



MediaKit Italy 2020



# CASHBACK SHOPPING WORLDWIDE

## The OrangeBuddies brand

OrangeBuddies provides added value for both consumers and advertisers while shopping online. With cashback shopping portals in 13 countries we target over 8 million active online shoppers across different channels (website, email, mobile and social media). Our extensive targeting options allow us to help advertisers achieve their marketing goals.



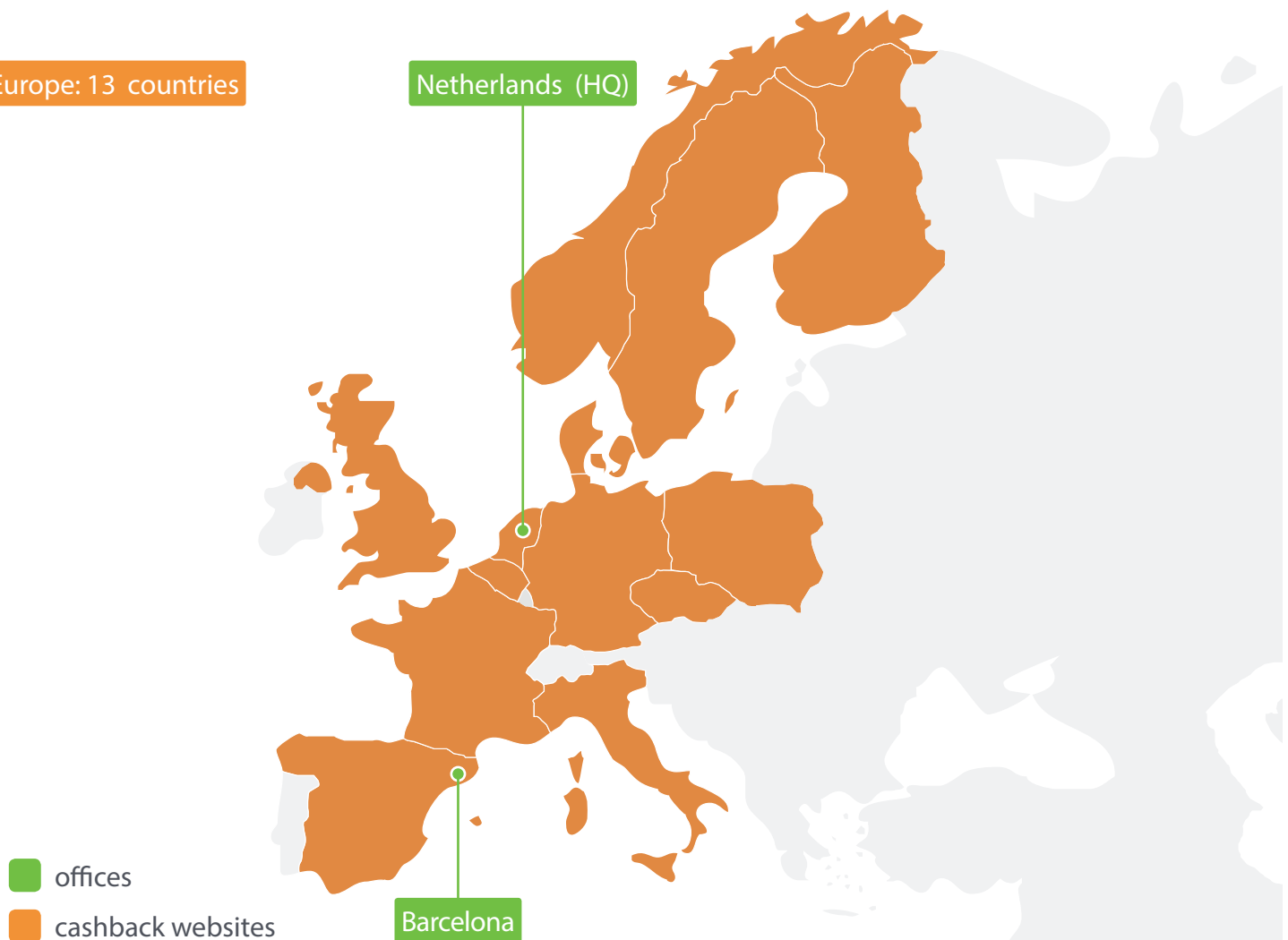
COMMUNITY	PARTNERS	WEBSITES	TEAMS
 <p>8.000.000 active cashback shoppers worldwide</p>	 <p>35.000+ collaborations with webshops worldwide</p>	 <p>100+ cashback websites for multiple target groups</p>	 <p>50+ employees + in-house development</p>



