



MediaKit Finland

The background is a dark blue gradient. On the left, there is a glowing blue circular graphic containing a shopping cart icon and a downward-pointing arrow. Several smaller, glowing blue circular icons with shopping cart symbols are scattered around. On the right, a hand is shown pointing towards the center of the page.

**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.



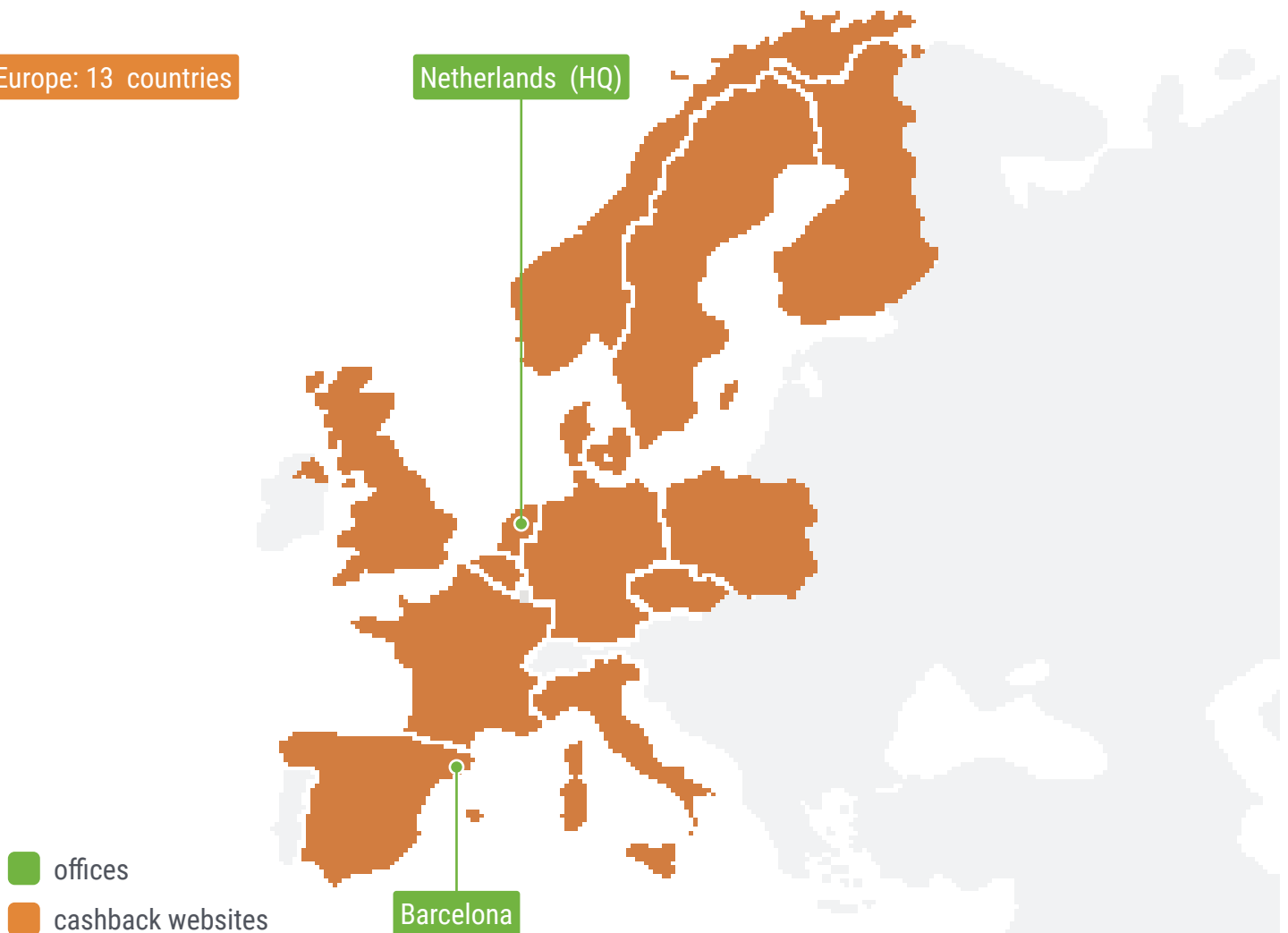
COMMUNITY	PARTNERS	WEBSITES	TEAMS
 <p>8.000.000 active cashback shoppers worldwide</p>	 <p>35.000+ collaborations with webshops worldwide</p>	 <p>100+ cashback websites for multiple target groups</p>	 <p>50+ employees + in-house development</p>



