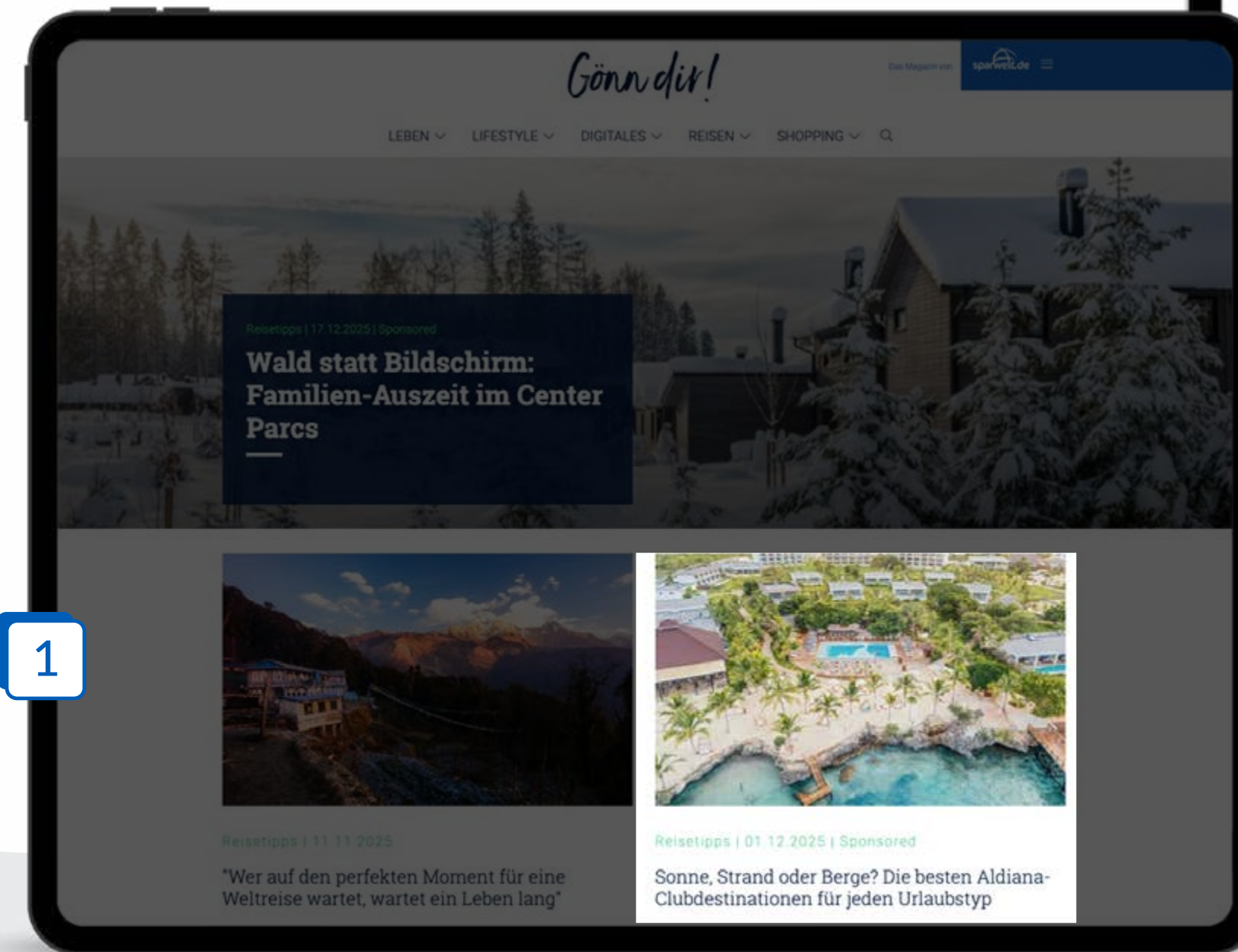


# Sparwelt.de | Gönn Dir! – Magazin

250 articles around all areas of life – from shopping and health to travel & lifestyle.

