



## WELCOME!

Boost your affiliate success with our exclusive Welcome Packages!

Designed exclusively for newcomers to our platform eager to dive into affiliate marketing, these heavily discounted bundles include high-reach placements to jumpstart your journey. To make your start even easier, the packages come at unbeatable prices.

Start strong and unlock your full potential – let's grow together!



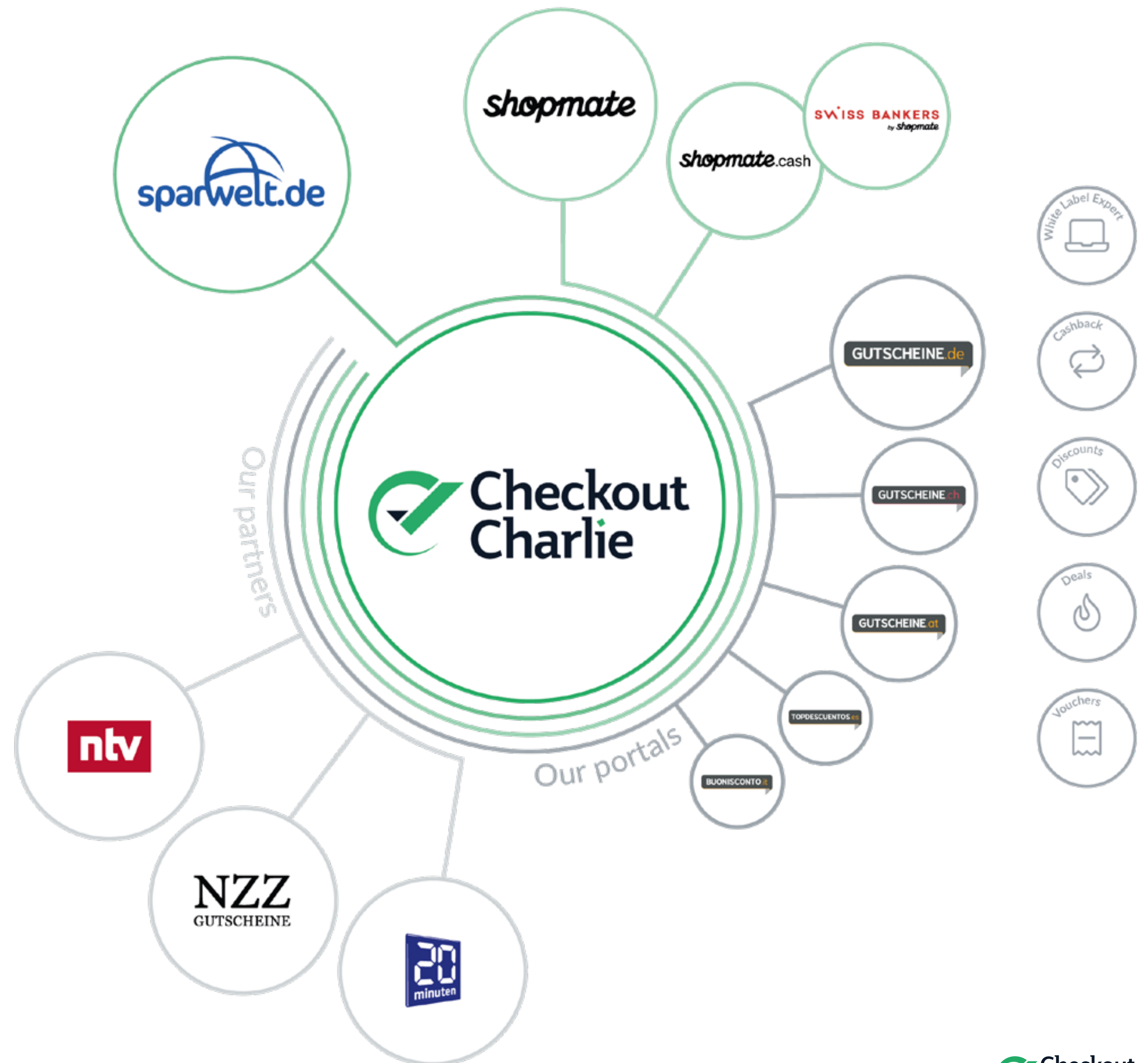


## WELCOME TO CHECKOUT CHARLIE

# WHY CHECKOUT CHARLIE?

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, placing your brand into a high quality content and performance environment.



