

A person wearing a grey knit sweater is holding a smartphone with both hands. The background is softly blurred, showing what appears to be an indoor setting with a plant. The text is overlaid on the image in white, with some words in bold and italics.

**Connecting Commerce to Content**  
*changing the way consumers*  
*buy and **advertisers sell***

# GSG is the largest Commerce Content platform outside the U.S.

*funneling a purchase every 1.2 seconds\**



~1.5 B€

## GMV

For the leading advertisers around the globe.  
Delivering results at scale for our partners.

*\*estimates for 2019*



26.5 M

## Purchases

Are funneled through GSG's Commerce  
Solutions.

*\*estimates for 2019*



20+

## Markets

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



8 out of 10

## Leading Advertisers

Utilize the Commerce Content Solutions of  
GSG in the various markets in which the  
platforms is present.

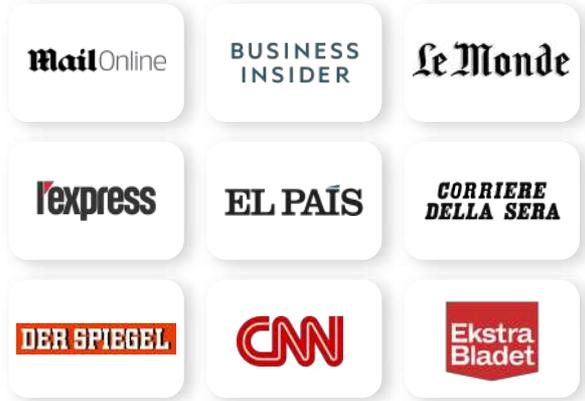
# GSG's exclusive network of the world's leading publishers provides advertisers the trust *and the reach needed for successful Commerce Content Campaigns*

GSG's global publisher network consist of 100+ digital assets

GSG's Commerce Content Solutions allow advertisers to reach high-intent audiences efficiently with inspiration and information within a targeted, brand-friendly environment

**Native integrations and campaign elements are always tailored made.**

Selected Publisher partners of GSG



# Dynamic Coupons - *take control of who, when and where to display coupons*

## Personalized targeted coupons

Be smart about your couponing strategy! Pursue up-selling, cross-selling, new customer acquisition and/or a cart abandonment strategy.

Personalised, targeted coupons are good for shoppers and good for advertisers. Dynamic.Coupons drive more conversions, improved AOV and higher revenues.

Define your campaign objectives, implement the customized snippet, decide on coupon scenarios and set live your Dynamic.Coupons.

63%

Conversion Increase

109%

Total Order Value Increase

83%

AOV Increase

15% OFF if  
basket value is  
<50€

20% OFF if  
basket value is  
>=50€ and <79€

30% OFF if basket  
value is  
>=79€ and <110€

The screenshot shows the Misguided website interface. At the top, it says "Misguided discount codes for December 2018" and "Save with these Misguided voucher codes - 12 active vouchers". There are filters for "All (17)", "Deals (12)", and "Free delivery (1)". The main content area displays several coupon cards:

- 30% OFF** (CODE) - 30% off New Customer Orders. Includes "BEST DEAL + Exclusive" and "Terms".
- UP TO 50% OFF** - Look 100% hot for up to 50% less when you shop the Misguided outlet. 1057 used in total.
- UP TO 50% OFF** - Spend £60 to qualify for free UK next day delivery. 210 used in total.
- 20% OFF** (CODE) - 20% off New Customer Orders. Includes "BEST DEAL + Exclusive" and "Terms".
- 30% OFF** (CODE) - and you'll get £5 off your next order. 217 used in total.
- UP TO 50% OFF** - Get more holla for your dollar with these cheap sale dresses at up to 70% off. 58 used in total.
- UP TO 50% OFF** - Kick up a storm in a new pair of shoes from the sale at up to 50% off. 78 used in total.
- UNLIMITED DELIVERY** - Get unlimited free next day delivery for a whole year at just £9.99.

On the right side, there are additional sections: "Rate Misguided" (5 stars, 3.52/5 stars), "Not to Be Missed" (The Brand Edit), and "Shops like Misguided" (NEW LOOK, HUGO BOSS, Burberry, boohoo, Clarks, Inditex).