1 Teaser to advertorial on magazine homepage

2 Advertorial Premium



# Sparwelt.de | Travel World

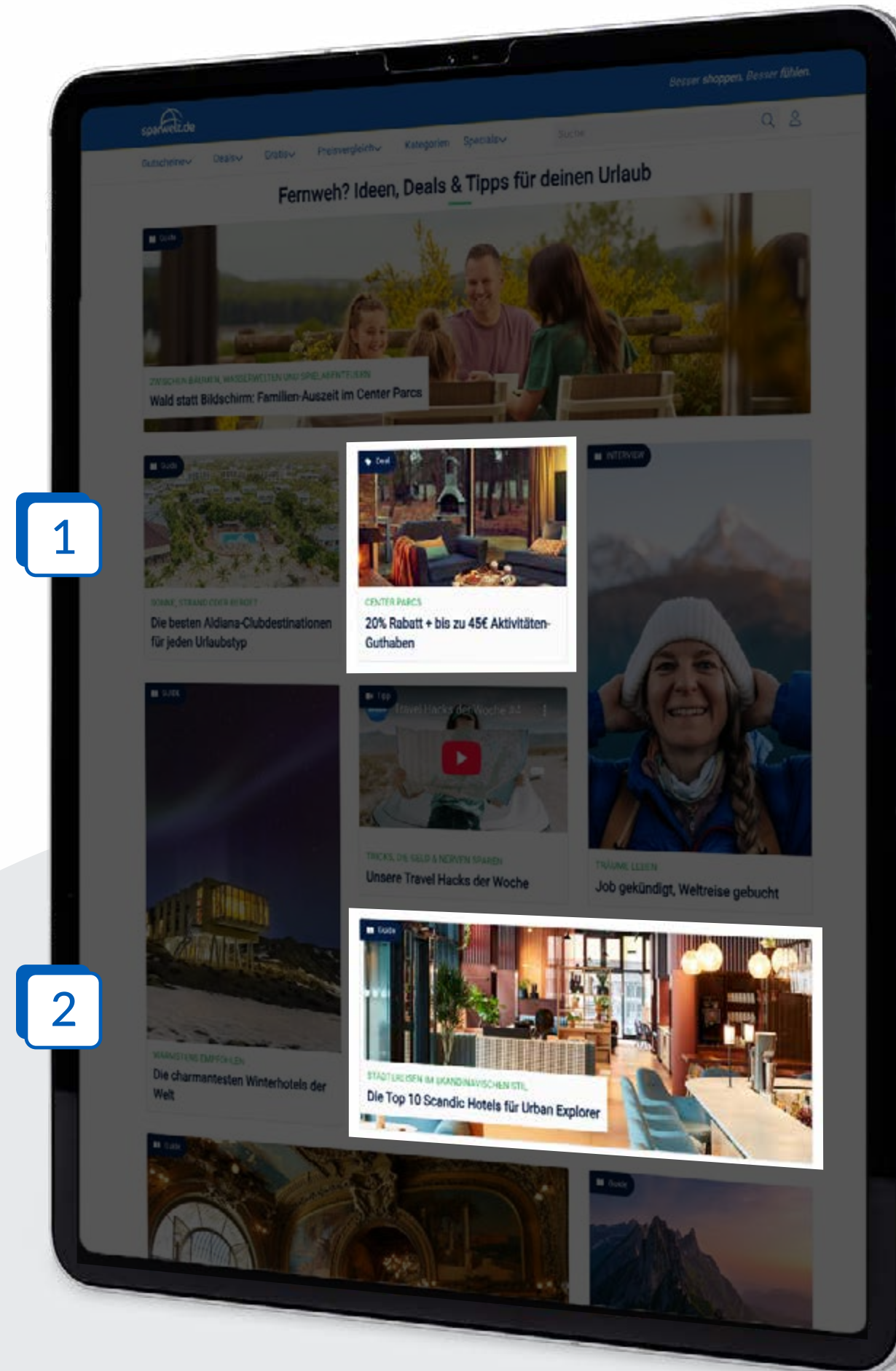
## Spotlight Placement

1



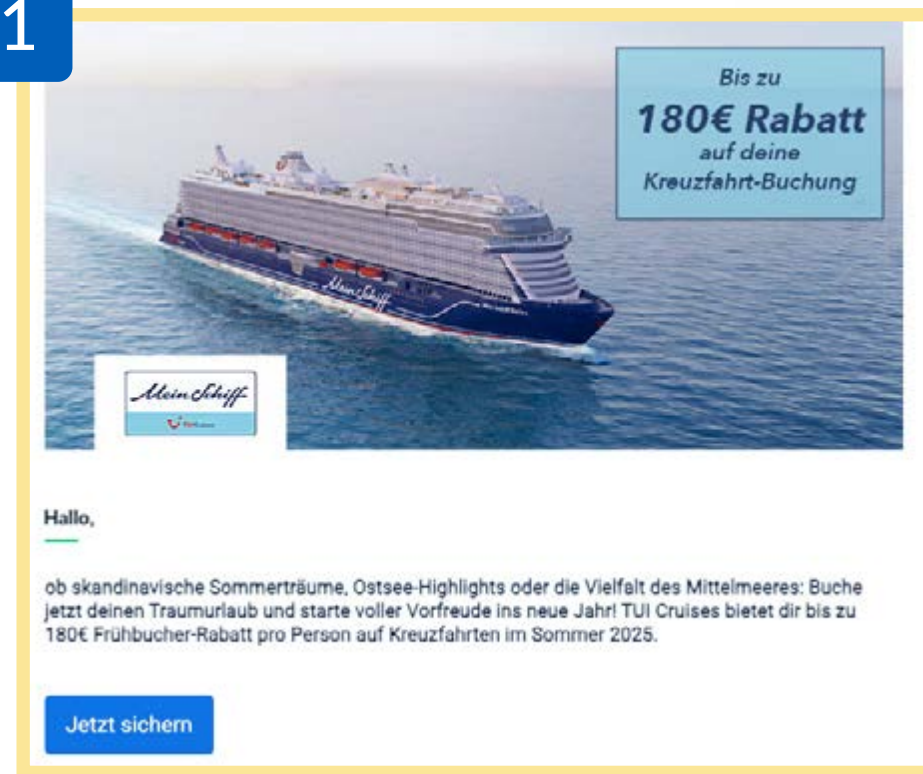
## Advertorial

2