## WELCOME TO CHECKOUT CHARLIE

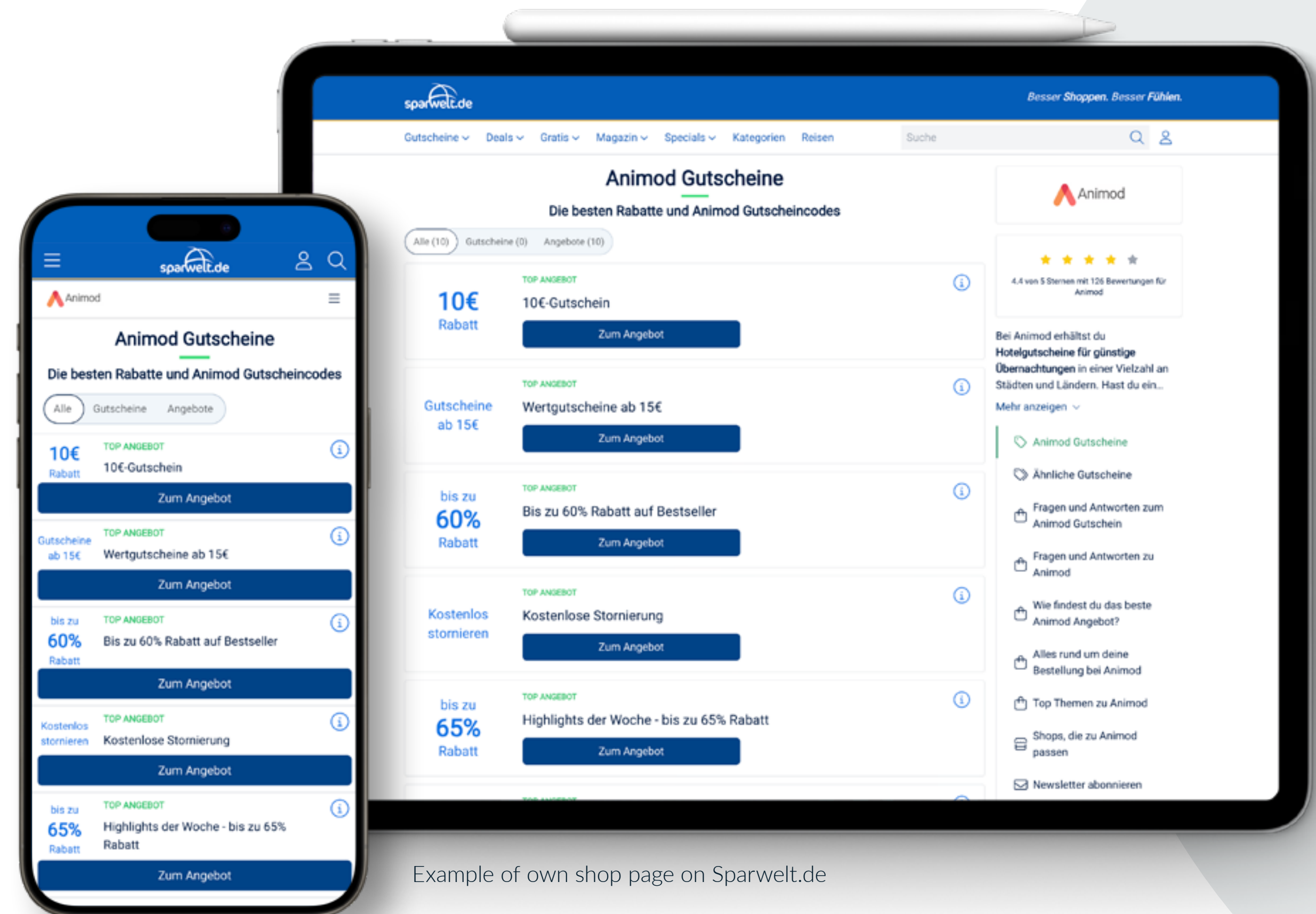
# HOW TO BECOME PART OF CHECKOUT CHARLIE

## 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 TO CHECKOUT CHARLIE**

# WELCOME PACKAGES



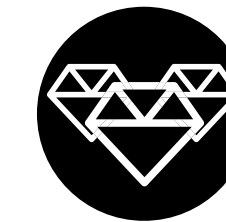
## Silver

Kickstart your brand visibility across multiple high-traffic platforms – all in one package. Benefit from premium exposure in the voucher sections of Sparwelt.de, Gutscheine.de and ntv.de while shopmate.de introduces you to the cashback business.



