



MediaKit Italy 2021

The background features a dark blue gradient with a large, glowing blue circular graphic on the left. This graphic contains a white bar chart with an upward-pointing arrow. Several smaller, glowing blue circular icons, each containing a white bar chart and a percentage symbol, are connected by thin white lines. On the right side, a close-up of a person's hand is shown, with fingers pointing towards the central text.

# 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.



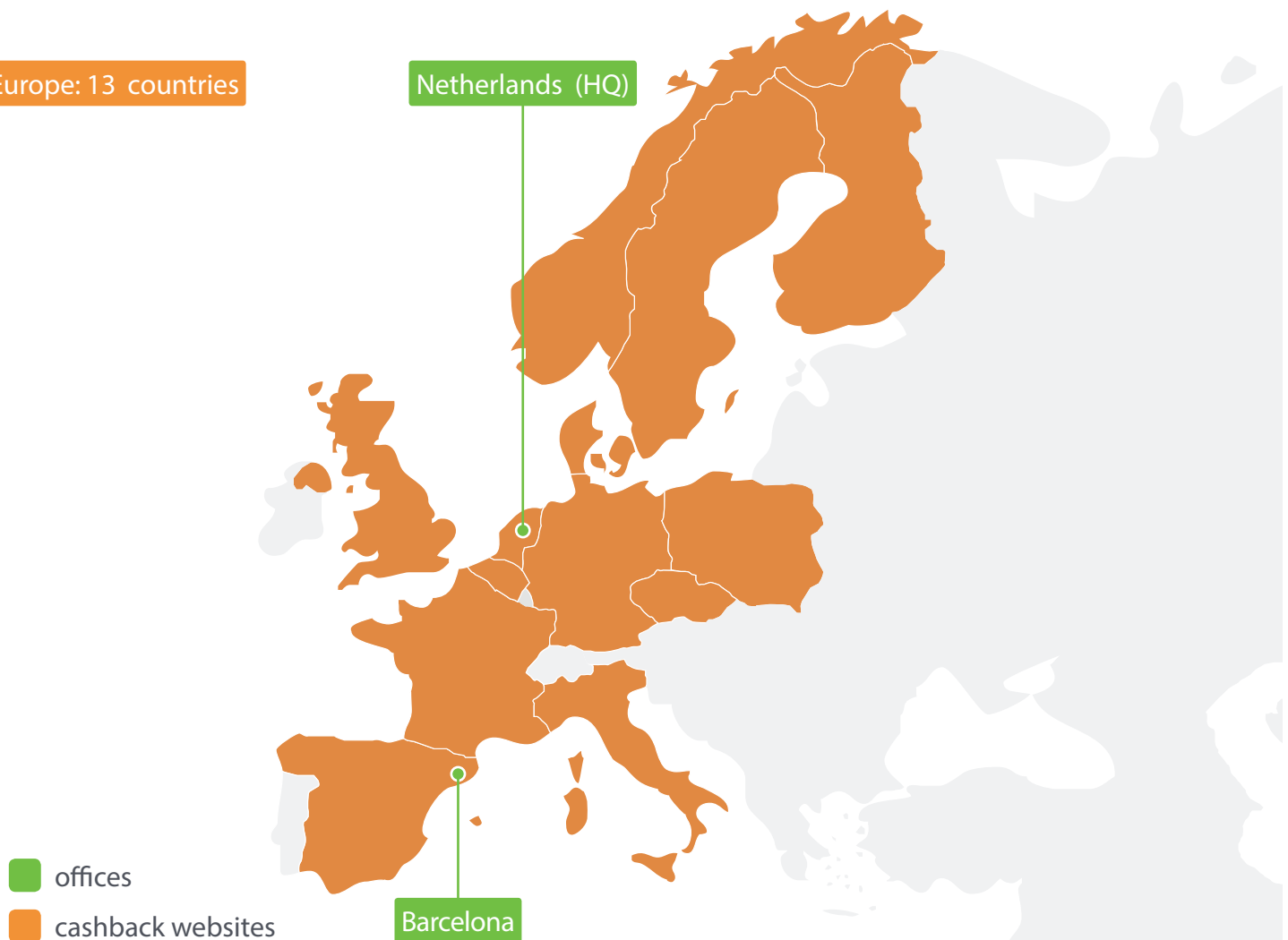
COMMUNITY	PARTNERS	WEBSITES	TEAMS
 <p>8.000.000 active cashback shoppers worldwide</p>	 <p>35.000+ collaborations with webshops worldwide</p>	 <p>100+ cashback websites for multiple target groups</p>	 <p>50+ employees + in-house development</p>