## OrangeBuddies presence

OrangeBuddies Media developed and maintains more than 100 cashback shopping portals in 13 countries in Europe. With local offices and contacts in each country we have excellent knowledge of the local culture and consumer market.

Europe: 13 countries



### REPRESENTED IN:

THE NETHERLANDS • BELGIUM • GERMANY • FRANCE • POLAND • UK •  
NORWAY • ITALY • SWEDEN • SPAIN • FINLAND • DENMARK • CZECH



# 540.000 MEMBERS



**2.450.000**  
NEWSLETTER MEMBERS



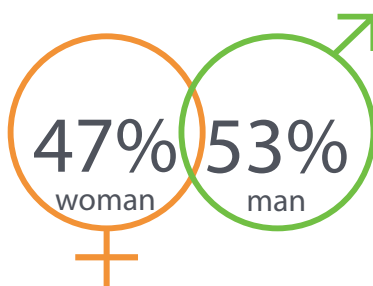
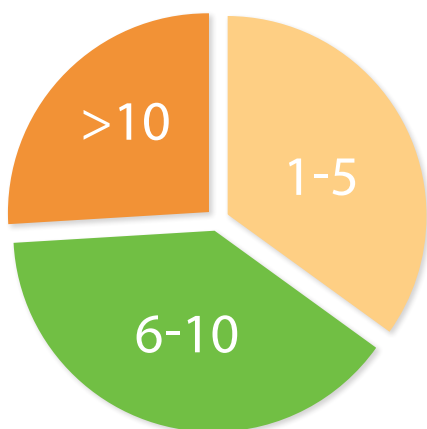
**4.160.000**  
WEB & APP PAGEVIEWS



**25.000**  
APP INSTALLS



**Online  
purchases**  
per year



## Interests

- fashion & accessories
- electronics
- telecom
- holidays
- insurances



**91%**  
have a secondary or higher  
education qualification



**37 years old**  
average age

Other segmentation options including driving license, family situation, mobile and energy subscription.



# ShopBuddies

## Online Shopping & Cashback

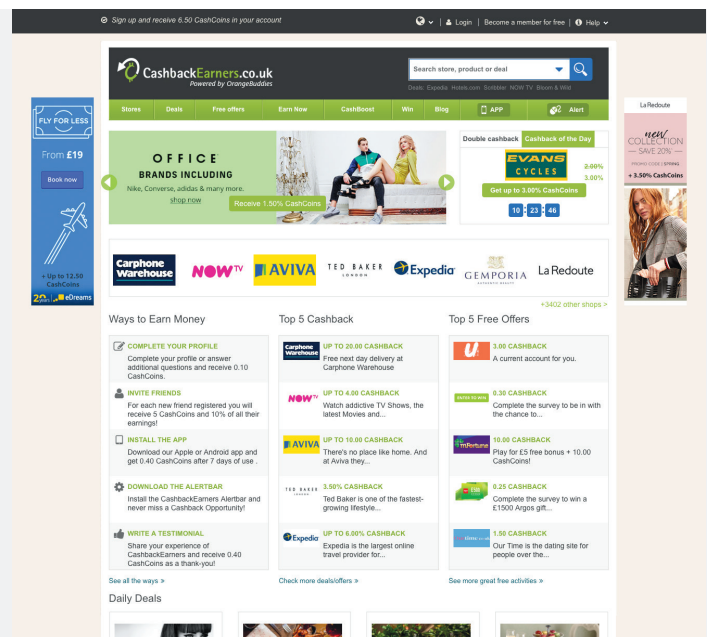
ShopBuddies is an online shop & cashback guide that helps visitors to find the desired product or service and buy with cashback online. With extensive shopping information, product trends, inspiration and cashback at more than 35,000 affiliated stores in Europe. Over 8 million members shop online with cashback. Online shopping with cashback can be done via the website or via the ShopBuddies App.