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



300.000

NEWSLETTER MEMBERS



175.000

WEB & APP PAGEVIEWS

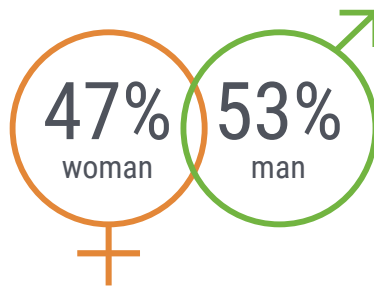


1.000

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

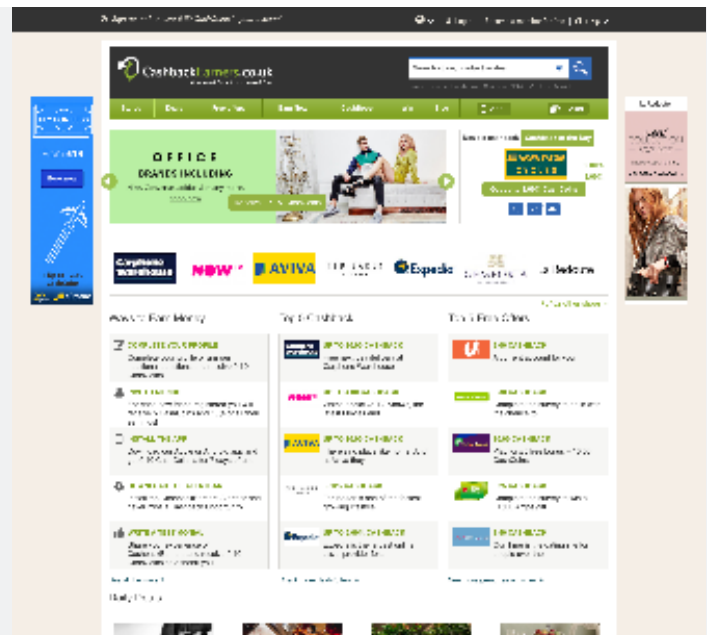
ShopBuddies is an online shop & cashback guide that helps visitors to find the desired product or service and buy with cashback online. With extensive shopping information, product trends, inspiration and cashback at more than 35.000 affiliated stores in Europe. Over 8 million members shop online with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