# Rewards

## Incentivise your users

### Incentivise your customers with a reward

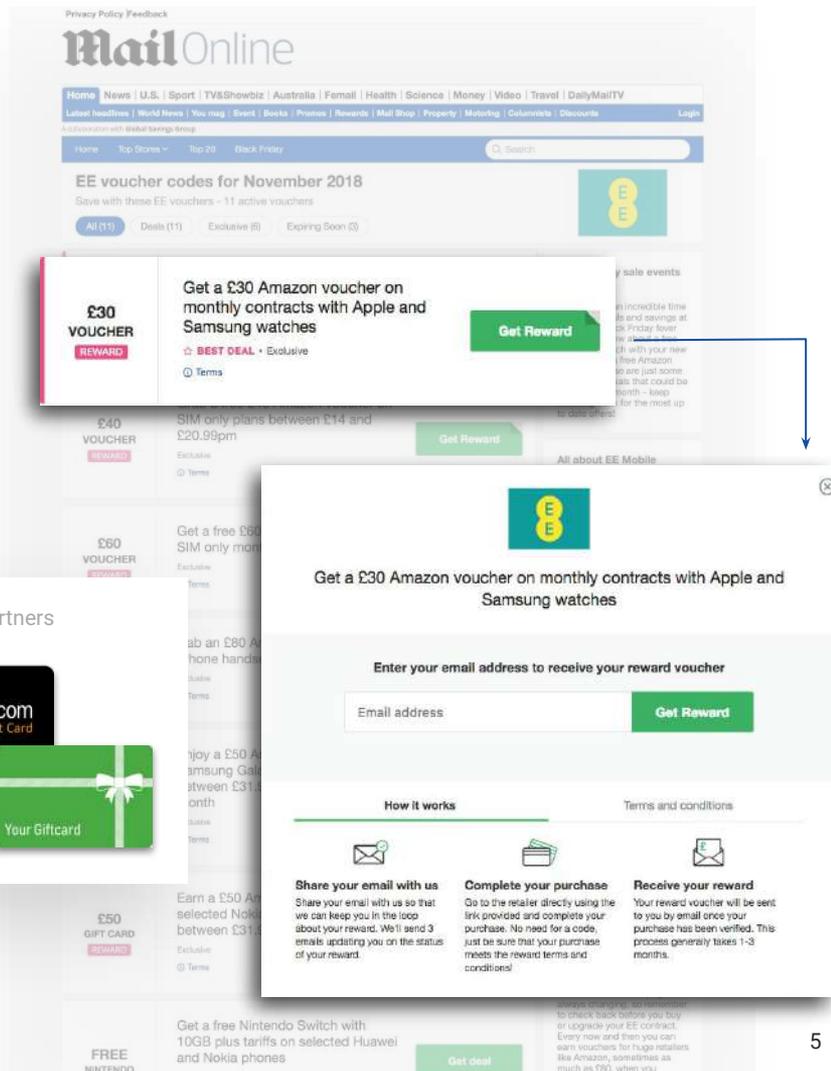
With GSG Rewards you can incentivise customers to finalise a purchase in exchange for a gift-card. Securing a secondary purchase.

### Acquire loyal high value customers

GSG Rewards is the perfect tool to acquire new high value customers and improve customer loyalty. Offering a reward to your customers helps protect your brand, while creating customer loyalty.

# 12-18%

More income from Rewards Customers  
each year.



Privacy Policy Feedback

# MailOnline

Home | News | U.S. | Sport | TV&Showbiz | Australia | Femail | Health | Science | Money | Video | Travel | DailyMailTV

Latest headlines | World News | You mag | Sport | Books | Promos | Rewards | Mail Shop | Property | Motoring | Columns | Discovers | Login

Advertisement with Global Savings Group

Home | Top Stories | Top 20 | Black Friday

EE voucher codes for November 2018

Save with these EE vouchers - 11 active vouchers

All (11) | Deals (11) | Exclusive (8) | Expiring Soon (3)

