



- [Media Pack] -

Remises & Réductions

Webloyalty Media Pack 2022 effective for Q4





- [Intro] -

About us

Who We are

Webloyalty is a leading premium **shopping programme provider**, working with online & in-store retailers internationally to help them build stronger, more **profitable relationships** with their customers.

Our mission

We ensure our customers have market leading offers and we advertise these offers through multiple merchandising avenues on the website. Working with **over 4,500 merchants** across the globe, we negotiate deals and sell **marketing opportunities** to brands by creating promotional campaigns and initiatives along the whole year based on members and brand goals, specific targets, and placement performances.

How we do it

With our marketplace we **connect consumers to distinctive offers**, discounts, and **incentives** to generate revenue for brands– all while offering to consumers the **best shopping experience**.

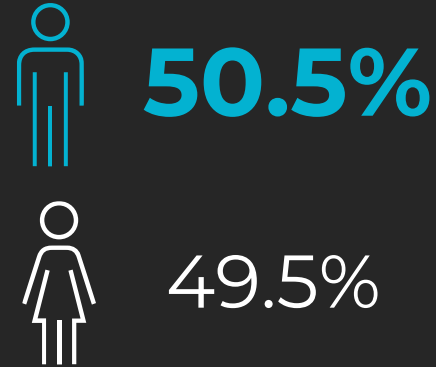


- [Customer Demographic Data] -

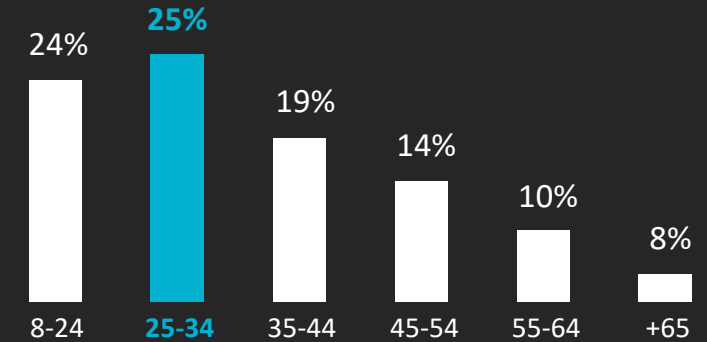
Our Audience

Connect your brand to Webloyalty's **curious, loyal**, and shopping driven audience who is constantly **seeking the best offers and deals**.

