



Welcome 2025

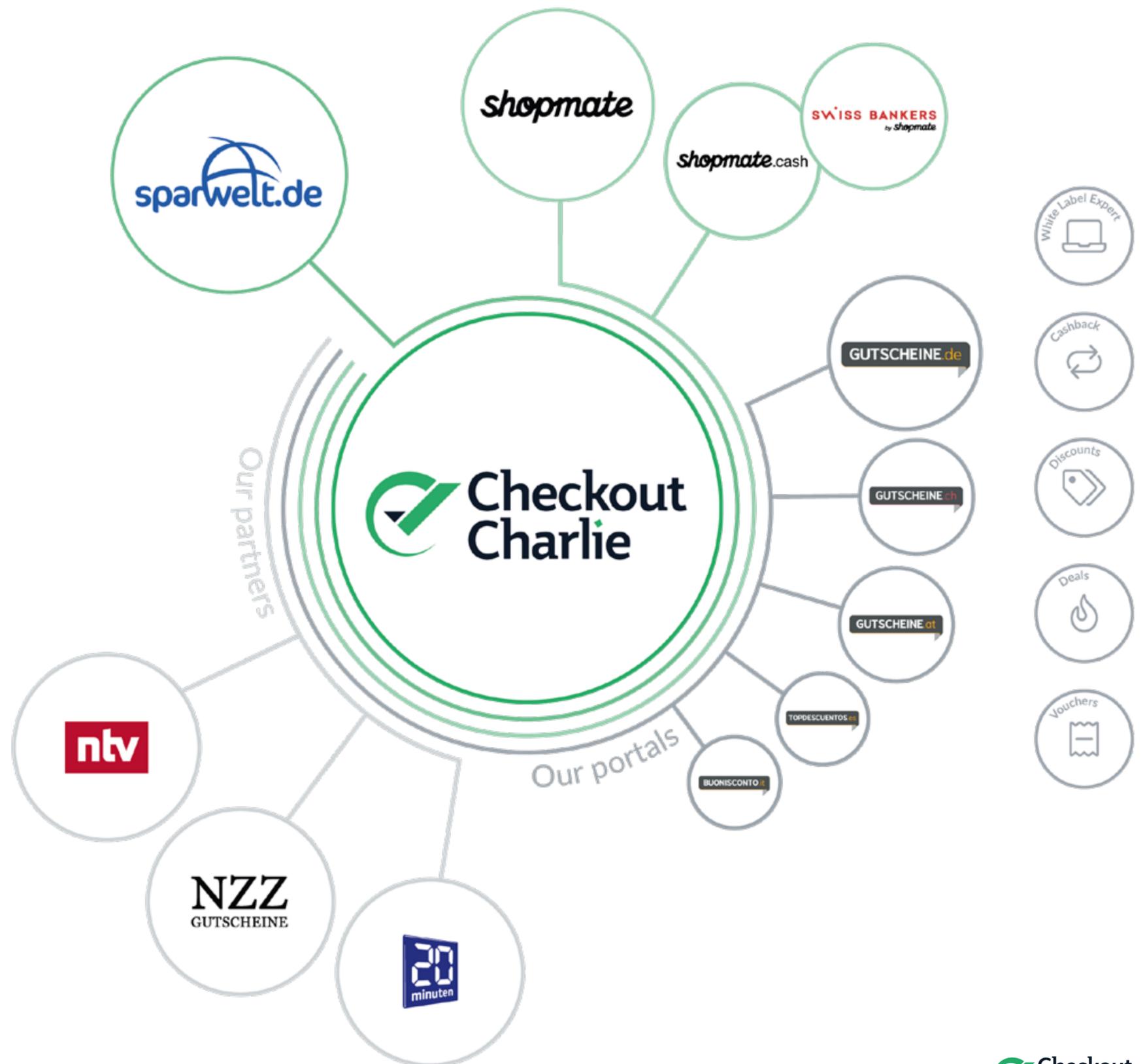


WELCOME TO CHECKOUT CHARLIE

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

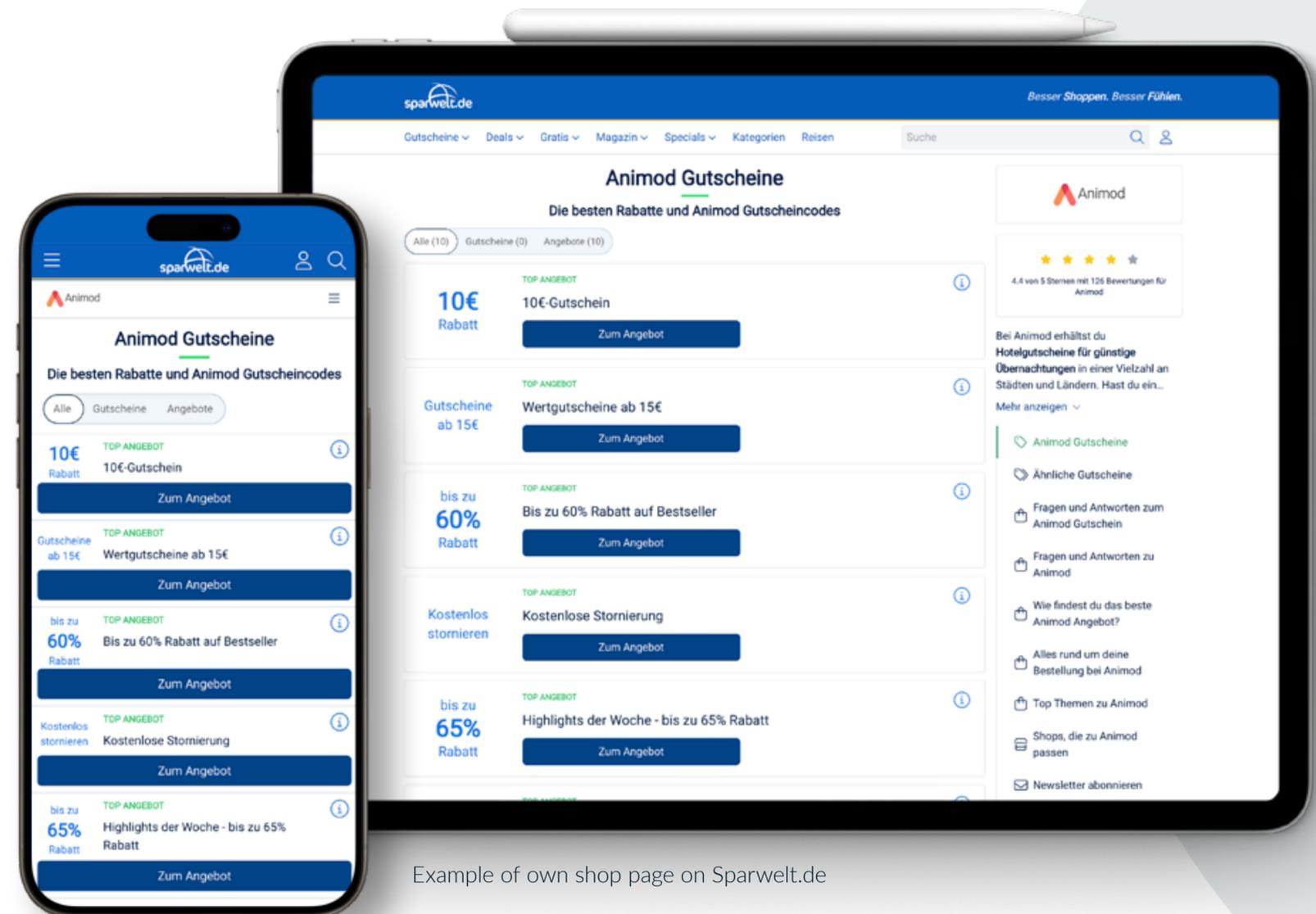
HOW TO BECOME PART OF CHECKOUT CHARLIE