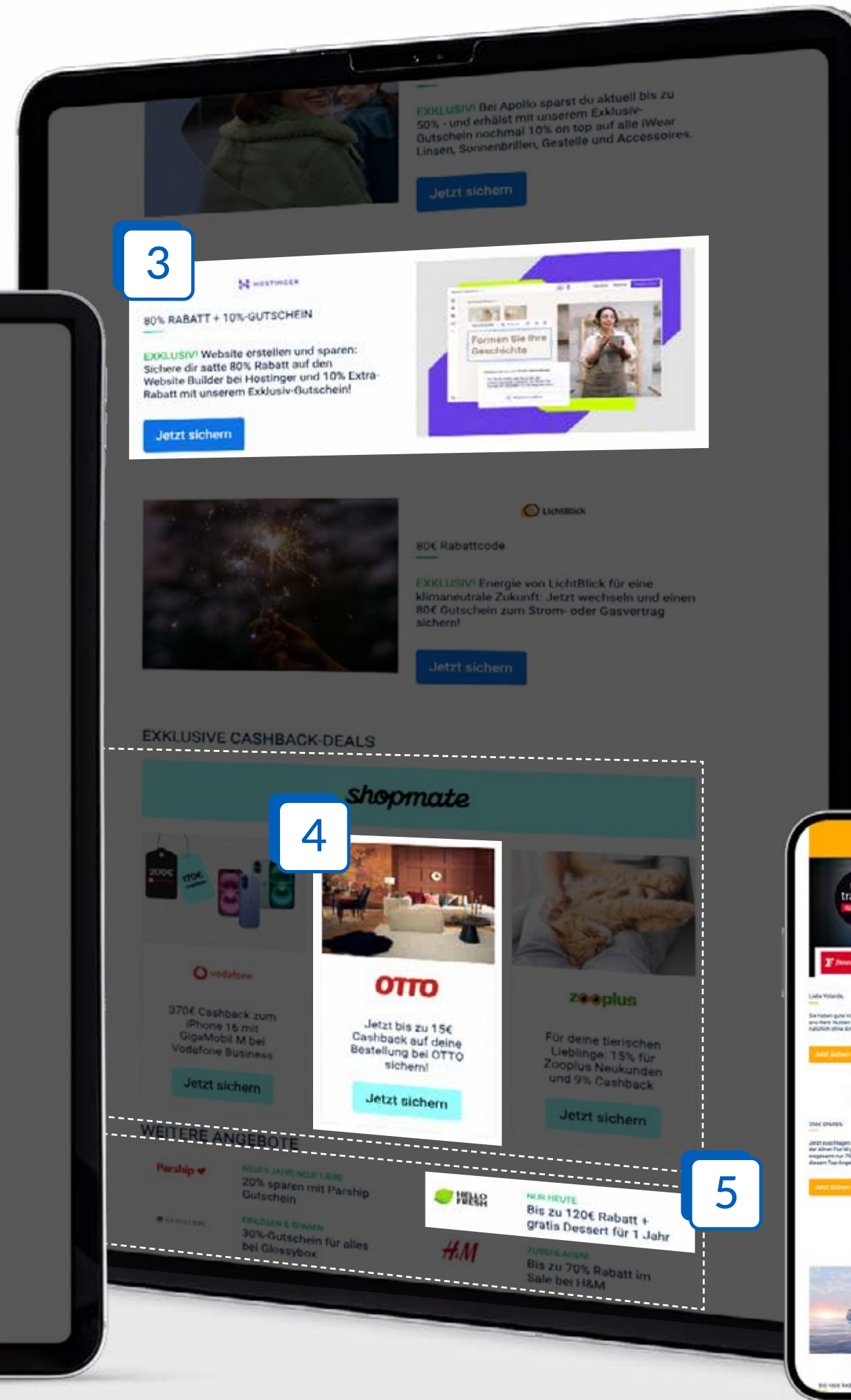
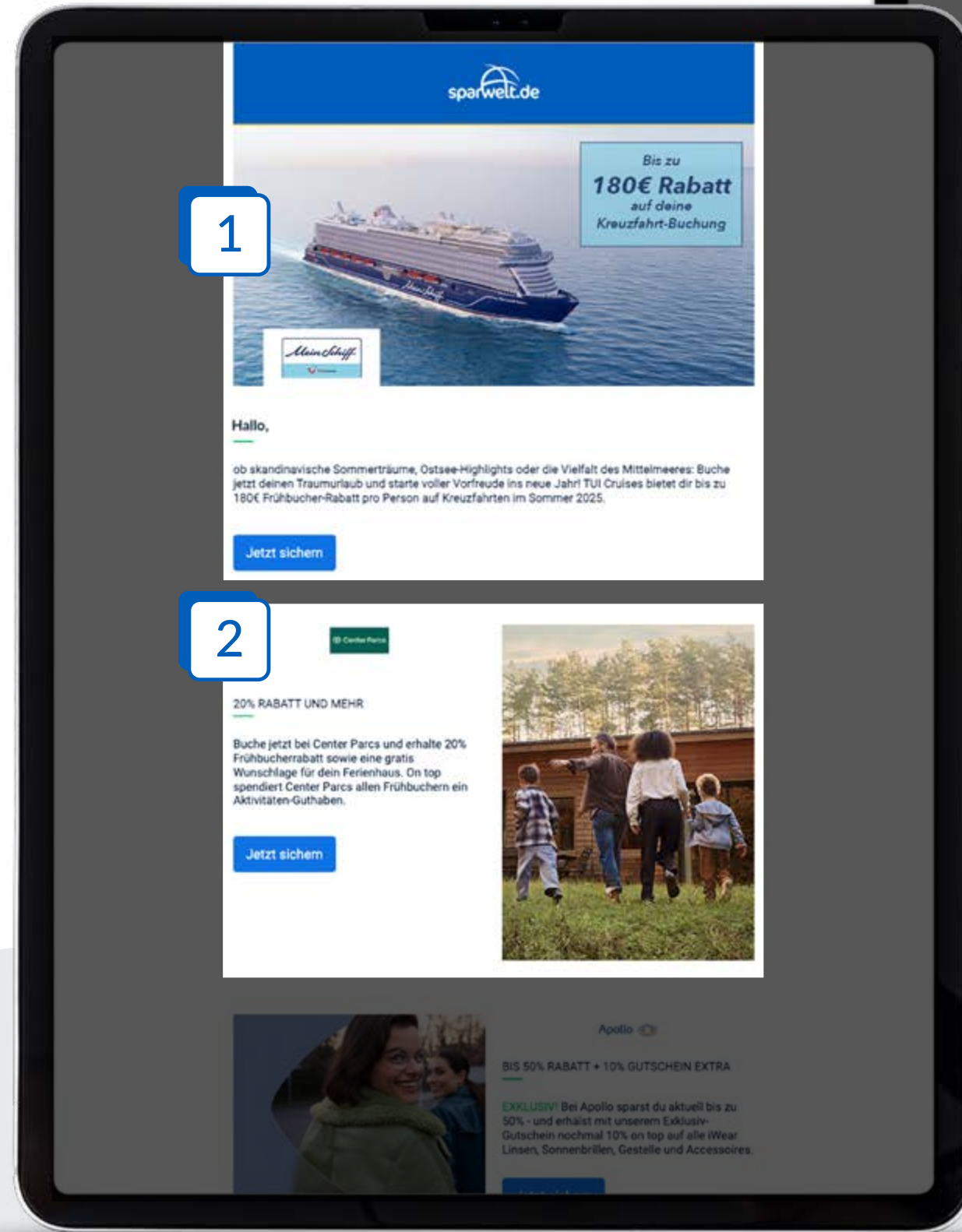
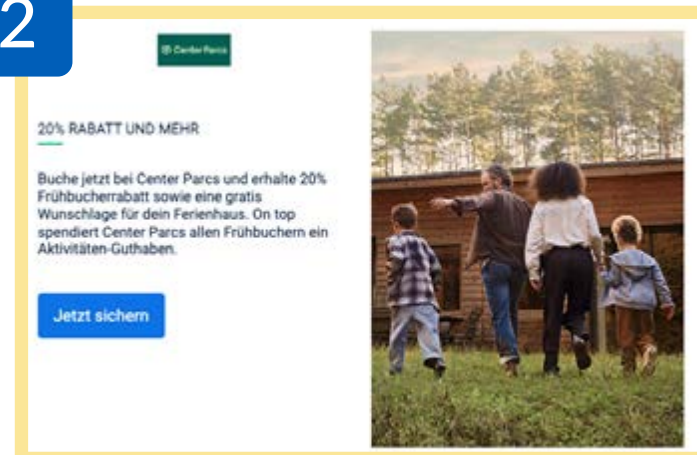