**£30 VOUCHER** REWARD

Get a £30 Amazon voucher on monthly contracts with Apple and Samsung watches

**BEST DEAL** • Exclusive

Get Reward

Terms

£40 VOUCHER REWARD

SIM only plans between £14 and £20.99pm

Exclusive

Get Reward

Terms

£60 VOUCHER REWARD

Get a free £60 SIM only mon

Exclusive

Get Reward

Terms

Reward partners





ab an £80 A hone hands

Subst

Terms

enjoy a £50 A msung Gal between £31, onth

Subst

Terms

Earn a £50 A selected Nok between £31,

Subst

Terms

**£50 GIFT CARD** REWARD

Get a free Nintendo Switch with 10GB plus tariffs on selected Huawei and Nokia phones

Exclusive

Get deal

Terms

sale events

incredible time and savings at as Friday lowe

with your new free Amazon so are just some asks that could be worth - keep for the most up to date offers

All about EE Mobile



Get a £30 Amazon voucher on monthly contracts with Apple and Samsung watches

Enter your email address to receive your reward voucher

Email address

Get Reward

How it works

Terms and conditions

 **Share your email with us**  
Share your email with us so that we can keep you in the loop about your reward. We'll send 3 emails updating you on the status of your reward.

 **Complete your purchase**  
Go to the retailer directly using the link provided and complete your purchase. No need for a code, just be sure that your purchase meets the reward terms and conditions!

 **Receive your reward**  
Your reward voucher will be sent to you by email once your purchase has been verified. This process generally takes 1-3 months.

Share your email with us so that we can keep you in the loop about your reward. We'll send 3 emails updating you on the status of your reward.

Go to the retailer directly using the link provided and complete your purchase. No need for a code, just be sure that your purchase meets the reward terms and conditions!

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FREE NINTENDO

Get a free Nintendo Switch with 10GB plus tariffs on selected Huawei and Nokia phones

Exclusive

Get deal

Terms

# Influencers

*Spread the word about your best offers through the power of influencer marketing*

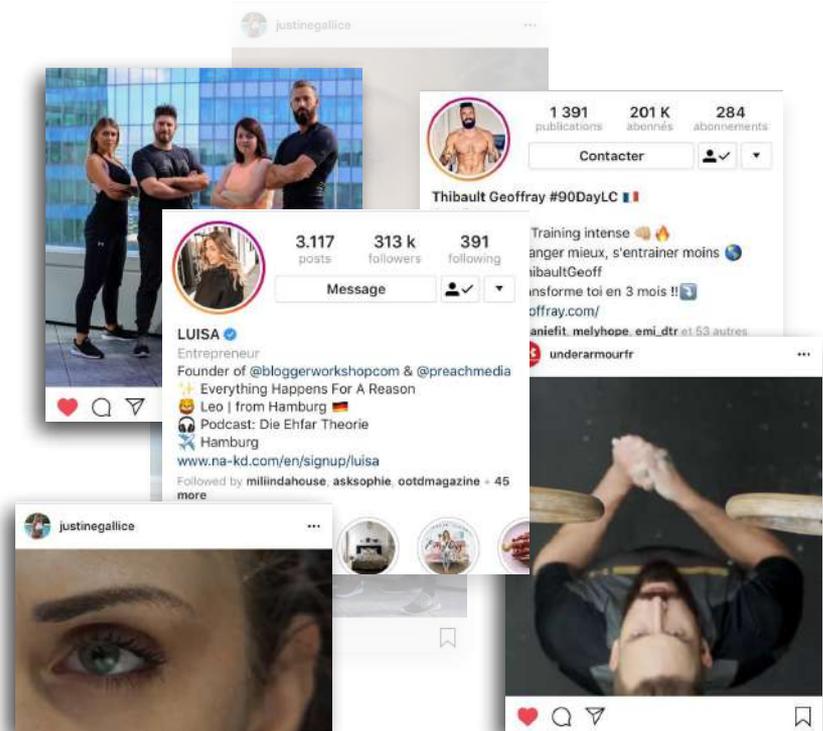
GSG teams up with the top social media influencers to develop creative campaign concepts that fit your brand and your current advertising goals

☰ A pool of over 1500 influencers worldwide: from fashion & beauty to electronics, travel and fitness.

📄 Tailored-made campaigns that help your brand reach a highly targeted audience in a creative and authentic way.

📣 We amplify your brand's performance in a seasonal or custom campaign based on your current goals and recent product launches.

💎 Over 500 influencer collaborations launched by GSG in 2017.

