

A woman with blonde hair, wearing a teal patterned button-down shirt and a large wooden necklace, is looking down at a gold smartphone she is holding in both hands. The background is a blurred outdoor setting, possibly a city street.

Connecting Commerce to Content *changing* *the way consumers buy* and publishers earn.

Publisher Solutions



Global Savings Group

01

Introduction to Commerce Content

02

Global Savings Group

03

Value adds of Publisher Solutions

04

The Commerce Content platform

05

GSG's inspiring solutions

06

GSG's best practices for facilitating sales

07

Get in touch



Commerce Content provides inspiration and information on products, helping millions of consumers to take smarter shopping decisions *and publishers to monetize the real value of their assets and audiences*

How Commerce Content works

Consumers

are constantly looking for inspiration and information on future purchases

Commerce Content

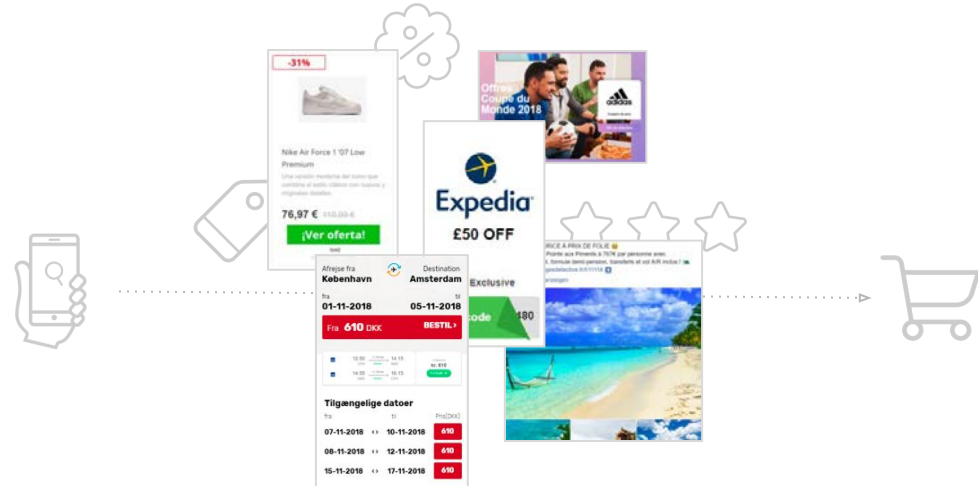
Provides a mix of products, recommendations, deals and discounts to consumers, combining editorial content and commercial offers

Advertisers

Utilize Commerce Content to target consumers at all stages of the purchasing funnel with highly relevant formats

Publishers

Can unlock new revenue sources by becoming part of GSG's Whitelabel Commerce Content Solution



Some of GSG's Commerce Content Solutions integrated with publishers: Coupons, Travel, Deals, Reviews, etc.



Global Savings Group (GSG) is the largest Commerce Content platform outside the U.S. – *funneling a purchase every 1.7 seconds*

GSG KPIs 2018*

18.5 *Mio*

Purchases

are funneled through GSG's Commerce Solutions – generating a billion in GMV for the leading advertisers around the globe

20+

Markets

- including the most developed and exciting digital commerce markets - are served by GSG's eight local teams in Europe, the Americas, Asia and Oceania

Up to 20%

Digital Revenues

The revenues generated by GSG's Commerce Content Solutions already account for up to 20% of digital revenues of partnering publishers



GSG's Commerce Content solution creates additional revenue streams *without financial investments or dilution of existing products and incomes*

Value adds publishers

No financial investments needed

GSG implements Commerce Content Solutions as a partner. The business models behind the solutions are initiated through upfront investments of GSG and built for continuous, ongoing performance. Therefore they require no financial upfront investment from publishers.

No technical or operational effort

GSG provides turn-key Commerce Content solutions to publishing partners, which are adapted and seamlessly integrated to the native look & feel of each publisher, by GSG .

No dilution of editorial products

GSG's Commerce Content Solutions are implemented next to existing editorial products, not on top of them. Therefore they have no impact on existing editorial products and connected advertising models. Quite the opposite, they provide value add to existing audiences of publishing partners.

Case 01



MailOnline 40+m page impressions

Whitelabel Coupon site with extraordinary growth, becoming a top 2 couponing site in the UK within 18 months of launch – now generating more than 40 million page impressions per year.