# Newsletter placements

1 Billboard



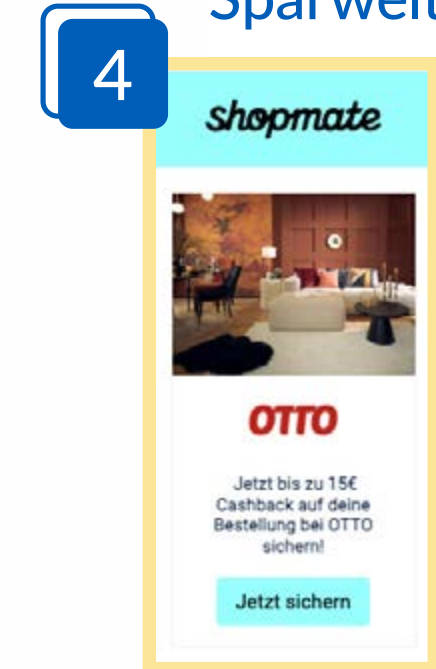
2 Top Special



3 Exposed Content Ad



Cashback Ad Sparwelt Newsletter

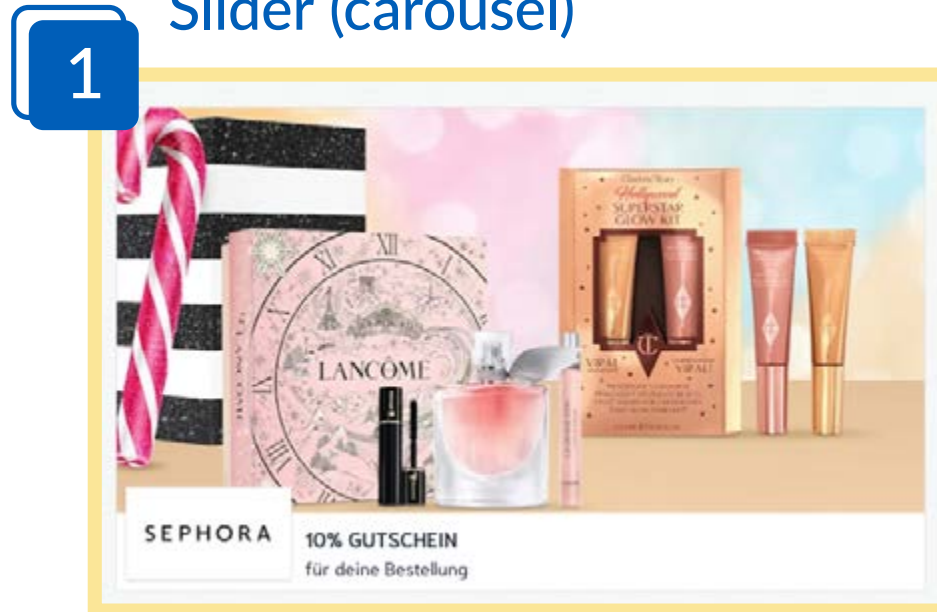


5 Logo Placement

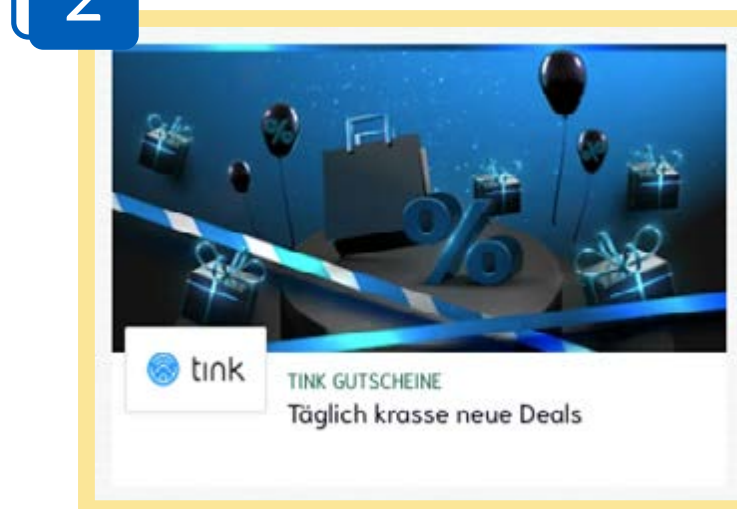


# Gutscheine.de | Homepage

1 Slider (carousel)



2 Teaser Top-Listing



3 Logo Placement



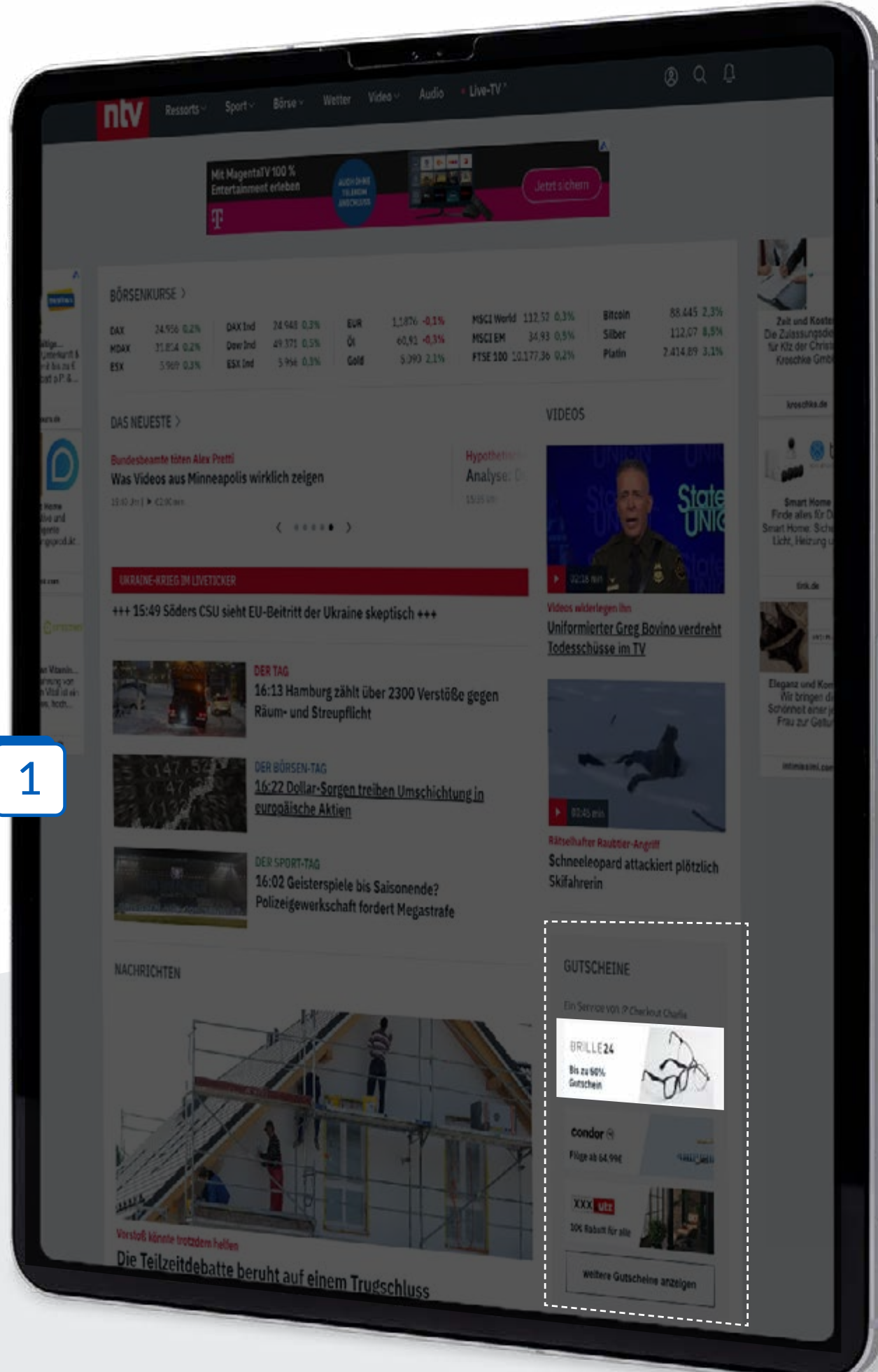
# n-tv.de placements

1

Sidebar Widget



