



MediaKit Sweden

The background features a hand pointing towards a series of glowing blue icons connected by lines, including a shopping cart, a bar chart, and a percentage sign, all set against a dark blue background.

**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.



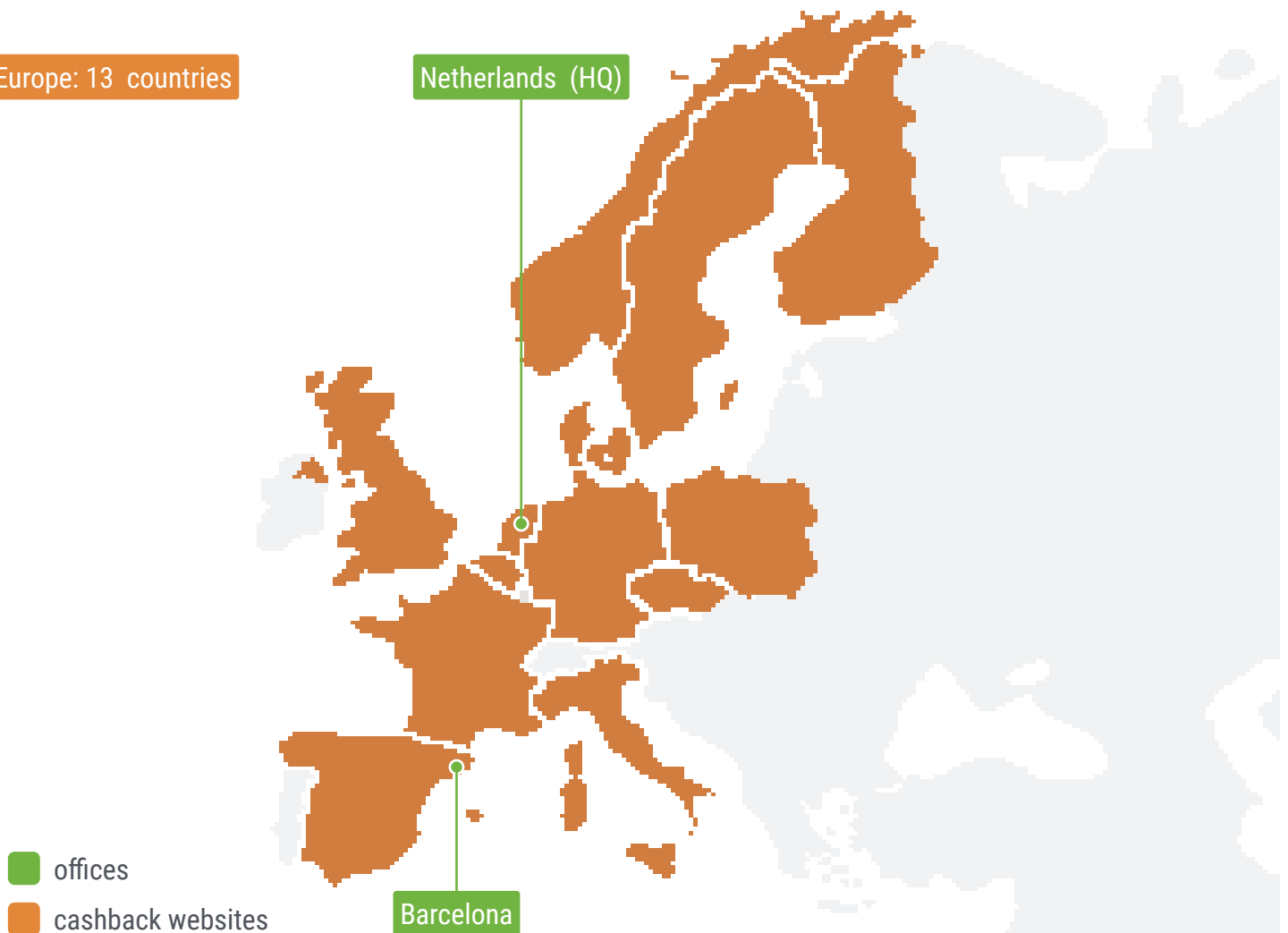
COMMUNITY	PARTNERS	WEBSITES	TEAMS
 <p>8.000.000 active cashback shoppers worldwide</p>	 <p>35.000+ collaborations with webshops worldwide</p>	 <p>100+ cashback websites for multiple target groups</p>	 <p>50+ employees + in-house development</p>