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

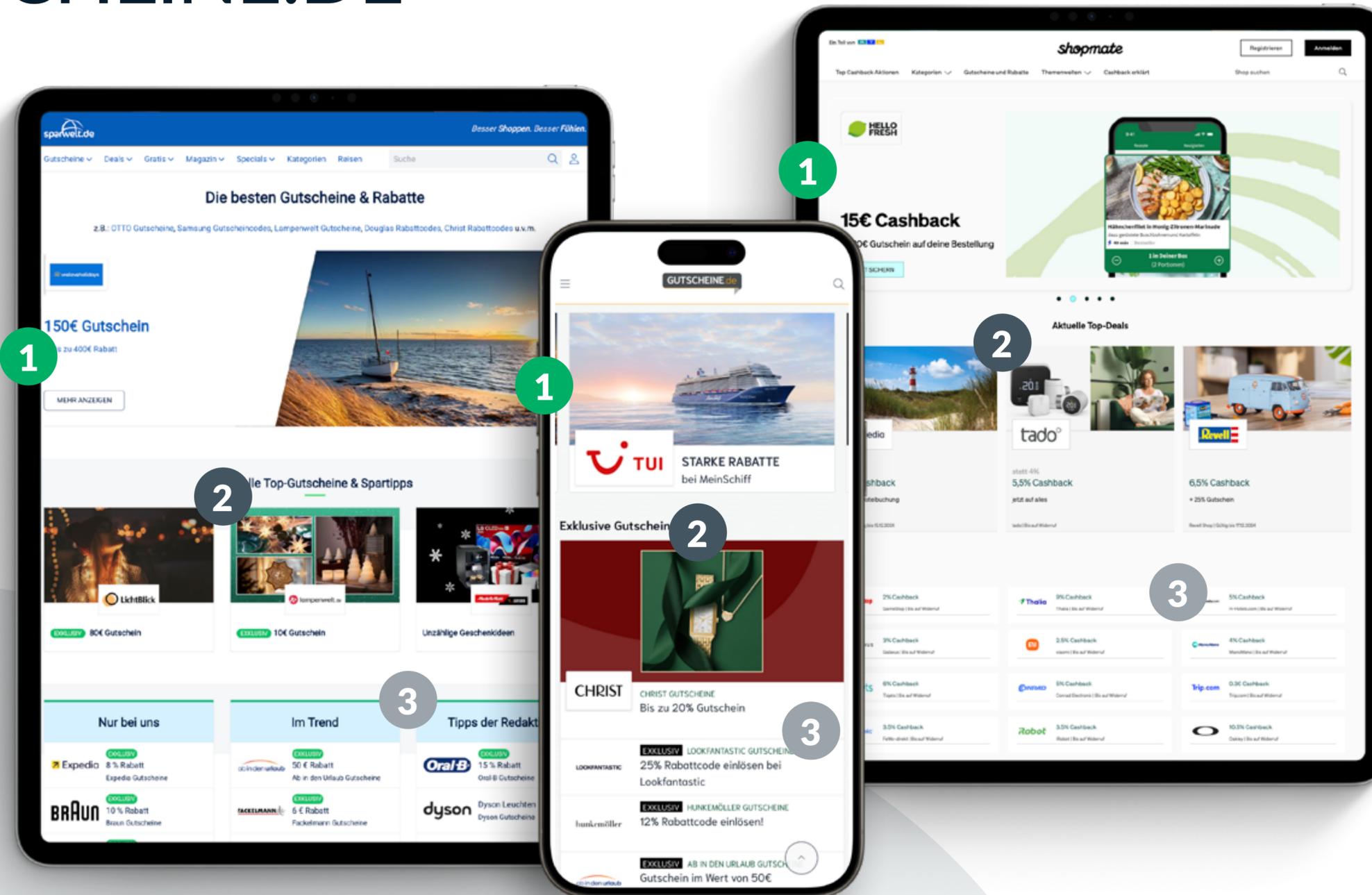
~~€ 10,250~~ € 3,700*

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

The following limitations apply: Silver package is limited to one promotion (discount), Gold package