# CashbackDeals

## Online Savings Program

CashbackDeals is an online savings program which gives you cashback discount on your online purchases and lets you save CashCoins in many ways. For example by reading emails, inviting friends, participating in surveys and sharing promotions on social media. Saving CashCoins is possible on the website and via the CashbackDeals App.





## Connect with our community

Reach a large - online active - audience through our shopping portals or promote your campaign to a specific target group.

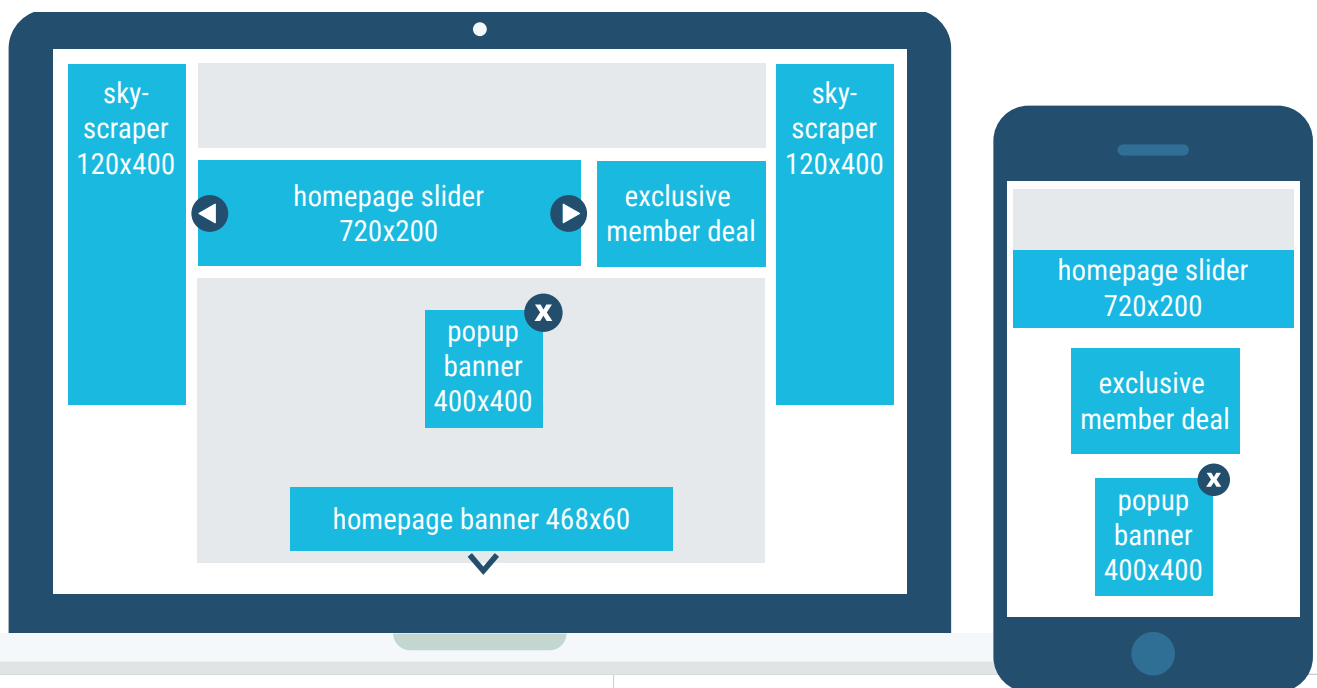


## Advertising 2020

OrangeBuddies Media offers different advertising options to promote your campaign. You can reach a large, engaged online audience through our shopping portals or promote your campaign to a specific target group. Below you find an overview of the different advertising options, for pricing or special promotion packages you can contact our sales team.