## 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



# 105.000 MEMBERS



600.000

NEWSLETTER MEMBERS



345.000

WEB & APP PAGEVIEWS

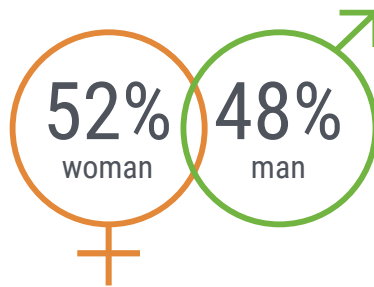


2.500

APP INSTALLS



Online purchases per year



85%

have a secondary or higher education qualification



## Interests

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



38 years old average age

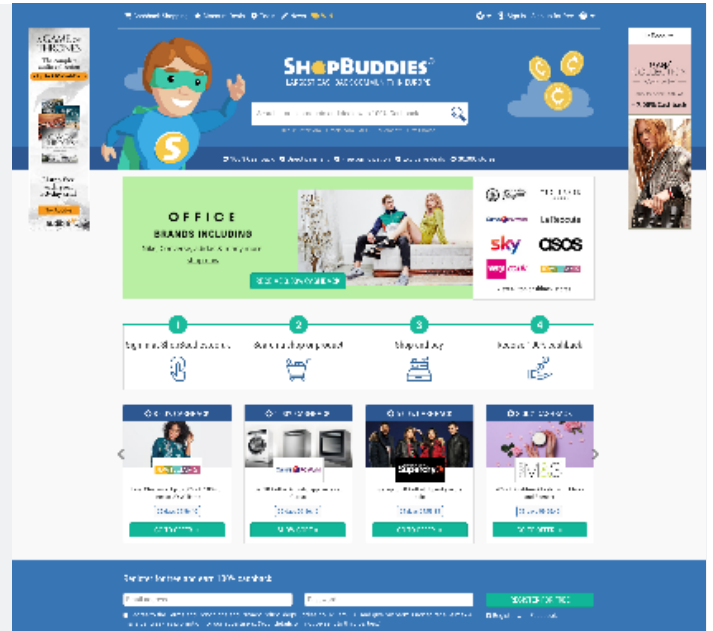
Other segmentation options including driving license, family situation, mobile and energy subscription.



# ShopBuddies

Online Shopping & Cashback

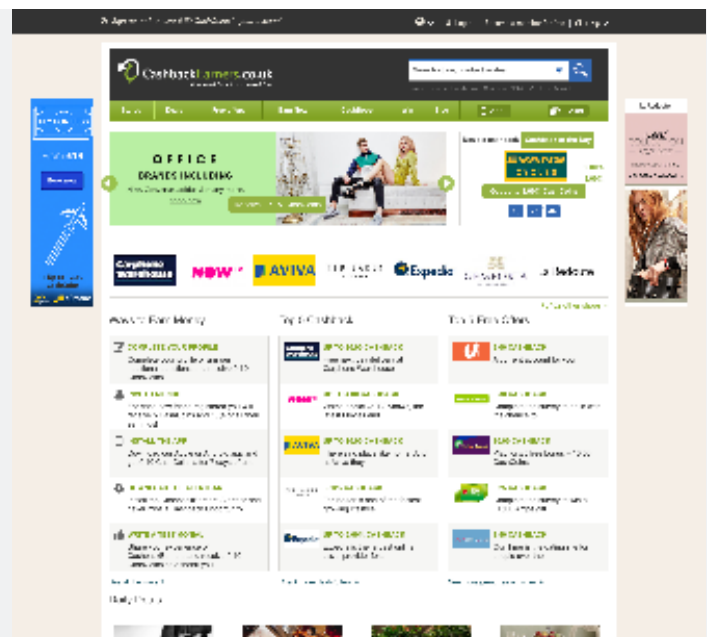
ShopBuddies is an online shop & cashback guide that helps visitors to find the desired product or service and buy with cashback online. With extensive shopping information, product trends, inspiration and cashback at more than 35.000 affiliated stores in Europe. Over 8 million members shop online with 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.