## 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



# 560.000 MEMBERS



**2.450.000**  
NEWSLETTER MEMBERS



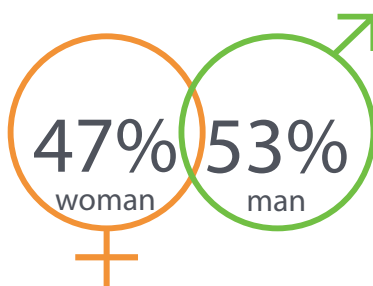
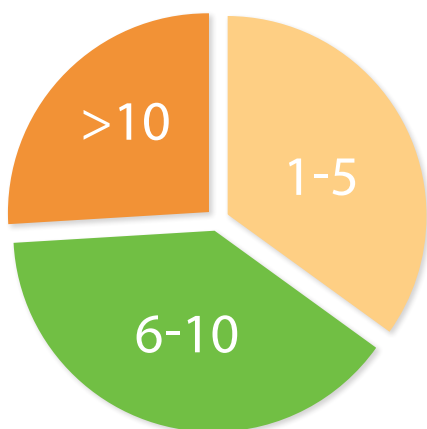
**4.170.000**  
WEB & APP PAGEVIEWS



**32.000**  
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

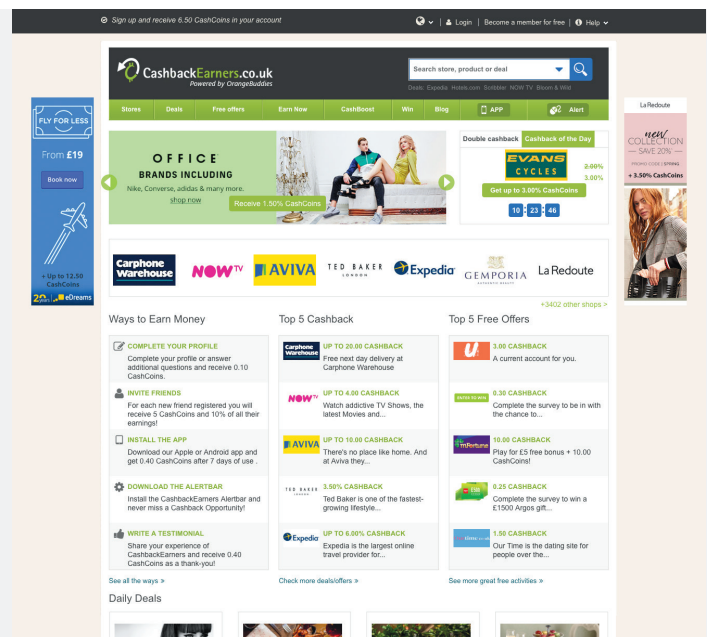
ShopBuddies is an online shop & cashback guide that helps visitors to find the desired product or service and buy with cashback online. With extensive shopping information, product trends, inspiration and cashback at more than 35,000 affiliated stores in Europe. Over 8 million members shop online with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