displayed in different categories



2

15% Gutschein



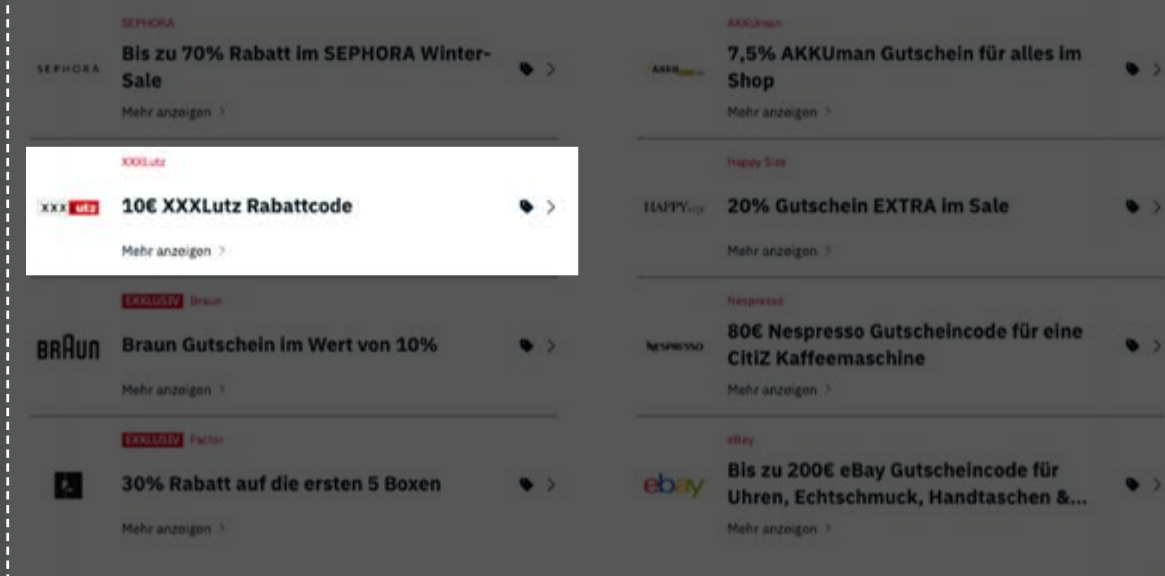
3

Mit n-tv Gutscheinen Geld sparen.



4

Die beliebtesten Gutscheine



2

Slider (carousel)



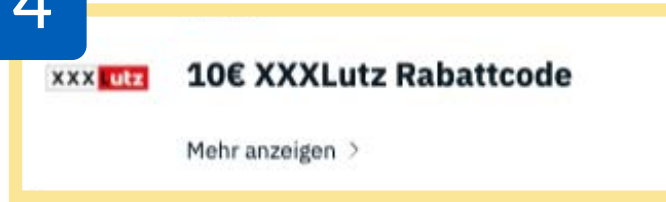
3

Teaser



4

Logo Placement



## DIGITAL REACH\*

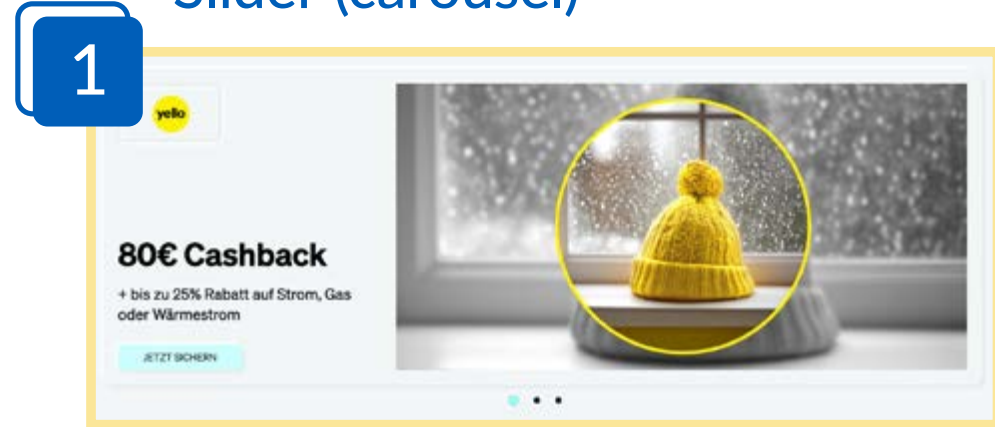
803.14 Mio.  
Views

16.83 Mio.  
Net reach

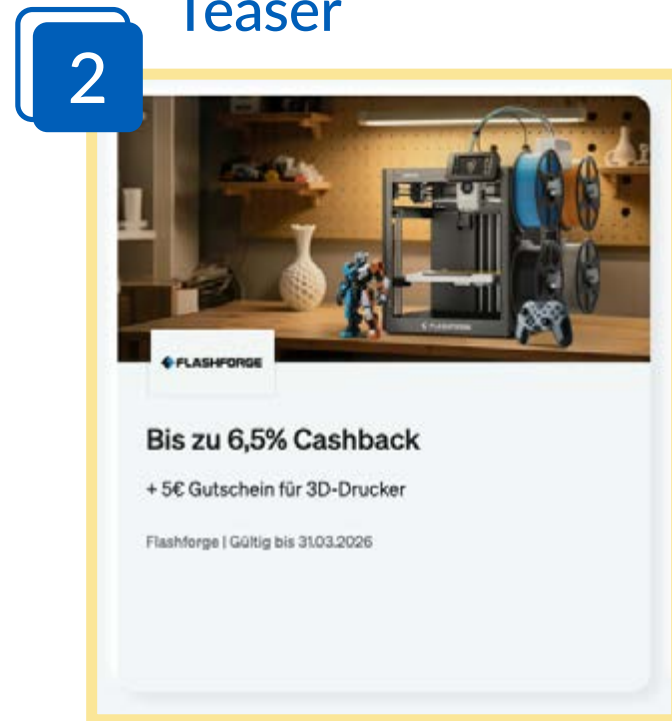
\*Source: b4p 2025/II / Adserver Feb 2026