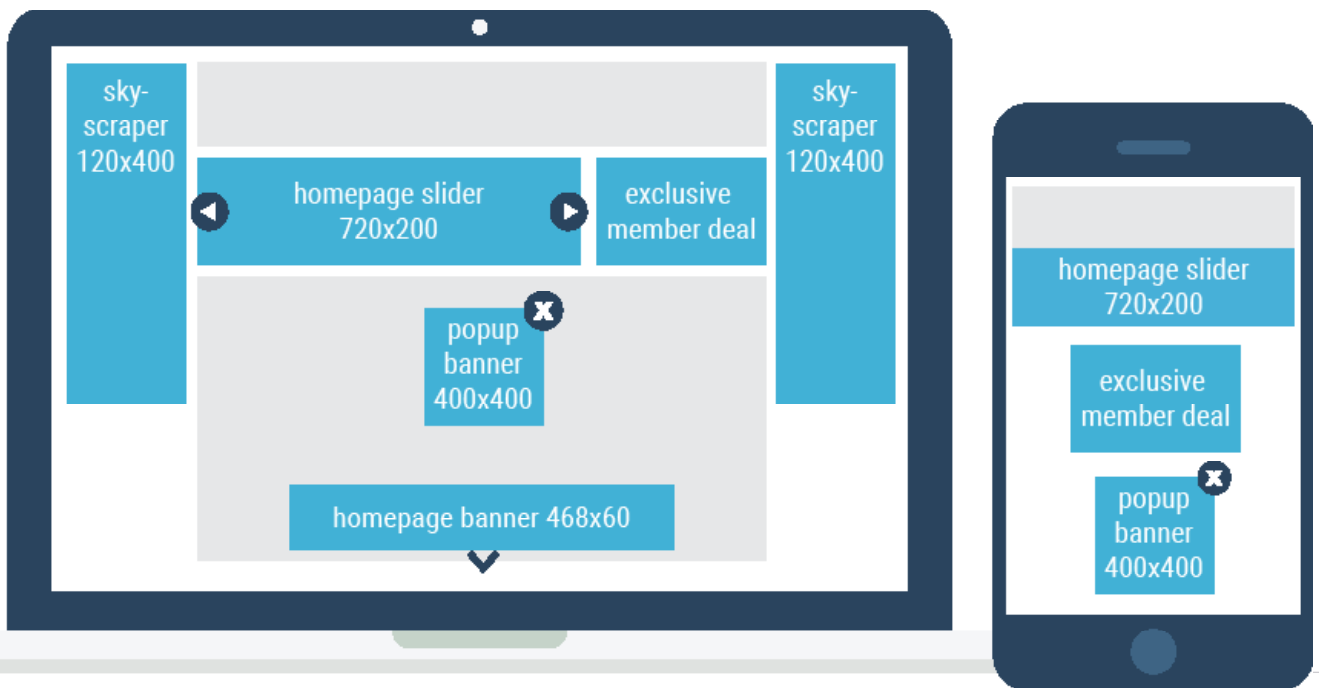


# Advertising

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



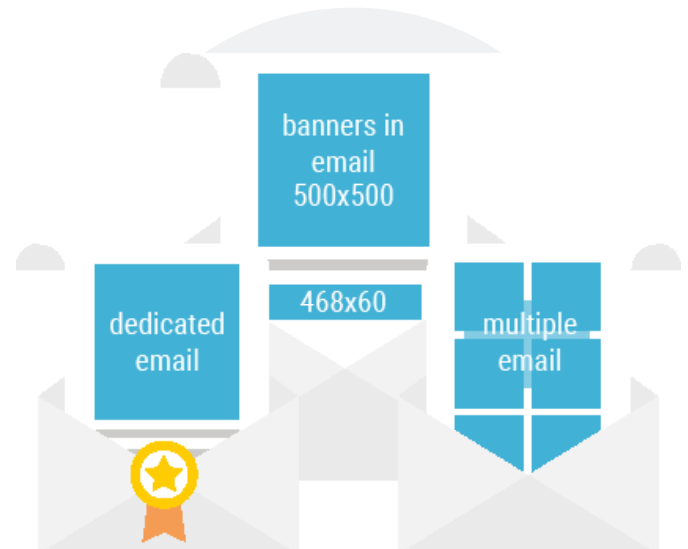
Other banners	Format
Theme page banner	968x268
Homepage takeover	180x570 / 456x900
Category banner	1140x200
Mega banner	1000x500

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



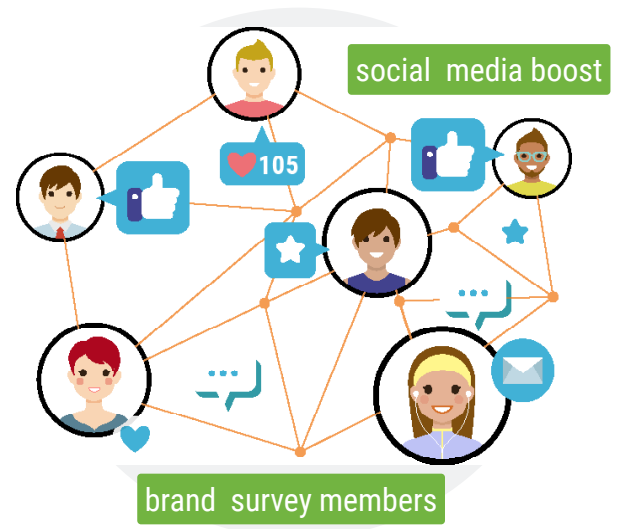
	Type
<b>Advertorial (blog)</b>	Blog post about your product or webshop
<b>Competition sponsored prize</b>	Competition with your product
<b>Exclusive webshop</b>	Exclusive webshop promotion
<b>Exclusive discount</b>	Exclusive voucher code promotion
<b>Webshop of the month</b>	Promote your webshop for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



<b>JANUARY</b>	<b>JANUARY SALES</b>
<b>FEBRUARY</b>	<b>VALENTINE</b>
<b>MARCH APRIL</b>	<b>SPRING</b>
<b>JUNE</b>	<b>HOLIDAYS</b>
<b>AUGUST SEPTEMBER</b>	<b>BACK TO SCHOOL</b>
<b>OCTOBER</b>	<b>HALLOWEEN</b>
<b>NOVEMBER</b>	<b>SINGLES DAY</b>
	<b>BLACK FRIDAY / CYBER MONDAY</b>
<b>DECEMBER</b>	<b>CHRISTMAS</b>



Example  
event page



## BOEK JE VAKANTIE NU MET VEEL KORTING

BOEK MET CASHBACK

2,00%  
Cash/Coins

Boek last minute hotels met extra voordeel bij Booking.com

Naar de actie

tot 5,50%  
Cash/Coins

Droomreizen met kortingen tot 40% bij Hotels.com

Naar de actie

tot 4,60%  
Cash/Coins

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

Naar de actie

tot 5,00%  
Cash/Coins

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.

### SWEDEN

#### SALES & MARKETING

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### OFFICES

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