## Gold

Boost your reach with increased visibility across our voucher and cashback platforms, paired with premium placements in all key newsletters – targeting a highly engaged shopping audience.



## Triple Diamond

Maximize your presence as a new partner with our top-tier visibility package across all voucher and cashback platforms, while unlocking the highest available package discount.



# WELCOME TO CHECKOUT CHARLIE

Placement details and examples on the following slides

## WELCOME PACKAGES

### 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\*

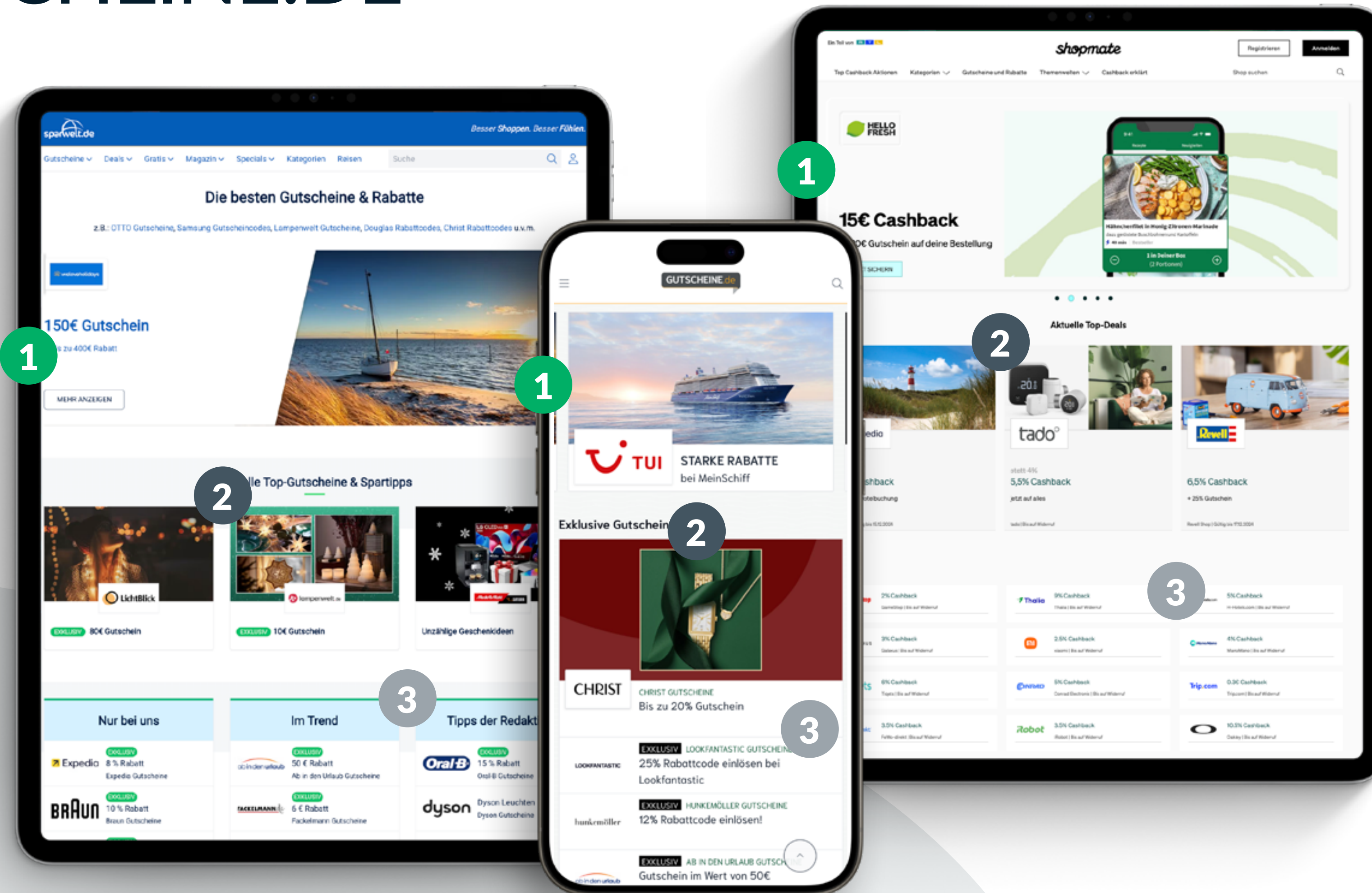
### TRIPLE DIAMOND

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\*

## OUR PLACEMENTS

# ON SPARWELT.DE, SHOPMATE.DE & GUTSCHEINE.DE



- 1 Slider  
Only included in Gold + Triple Diamond
- 2 Teaser
- 3 Listing



## OUR PLACEMENTS

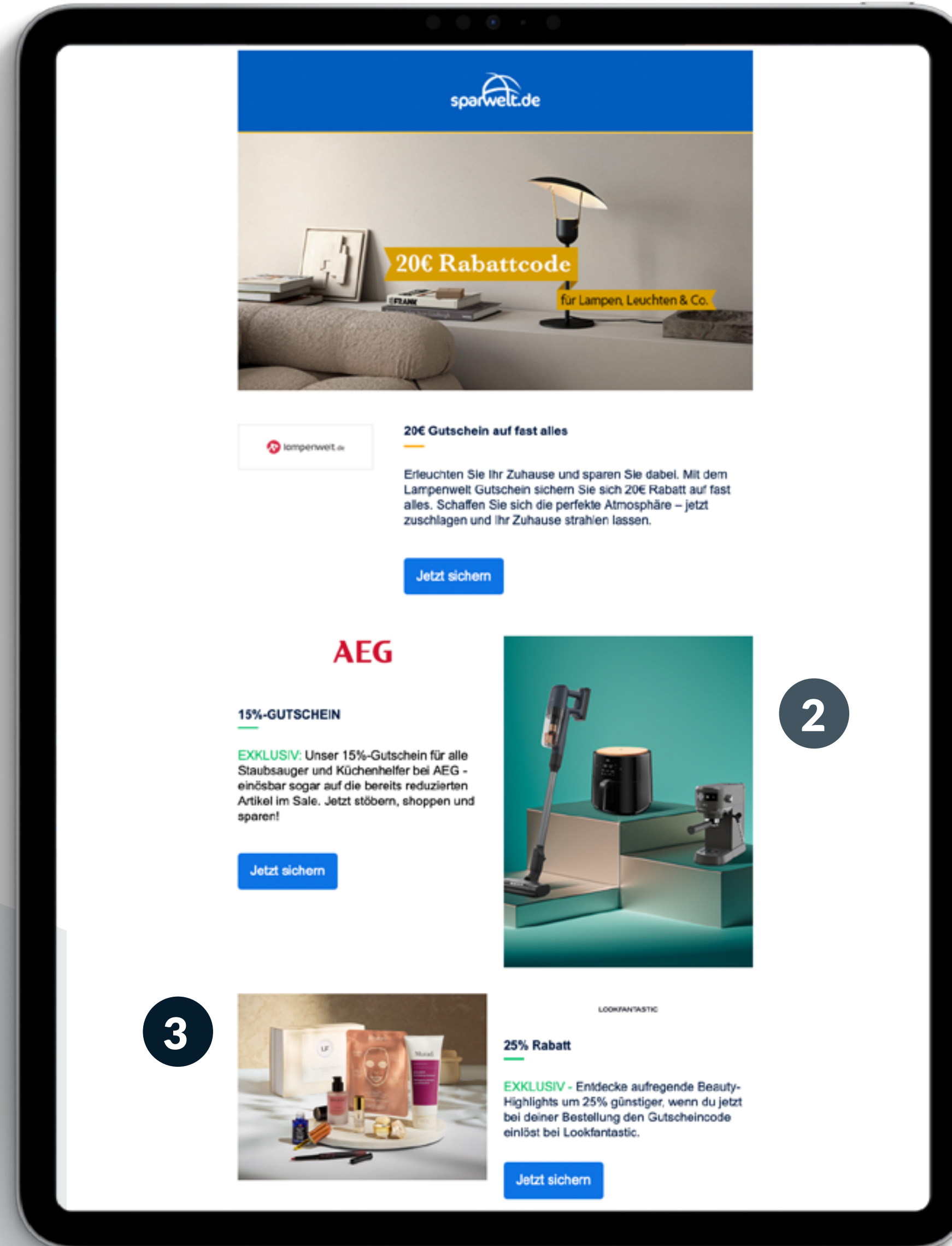
# WIDGET ON N-TV.DE & IN OUR NEWSLETTERS