to two promotions (discount), Triple Diamond package to three promotions (discount).

OUR PLACEMENTS

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



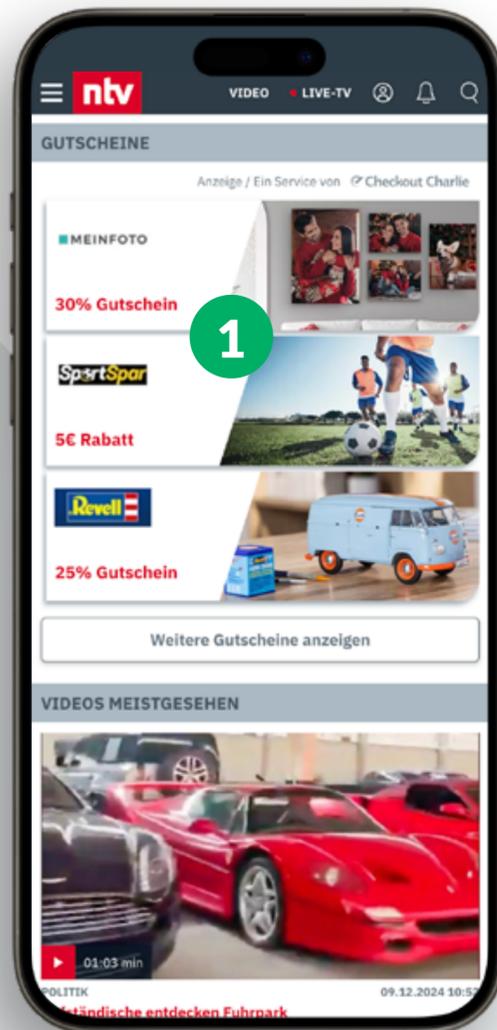
1 Slider
Only included in
Gold + Triple Diamond