MailOnline



GSG's network of the world's leading publishers creates huge reach *and positive image transfers for advertisers through one platform*

Praise for GSG's publisher solutions

"GSG's deep e-commerce and affiliate knowledge are key success factors of this long-term cooperation. *It enables us to boost our digital revenues.*"

Maria Sgromo
Marketing Manager Tablet & Mobile

CORRIERE DELLA SERA

"GSG is an innovative partner, leading to a new way of user monetization and increasing traffic."

Julien Laroche-Joubert
Chief Digital Officer

Le Monde

GSG's partners with the leading publishers around the world

MailOnline

L'EXPRESS

DER SPIEGEL

EL PAÍS

BUSINESS INSIDER

Hosting a global network of digital assets on one tech platform, GSG continuously generates learnings and implement new Commerce Content models with publishing partners.



GSG's Commerce Content portals with the world's leading publishers - *solutions fulfilling discovery needs...*

Case 02

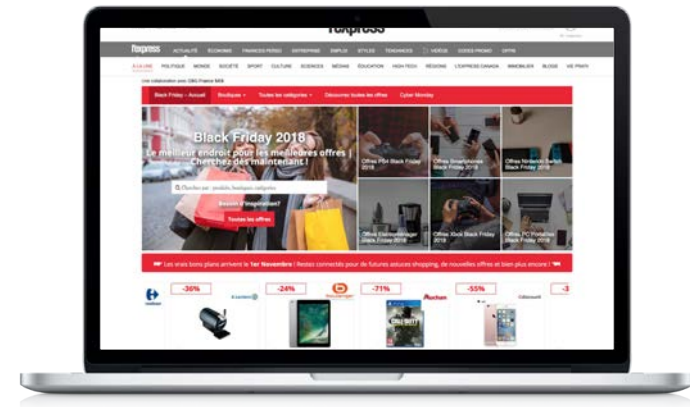


Ekstra Bladet Travel Kick-off to launch in less than 2.5 months

Fast launch of extensive Travel portal with the look & feel of Ekstra Bladet and a dedicated editorial team in less than three months.

Ekstra
Bladet

Case 03



L'Express Black Friday 2:41 min time spent on site

Highly engaging Sales-Event site, generating customer interactions by dynamically matching hand-picked deals with user search intents.

L'EXPRESS



...or helping consumers with their daily shopping at top media brands *generating industry leading KPIs in multiple categories*

Case 04

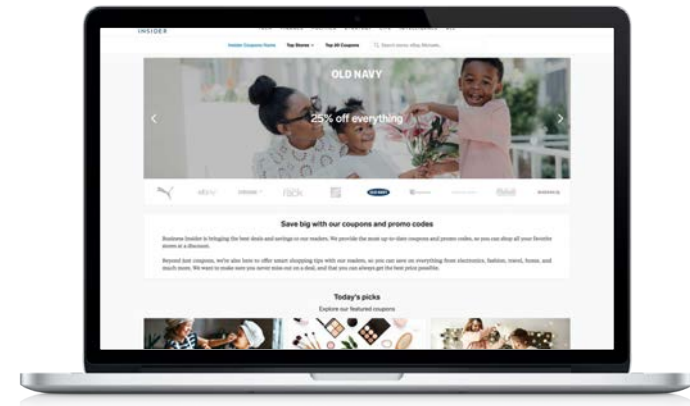


Spiegel Online Week over week growth 195 %

Couponing site with substantial growth from launch, driven by exclusive voucher codes by leading retailers from GSG's global advertiser network

DER SPIEGEL

Case 05



Business Insider Week over week growth 256 %

Couponing site with strong content base of 70+ offers per retailer at launch, quickly gaining authority and generating growth

BUSINESS INSIDER



Get in touch – become a Publisher Partner

and monetize your assets and audiences with GSG

Your contact

Johannes Wirth, Global CRO

0049-174-1911633

johannes.wirth@global-savings-group.com

Global Savings Group GmbH
Radlkofenstr. 2, 81373 München
Germany

About GSG

Global Savings Group is a PubTech platform for Commerce Content operating 100+ digital assets with the world's leading publishers, helping them to monetize by delivering products, recommendations, deals and discounts to consumers. By assisting millions of consumers to make smarter shopping decisions, GSG enables advertisers to reach high-intent users at scale in 20+ markets around the world.

Founded in 2012 GSG's fast growing team of 400+ tech enthusiasts, online marketers, account managers and editors today funnels more than 1.5 million purchases every month. By aggregating the editorial curation and distribution of Commerce Content on one unique technology stack, GSG is transforming the way consumers buy, brands sell, and digital publishers earn – one transaction at a time.



scrolllovebuy

Connecting Commerce to Content