# shopmate homepage placements

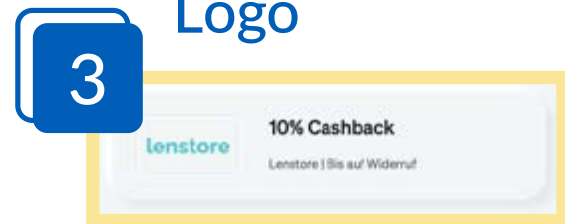
Slider (carousel)



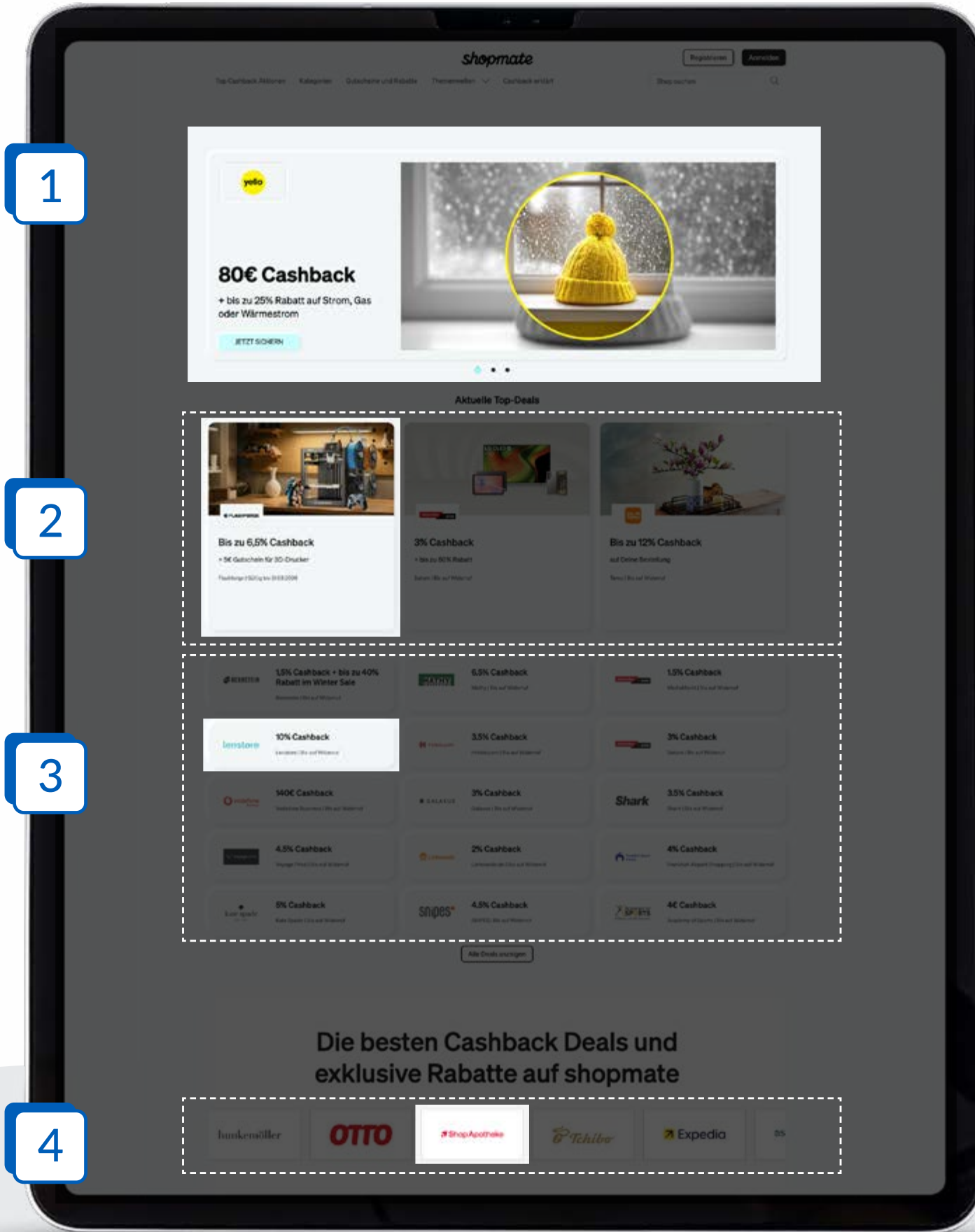
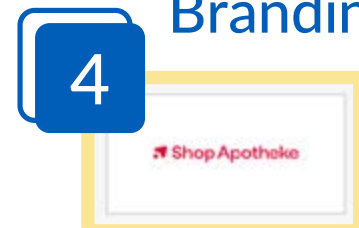
Teaser