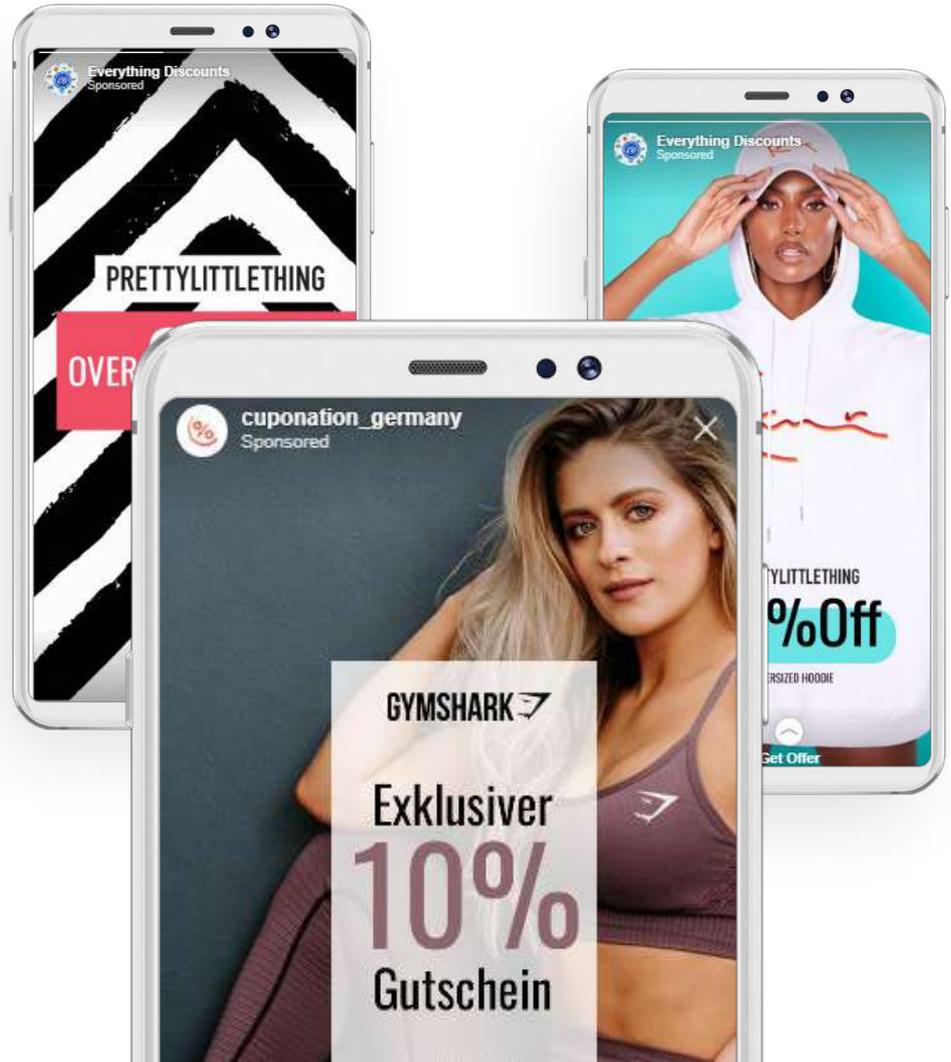


# Social Media Ads

## *Boost your best offers*

Each of our seasonal campaigns is supported by Social Media actions, including social postings on CupoNation & Media partner channels and Facebook / Instagram Ads campaigns.

- ✓ Your Gold package can include dedicated Social Media ads promoting your best offers and specific discounts.
- ✓ Depending on your needs, we adapt your brand visuals and use them for the Ad campaign or create custom designs.
- ✓ At the end of each campaign, you will receive a full KPI report and major insights on target group performance.



# Newsletter

*Get direct access to our users*

## Target a select customer group

At GSG, we provide newsletters every day of the week highlighting various categories. Many with in partnership with our media partners. Each targets a select customer group, which is an opportunity to showcase exclusive content from your brand.