2 Teaser

3 Listing

OUR PLACEMENTS

WIDGET ON N-TV.DE & IN OUR NEWSLETTERS



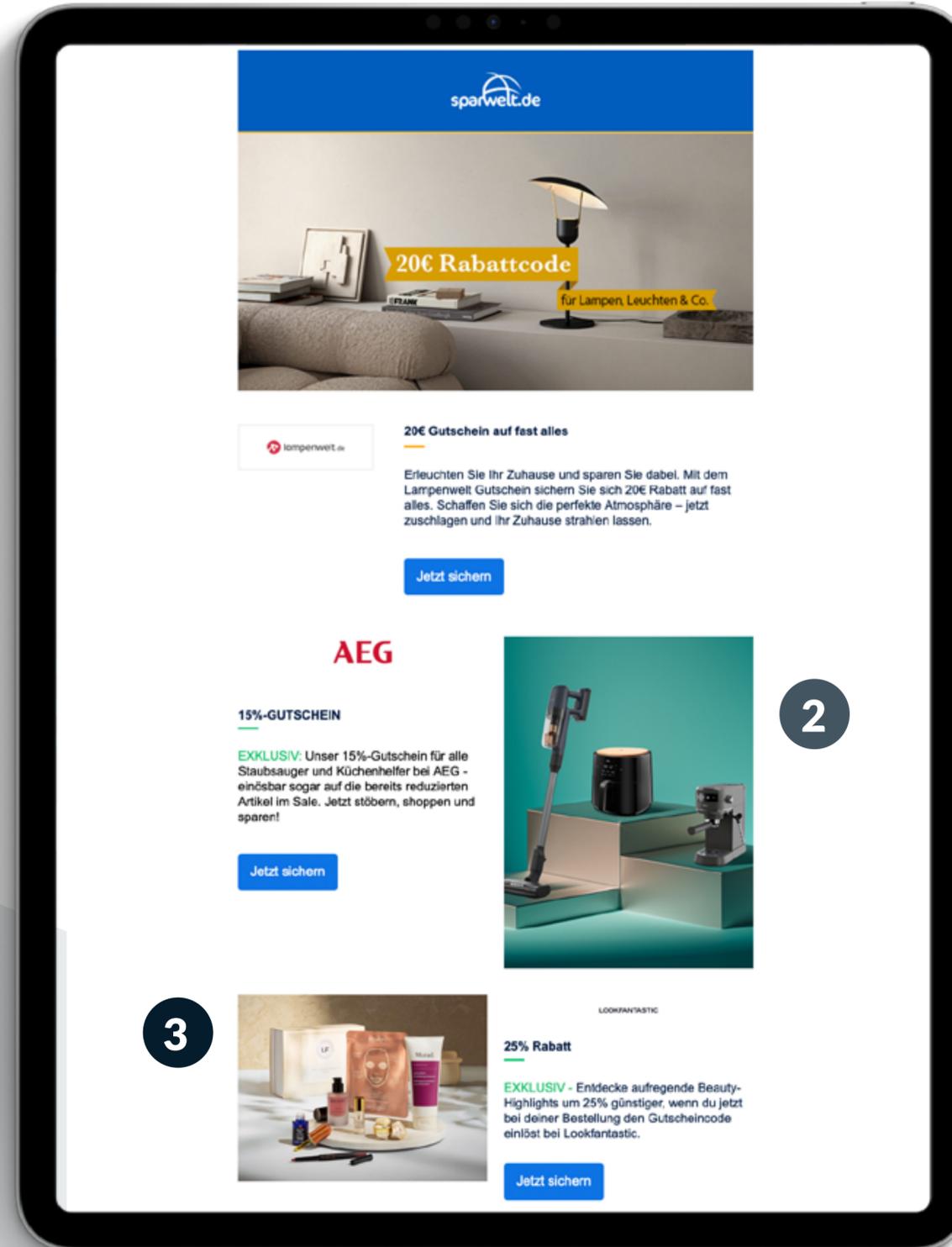
ntv

243.5 Mio.

Visits*

1,304.8 Mio.