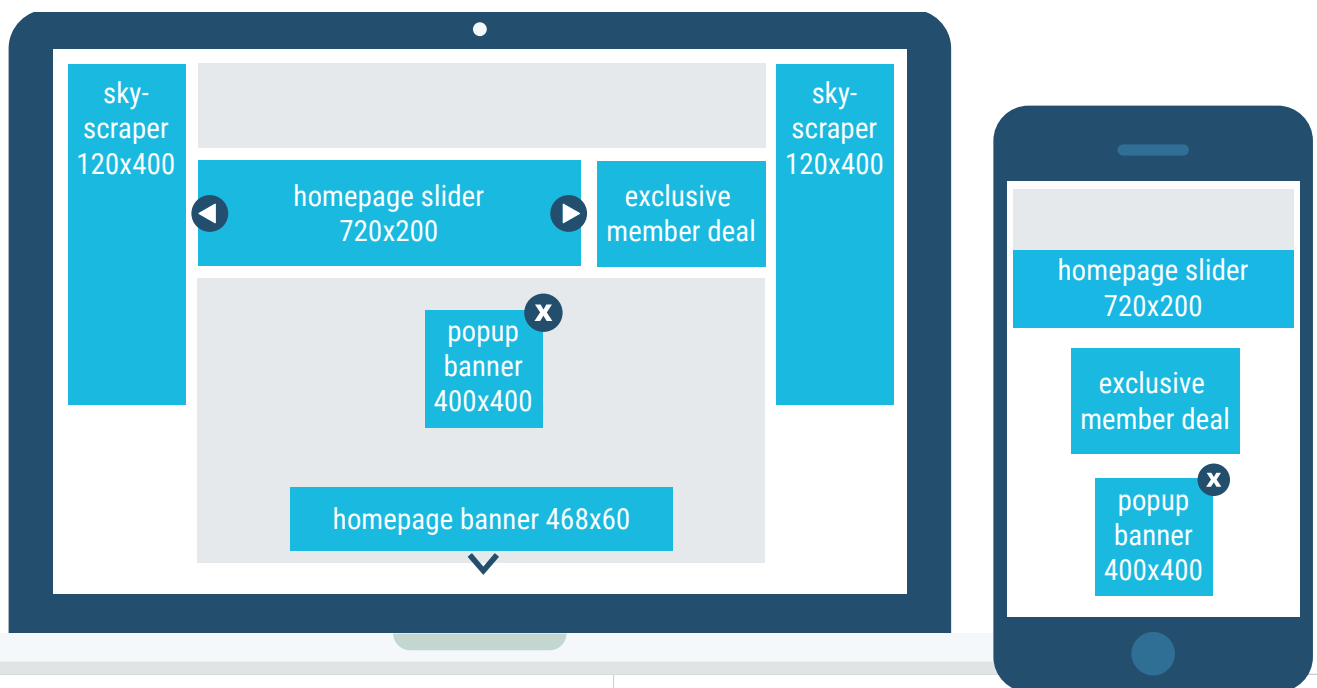


## Advertising 2021

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



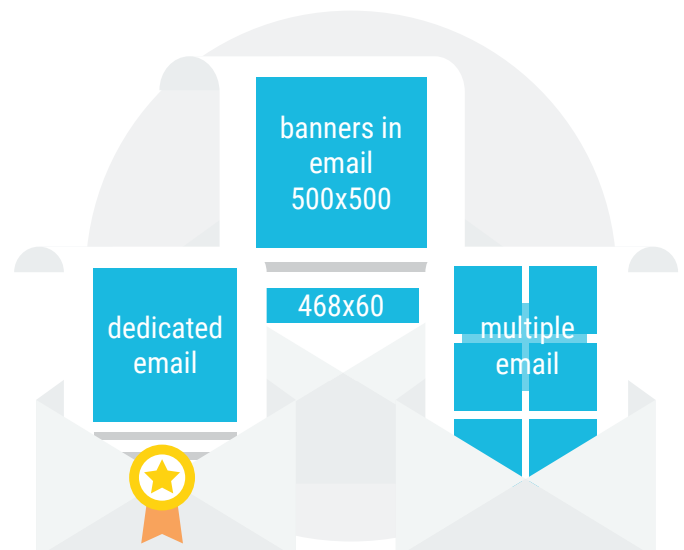
Other banners	Format
Theme page banner	968x268
Homepage takeover	180x570 / 456x900
Category banner	1140x200
Mega banner	1000x500

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

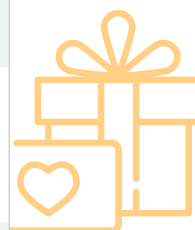
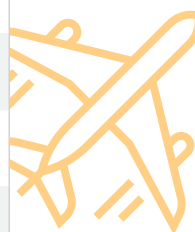


## Notifications

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



## Event Calendar 2021



JANUARY	JANUARY SALES 4-1-2021 to 31-1-2021
FEBRUARY	VALENTINE 1-2-2021 to 14-2-2021 PHARMA 15-2-2021 to 14-3-2021
MARCH	SPRING 15-3-2021 to 15-4-2021
APRIL	MOTHERS DAY 26-4-2021 to 9-5-2021
MAY	ENERGY 10-5-2021 to 31-5-2021
JUNE	HOLIDAYS 1-6-2021 to 30-6-2021
JULY	SUMMER 1-7-2021 to 31-7-2021
AUGUST	BACK TO SCHOOL 9-8-2021 to 24-9-2021
SEPTEMBER	AUTUMN 25-9-2021 to 17-10-2021
OCTOBER	HALLOWEEN 18-10-2021 to 31-10-2021
NOVEMBER	SINGLES DAY 11-11-2021 BLACK FRIDAY / CYBER MONDAY 22-11-2021 to 29-11-2021
DECEMBER	CHRISTMAS 6-12-2021 to 26-12-2021

Example  
event page



2.00% CashCoins

Boek last minute hotels met extra voordeel bij Booking.com

Naar de actie

tot 3.50% CashCoins

Droomreizen met kortingen tot 40% bij Hotels.com

Naar de actie

tot 4.50% CashCoins

Super Sale! Bespaar tot 40% korting bij Expedia.nl

Naar de actie

tot 5.00% CashCoins

Ga er tussenuit met Groupon en bespaar tot wel 70%

Naar de actie



## 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)