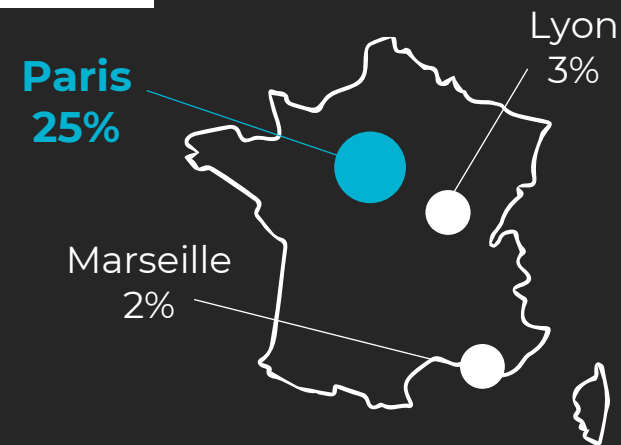
Gender



Age



Cities



Interest





- [Consumer Data] -

420K

Monthly **active users** 2021

434€

Average **spend** per
Month

140€

Average **order** value

3.1

Monthly average **order** frequency

1,000

Merchant **partnership**
Online

+20

Monthly **promotional**
campaigns

+8%

Spent by members YoY: 2020 Vs 2021

+7%

Orders YoY: 2020 Vs 2021

+5%

buyers YoY: 2020 Vs 2021



- [Benefits on partnering with us] -

Exposure opportunities

Over **30 placements** available per month

Volume generation

Delivered a growth of **60% in sales**

**during promo period/depending on vertical*

Data driven insights

Data first approach to achieve **optimal** performance

Engagement

Members saved over **150K€/month**

**extra commission funded by WL*

 snfconnect

 Cdiscount

 Booking.com

 fnac

 Hotels.com™

 La Redoute

 AliExpress

 Uber Eats

 Auchan

 **DRIVE**
coursesu.com

 castorama

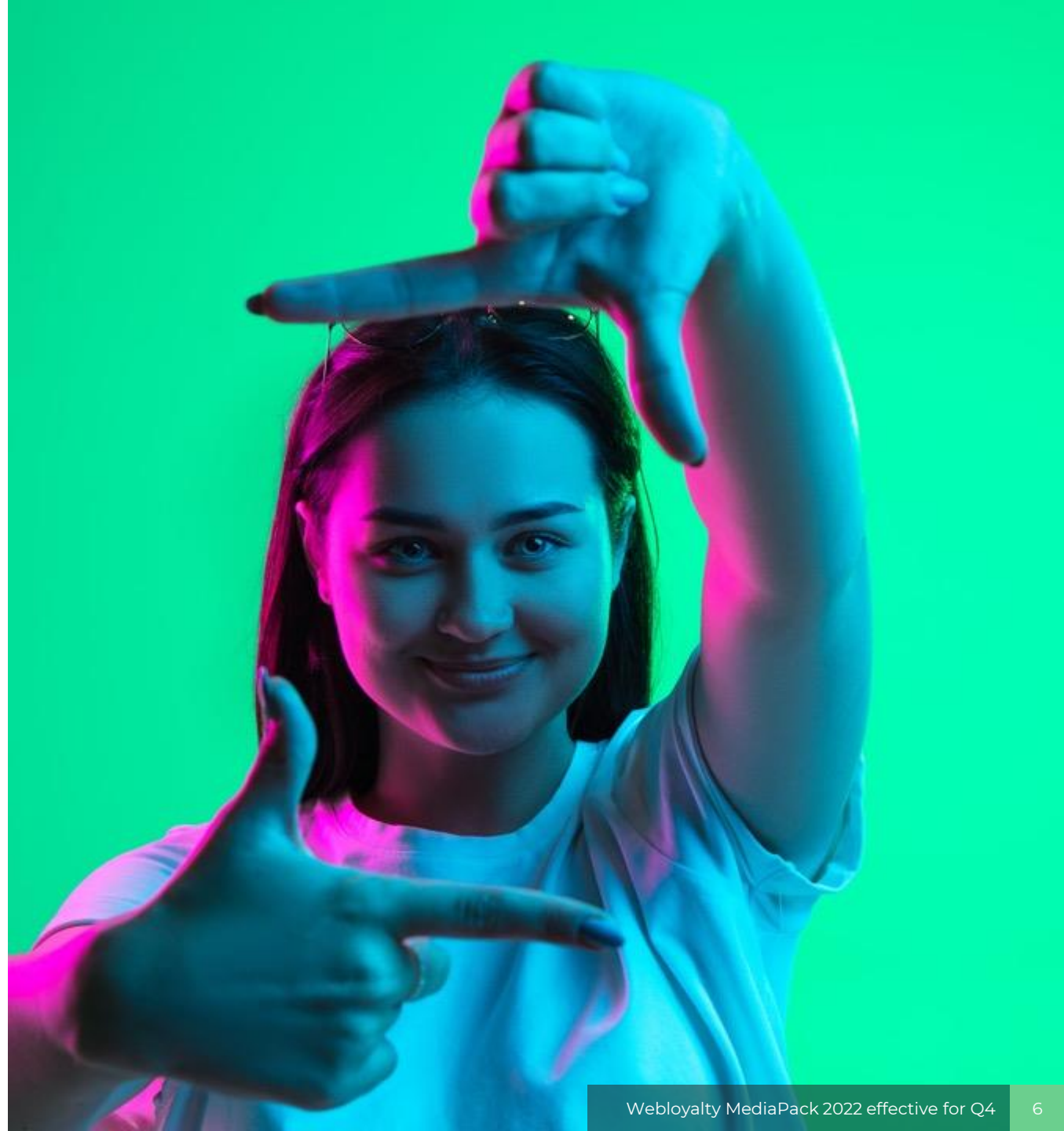
 zooplus



Exposure opportunities

Boost your marketing with targeted campaigns with a variety of our premium placements

- Rotating premium placement
- Top offer placement
- Category placement
- Brand engagement page
- Social media placement
- Promotional email: dedicated or multi-brand





- [Exposure opportunities] -

Key promotional

dates Q4 France

October

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November

		1	2	3	4	5	6
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30					

December

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Halloween



Single Days



Black Friday



FIFA World Cup



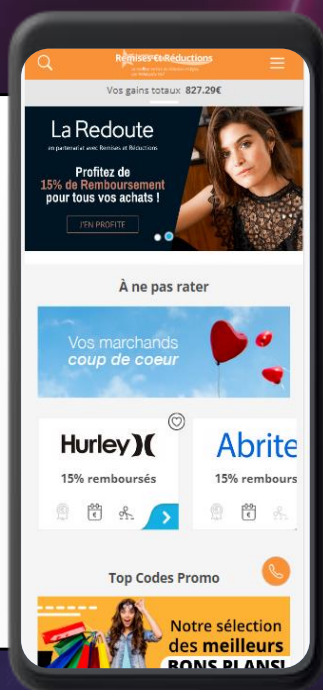
Xmas



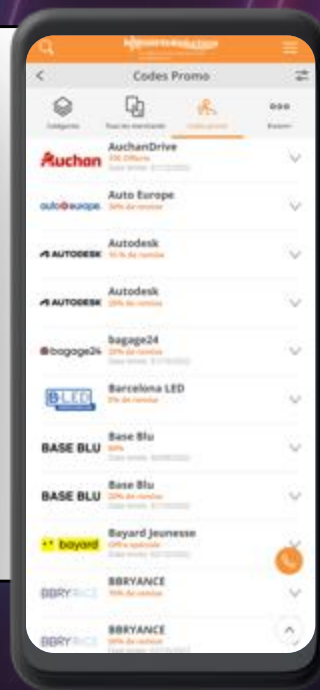
- [Exposure opportunities] -

Offer type opportunities

Online cashback



Voucher codes



Gifting/ Competitions





- [Exposure opportunities] -

ROTATING PREMIUM PLACEMENT

The **Premium Placement** option is our top seller. When purchasing on site, your brand will be featured at the top position of our Home Page which is the high traffic page.