## A wide range of newsletters

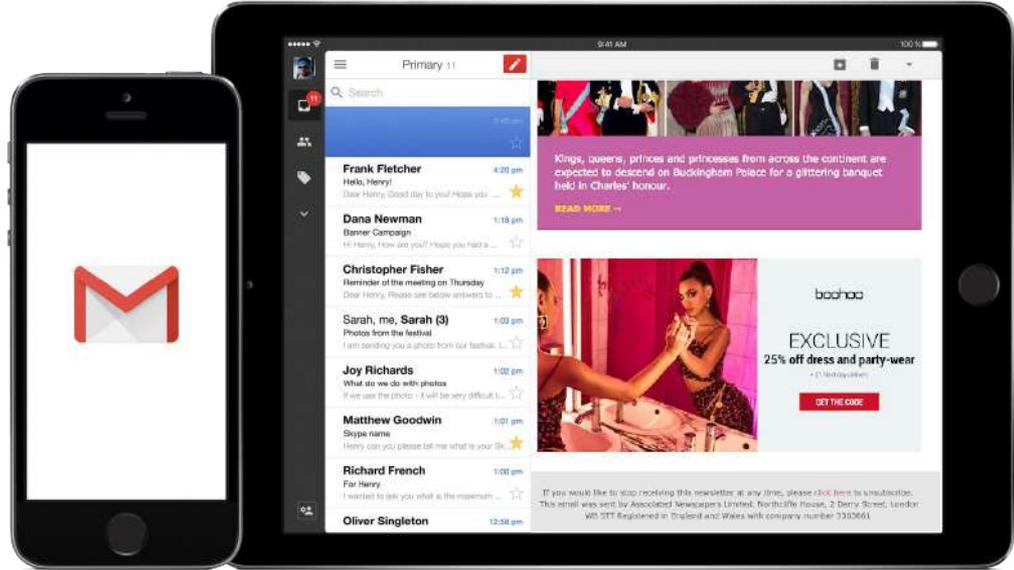
- ✓ News
- ✓ Showbiz
- ✓ Football
- ✓ Health
- ✓ Femail
- ✓ Travel

# 25%

Open Rate

# 5%

Clickout Rate



# PPC Campaigns *Protect your brand and reduce unoptimised search results and illegal PPC ads*

## Why you should work with GSG on a Voucher Search Results Strategy?

A dedicated PPC landing page, designed exclusively to promote your deals and offers.

 Onsite exposure including homepage visibility will be offered as part of the campaign.

 We monitor the market space and will take action in case prohibited usage of bidding is observed.

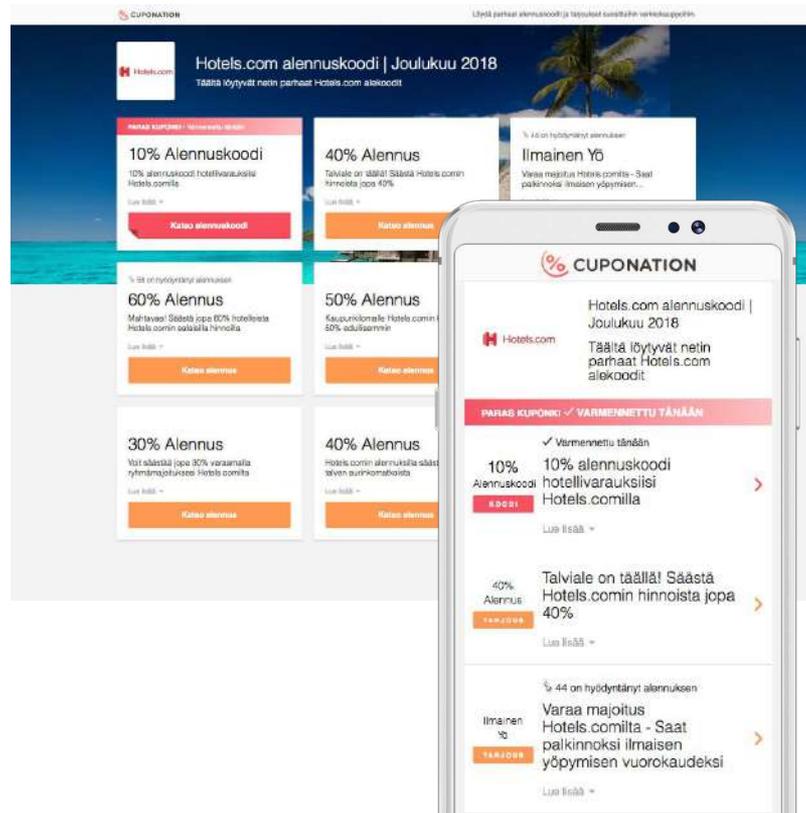
 A detailed analysis will be provided after the campaign.