### Display advertising

- Reach a large, engaged online audience through our website and apps
- Extra exposure for your campaign and brand
- Different banner options and packages possible



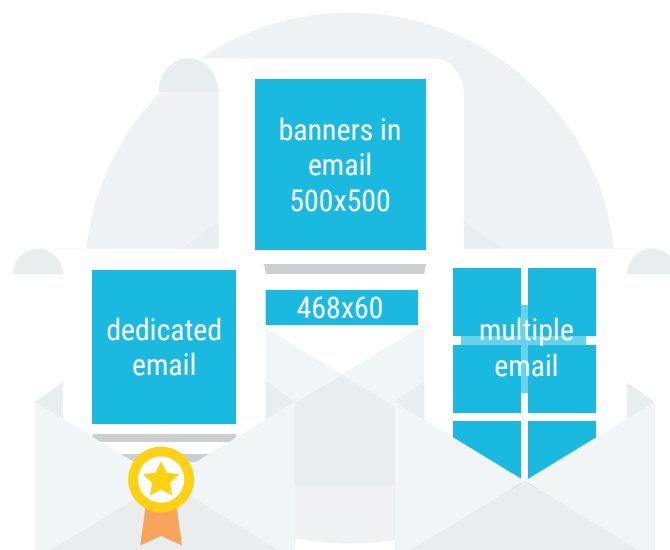
Other banners	Format
Theme page banner	968x268
Homepage takeover	180x570 / 456x900
Category banner	1140x200
Mega banner	1000x500

Look for previews of all banners on <https://www.orangebuddies.com/bannerspots>



## Email advertising

- Reach millions of newsletter members in 13 countries
- High engagement
- Different segmentation options



## Native advertising

- Increase brand awareness
- Connect with engaged online consumers
- Different promotion packages possible



	Type
Advertorial (blog)	Blog post about your product or webshop
Competition sponsored prize	Competition with your product
Exclusive webshop	Exclusive webshop promotion
Exclusive discount	Exclusive voucher code promotion
Webshop of the month	Promote your webshop for 1 month
Brand promotion package	Different package options
Webshop page background	Full background on webshop detail page





## Social media & brand survey

- Promote your campaign on social media
- Find out if potential new customers think of you first
- Connect with engaged online consumers
- Increase your brand engagement
- Branding and building brand identity

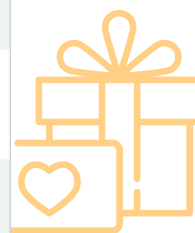
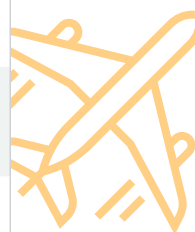


## Notifications

- Promote your campaign by sending a web or app push notification to our members
- High engagement
- High click rates
- Different segmentation options



# Event Calendar 2020



JANUARY	JANUARY SALES 13-1-2020 to 31-1-2020
FEBRUARY	VALENTINE 31-1-2020 to 14-2-2020
MARCH APRIL	SPRING 16-3-2020 to 15-4-2020
APRIL MAY	MOTHERS DAY 25-4-2020 to 10-5-2020
JUNE	HOLIDAYS 1-6-2020 to 30-6-2020
JUNE AUGUST	SUMMER SALES 15-6-2020 to 30-8-2020
AUGUST SEPTEMBER	BACK TO SCHOOL 6-8-2020 to 24-9-2020
OCTOBER	HALLOWEEN 16-10-2020 to 31-10-2020
NOVEMBER	SINGLES DAY 11-11-2020
	BLACK FRIDAY / CYBER MONDAY 20-11-2020 to 30-11-2020
DECEMBER	CHRISTMAS 7-12-2020 to 26-12-2020

Example  
event page



## Contact us

We would be happy to discuss the various options we offer to ensure your campaign is a success. Please contact us using the details below.

### ITALY

#### SALES & MARKETING

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VISIT OUR WEBSITE » [WWW.ORANGEBUDDIES.COM](http://WWW.ORANGEBUDDIES.COM)