**ntv**

**243.5 Mio.**  
Visits\*

**1,304.8 Mio.**  
Page impressions\*

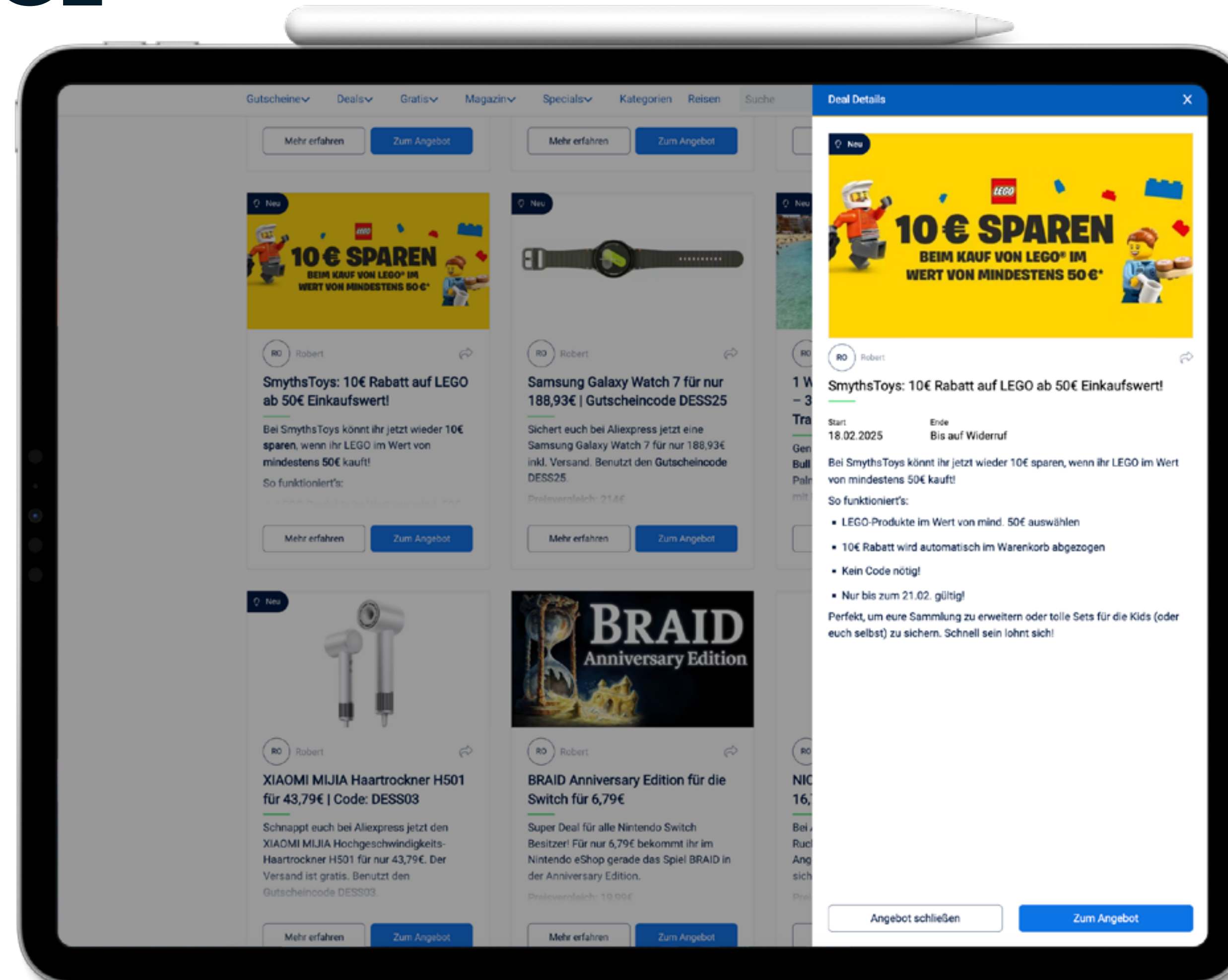


- 1 Widget
- 2 Top Special  
Only included in Triple Diamond
- 3 Exposed Content Ad (ECA)

## OUR PLACEMENTS

# SPARWELT.DE DEAL ADVERTORIAL ON DEALS PAGE

Only included in  
Triple Diamond



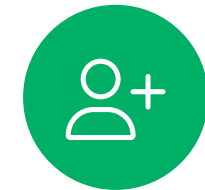


# FACT SHEET 2025

## ENGAGED AUDIENCES



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



**>200,000**  
social media followers  
across platforms  
f i d y



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



**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

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

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

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

**>1.5 million**  
transactions conducted  
in 2024

## 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)



# CONTACT



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Made  
with ♥  
in Berlin + Zürich



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