 We cover all costs of the campaign

# 1204 1833

SEM partners in 2018

SEM campaigns in 2018



# In Store

## Connect Online to Offline

Enables GSG to work with restaurant and other in-store partners

We are now able to promote In-Store offers to increase our reach offline



Display either numeric or QR-codes



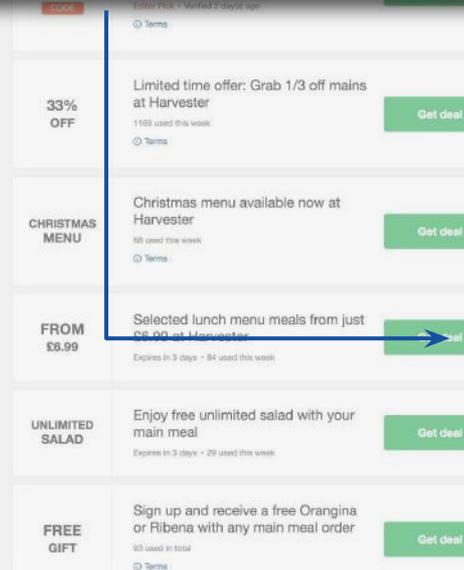
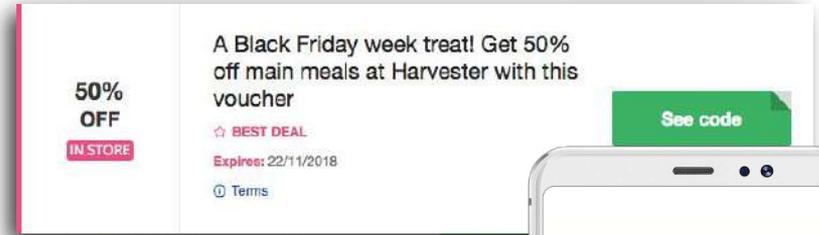
Prominent placement on the retailer pages



Drive in-store footfall



No technical set up required



# App

## Engage Mobile Shoppers

GSG's coupon apps allow advertisers to reach engaged mobile shoppers. The users can find the best promo codes based on their interests.

Available in Apple Store and Google Play



We can push your offers and reach targeted audience.



We can promote your App on your coupon page and increase downloads.