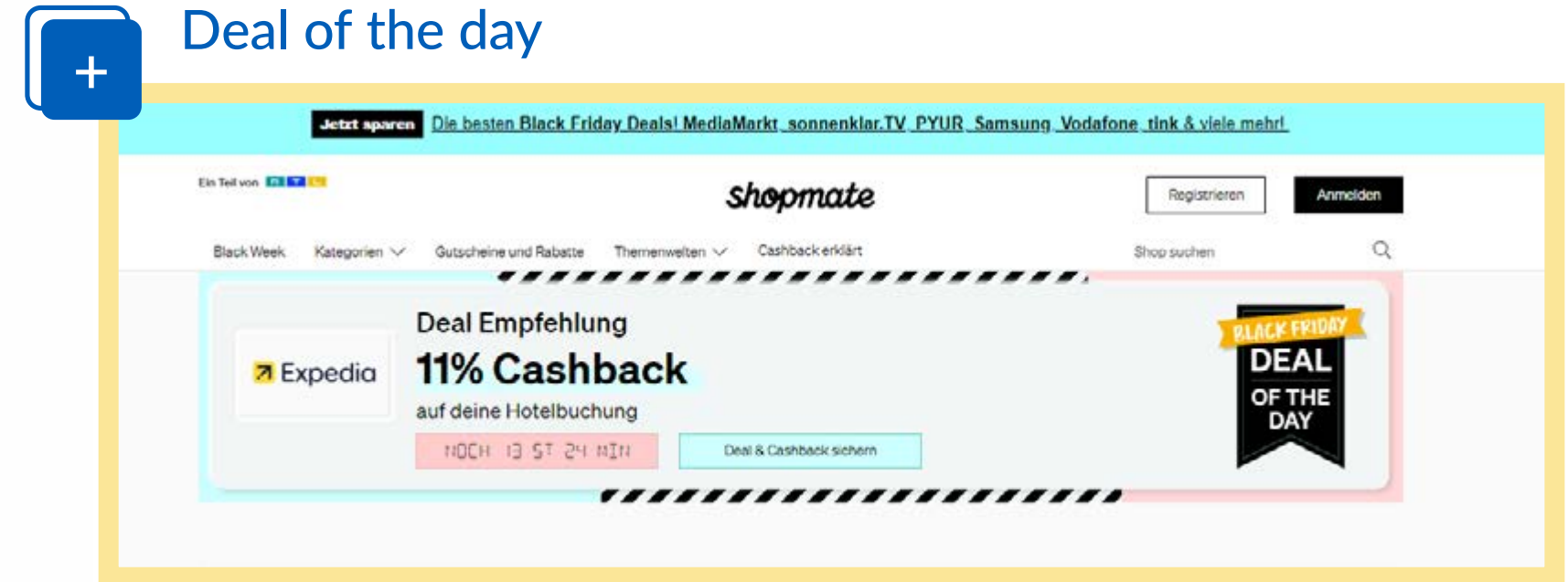
Logo



Branding



Deal of the day



# 07 | Your Contacts

## MEET US AT

Do you have any questions? Are you ready to get started?  
We look forward to hearing from you!



TARIFFUXX  
Telco Stammtisch  
19.03.2026



DEAL  
MAKER  
Europe 2026  
25.03.2026



OMZ  
05.-06.05.2026



AWIN  
THINKTANK  
21.05.2026



Affiliate  
Stammtisch  
LEIPZIG  
21.06.2026



HS FUTURE  
RETAIL  
CONFERENCE  
BERLIN 2026  
23.-24.06.2026



TactiXX  
30.06.2026



DM  
EXCO 26  
23.-24.09.2026



PI LIVE Europe  
19.-21.10.2026



AFFILIATE  
CONFERENCE  
09.11.2026



# Contacts



**Julian Wenzel**

Lead Key Account Manager

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



julian.wenzel@checkout-charlie.com  
+49 (0) 15144059646



**Jameel Mahmoud**

Senior Key Account Manager

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



jameel.mahmoud@checkout-charlie.com  
+49 (0) 15144059637



**Tim Brosinsky**

Senior Key Account Manager  
Special Products

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



tim.brosinsky@checkout-charlie.com  
+49 (0) 15144059648



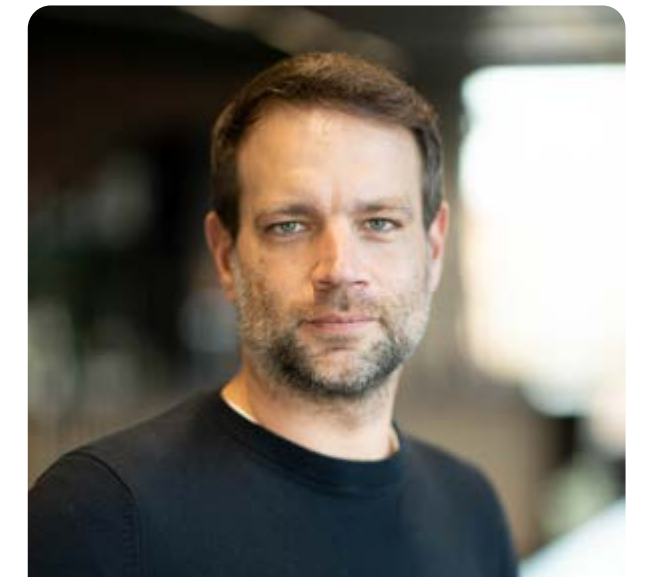
**Luca Dilger**

Junior Account Manager

Flowers & Gifts, New Business,  
Opticians



luca.dilger@checkout-charlie.com  
+49 (0) 15144059649



**Philipp Rössel**

Regional Lead  
Switzerland & Austria



philipp.roessel@checkout-charlie.com  
+41794053256



Checkout Charlie GmbH  
Alt-Moabit 104  
10559 Berlin  
www.checkout-charlie.com

Made  
with ♥  
in Berlin + Zürich