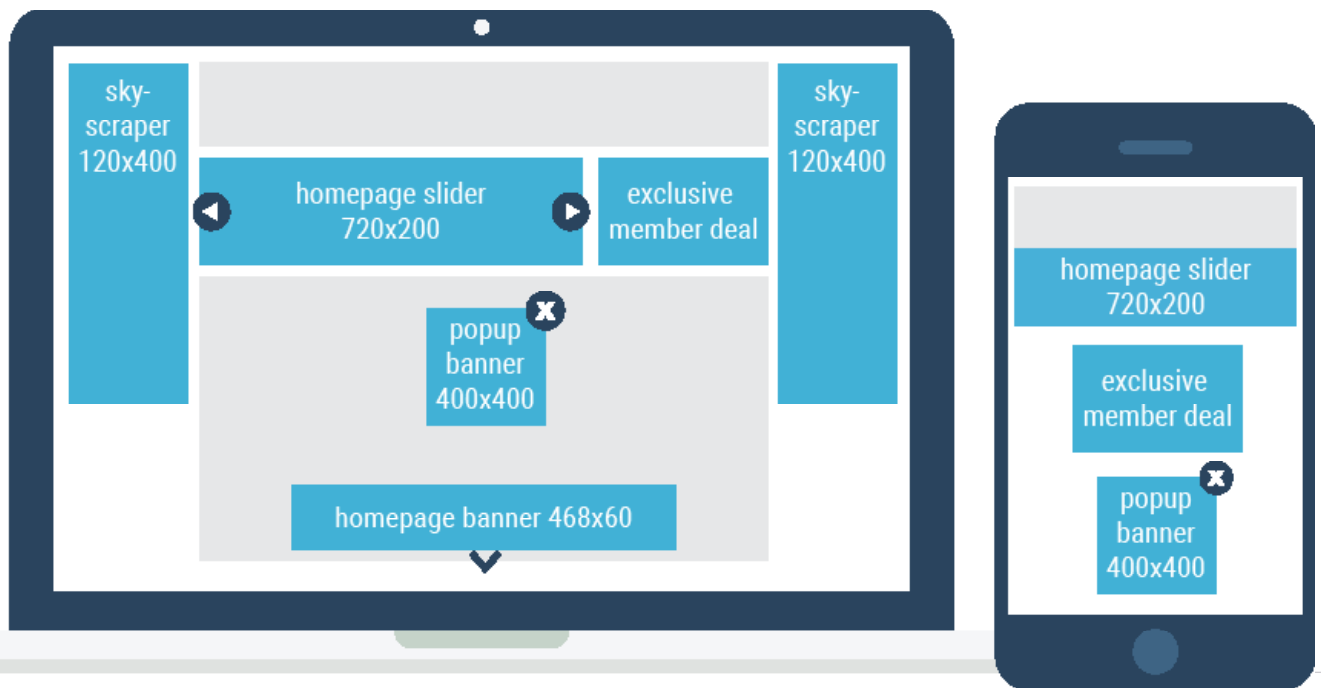


Advertising

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



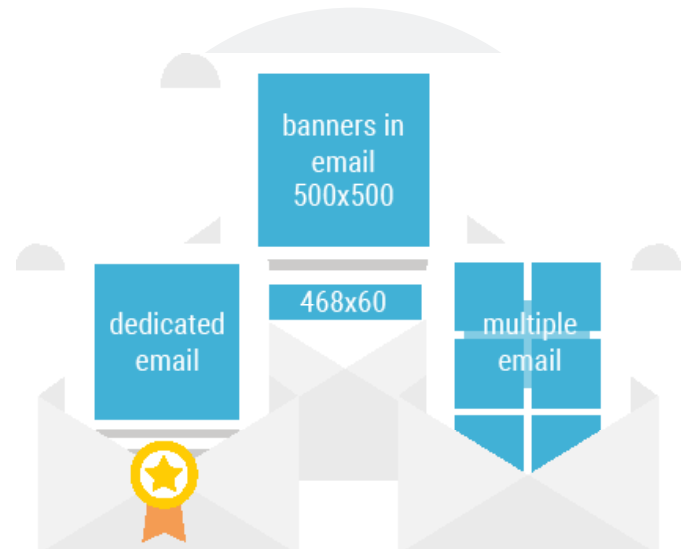
Other banners	Format
Theme page banner	968x268
Homepage takeover	180x570 / 456x900
Category banner	1140x200
Mega banner	1000x500

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

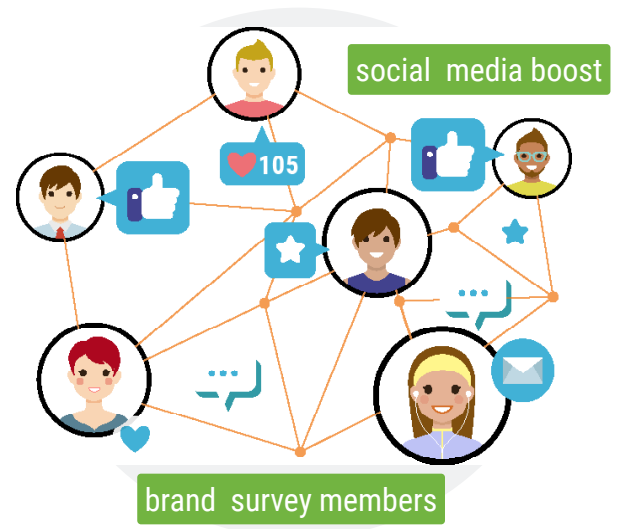


	Type
Advertorial (blog)	Blog post about your product or webshop
Competition sponsored prize	Competition with your product
Exclusive webshop	Exclusive webshop promotion
Exclusive discount	Exclusive voucher code promotion
Webshop of the month	Promote your webshop for 1 month
Brand promotion package	Different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



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



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.

FINLAND

SALES & MARKETING

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VISIT OUR WEBSITE » WWW.ORANGETBUDDIES.COM