2<sub>k</sub>

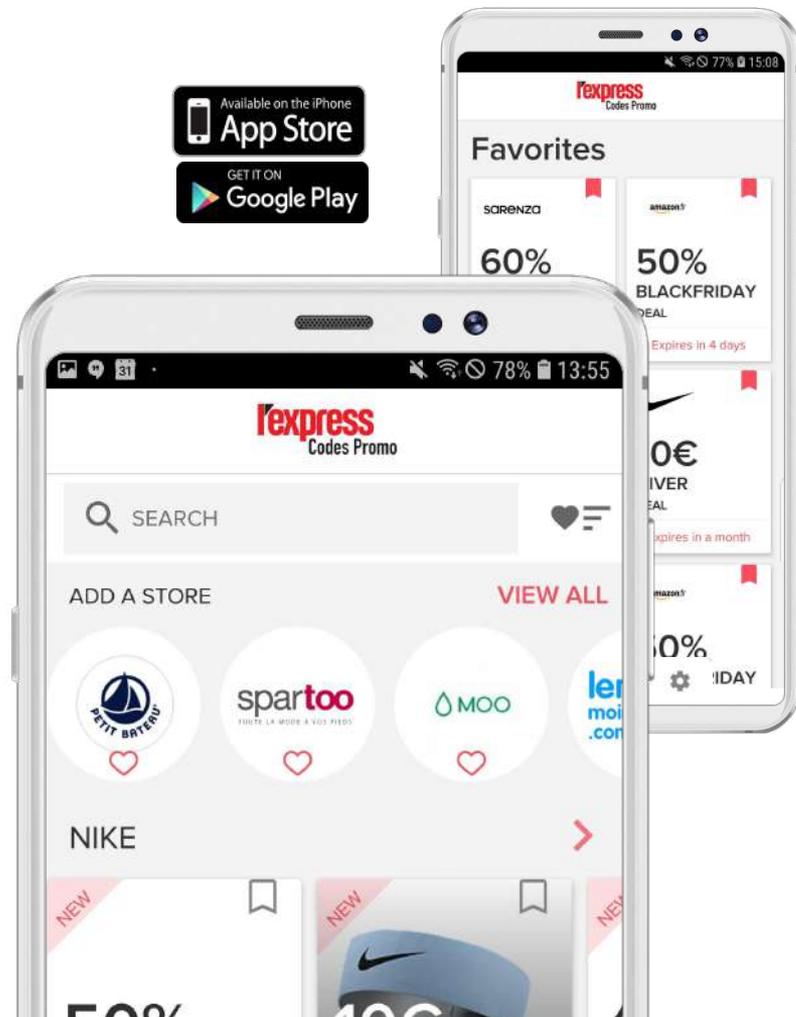
Daily active users

45%

Shoppers use the app more than 5 times in the past 30 days

114<sub>k</sub>

Downloads



# PopUp Store

## Create Offline meetings with your customers

At GSG we're not limited to online campaigns. We also do offline promotional campaigns. We create strong brand experiences in real life. We have extended our online campaigns into several pop-up store formats.

What is a pop-up store?

A pop-up store is a temporary store that only be in that shape for a couple of days. Our pop-up stores have been placed in busy parts of big cities to get organic visitors. This is a perfect way to create a positive brand experience and let your customers test and feel real products before making a buying decision.

# 1,371

Visitors to the pop-up store in Paris  
21-23 of September 2018.

# +200%

Sales uplift online for Under Armour in  
comparison to previous week



# Integration

## *on our leading publisher portals*

Value proposition of WL integration

Through deep integrations with our exclusive network of the world's leading publishers, we capture the attention of high-intent audiences and efficiently drive additional traffic to our advertisers offerings. Visible, user-focussed integrations with a clear message entice consumers to explore our portals, leading to increased conversions, revenues and performance. In addition, we work with our publishing partners to present great offers to their audiences also on other marketing or editorial channels they own.

LOOKING FOR SMART WAYS TO GET MORE FROM LIFE?

Visit Insider Coupons and discounts on Fashion, Electronics, sports, home. more!

GET INSIDER IN YOUR INE

Like what you see here? Subscribe to our newsletter to get more of it.

Sign-Up

GAZZETTA CODICI SCONTO

**VOLOTEA:**  
Vola e risparmia con il nostro codice sconto Volotea

**MYPROTEIN**  
Acquista i migliori integratori sportivi e risparmia con un codice sconto Myprotein

**EBAY**  
Trova i migliori prodotti ai miglior prezzo usando

**BONS PLANS**

**Les meilleures offres Black Friday 2018 chez Cdiscount**

Codes promo L'Express, publié le 05/11/2018 à 18:26, mis à jour le 23/11/2018 à 08:53

BLACK FRIDAY

Certaines promotions du Black

# Our Global Partnerships Program

*GSG has a dedicated team to assist the advertisers at a global level.*

As a preferential global partner, our advertisers have access to additional benefits:

## A dedicated Global Account Manager

Who will coordinate the campaigns locally and will work with the advertisers toward long term planning for increased focus on a more strategic partnership.

Quarterly business review meeting will be scheduled with the advertiser to review global performance and discuss new opportunities.

## Additional support for specific business goals

GSG Global Team will not only support the advertiser with the main campaigns across key markets, they will also help with some ad-hoc projects that the advertiser is focusing on such as the launch of a new product, brand or market.

## Beta partner opportunities on GSG new initiatives

GSG will share the upcoming new products launches and features that the advertiser can test first, it includes Dynamic Coupon, Rewards, personalised emails and more to come.

## Workshops with local & cross-functional teams

The Global Team will organise sessions with the relevant people of GSG business to analyse performance and brainstorm new solutions and projects to grow the partnership.

E.g. Workshops with the local KAM to go through performance in each market and discuss future planning | Workshops with other experts (e.g. Product, Marketing) to think about new projects.

## Get access to the latest case study and company / industry insights

The Global Team will share the latest success cases from the vertical, competitors and markets, as well as the GSG insights about the industry.

# Contact Us!

*Reach high-intent audiences with  
GSG's Commerce Content Solutions*

Global CRO

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