Page impressions*



1 Widget

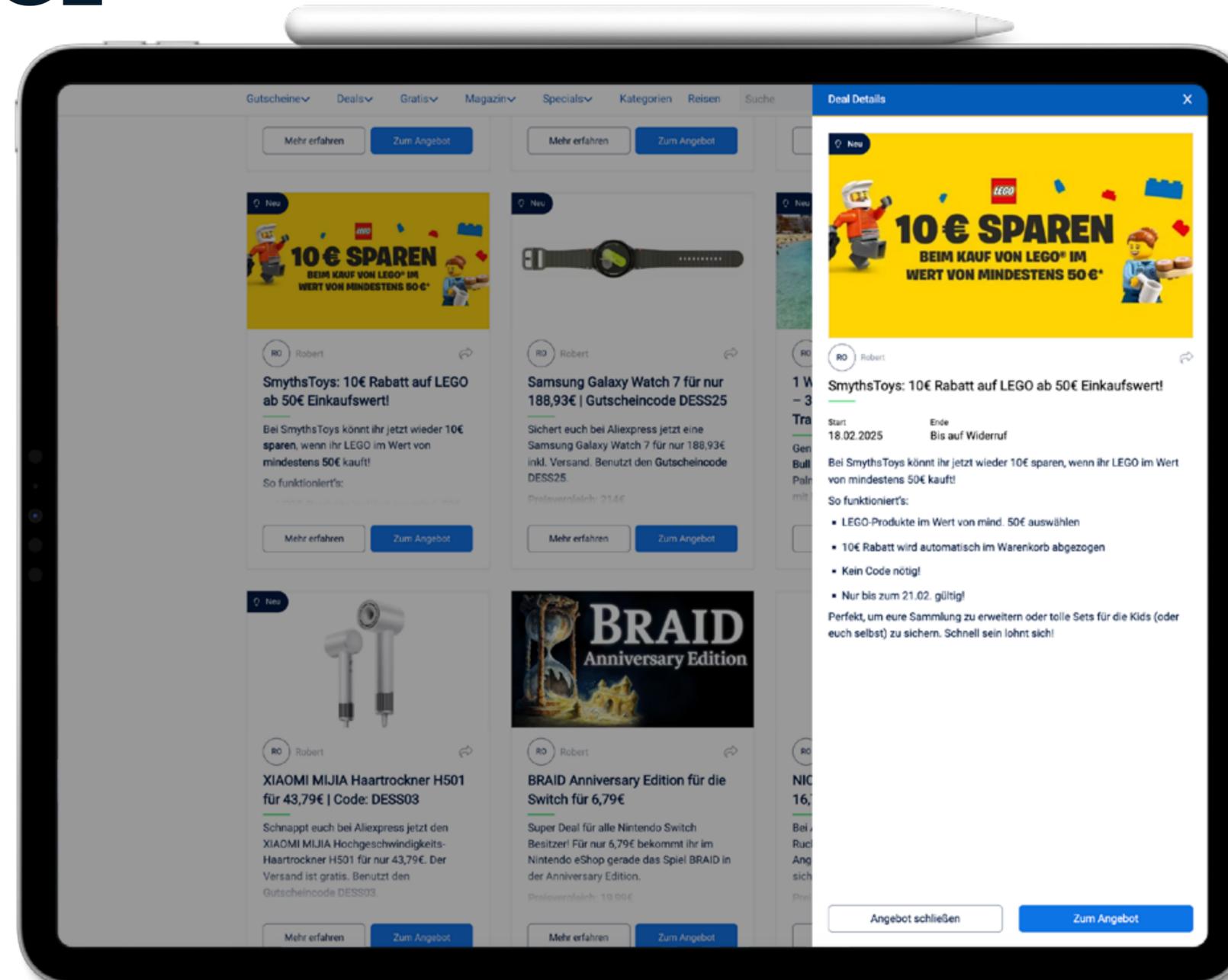
2 Top Special
Only included in
Triple Diamond

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 s 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



Made with ♥
in Berlin + Zürich

Checkout Charlie GmbH
C/O RTL Audio Center, 8. OG
Uhlandstraße 30
10719 Berlin
www.checkout-charlie.com



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
+49 (0) 15144059646



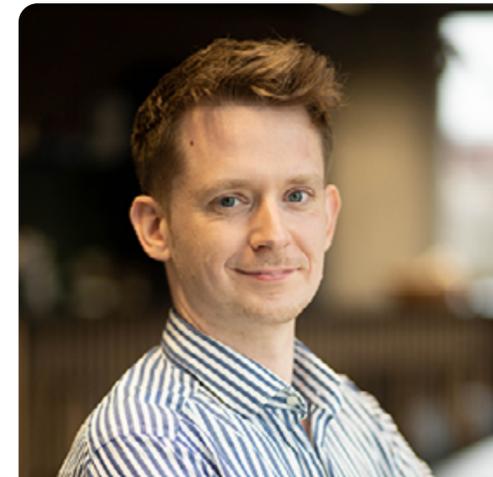
Jameel Mahmoud

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



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