Position available

24 spots

per month

Reach

60K

Impressions for 2 weeks

Pricing

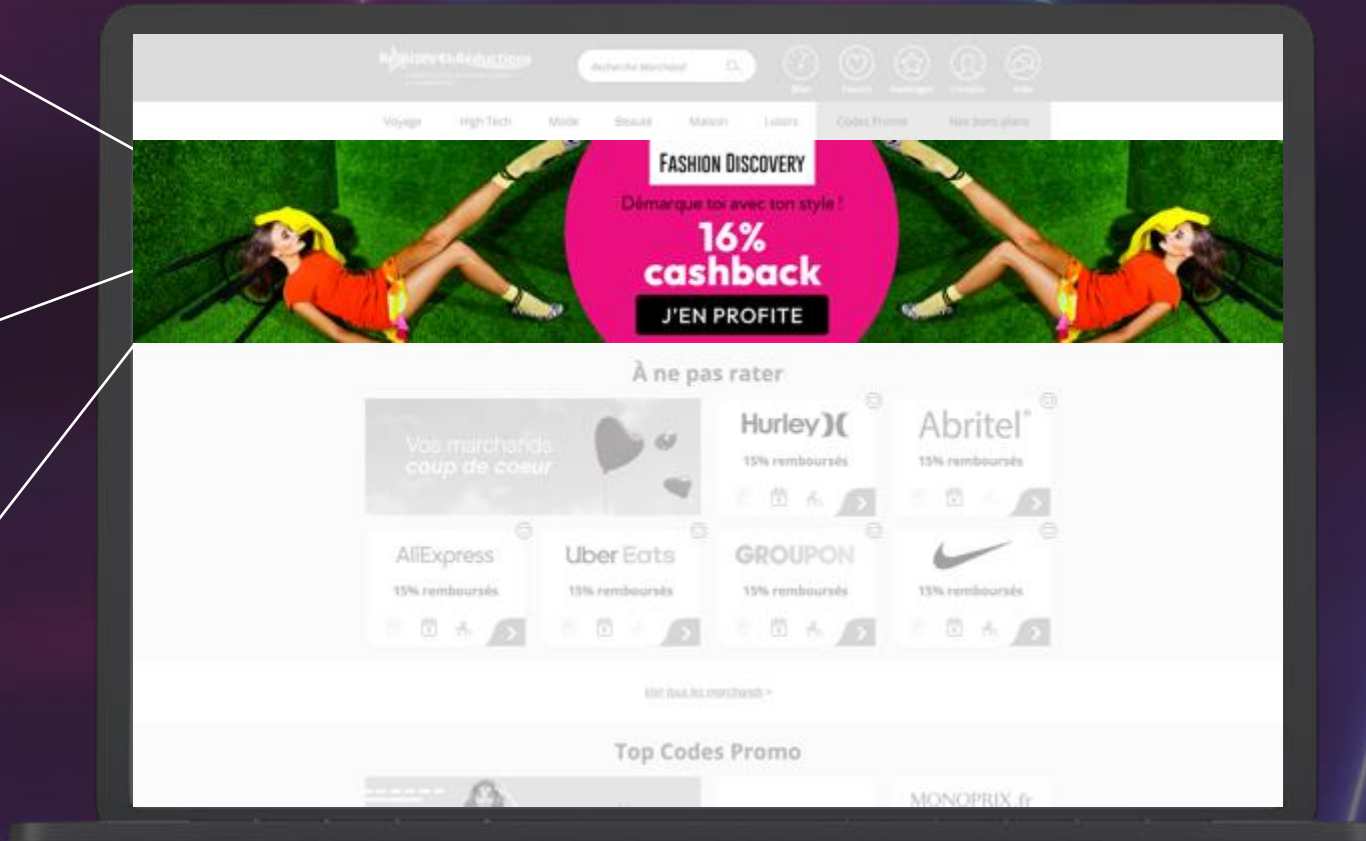
Negotiable

Great for

Brand Awareness,
Interest, Purchase

Duration

2 weeks





- [Exposure opportunities] -

TOP OFFER PLACEMENT

If you've got a deal, an event, or promotion you want to share, the Homepage **Top Offers** gives you instant visibility on the Home Page of Remises & Réductions giving you exposure to thousands of visitors to the homepage each day.

Position available

32 spots

per month

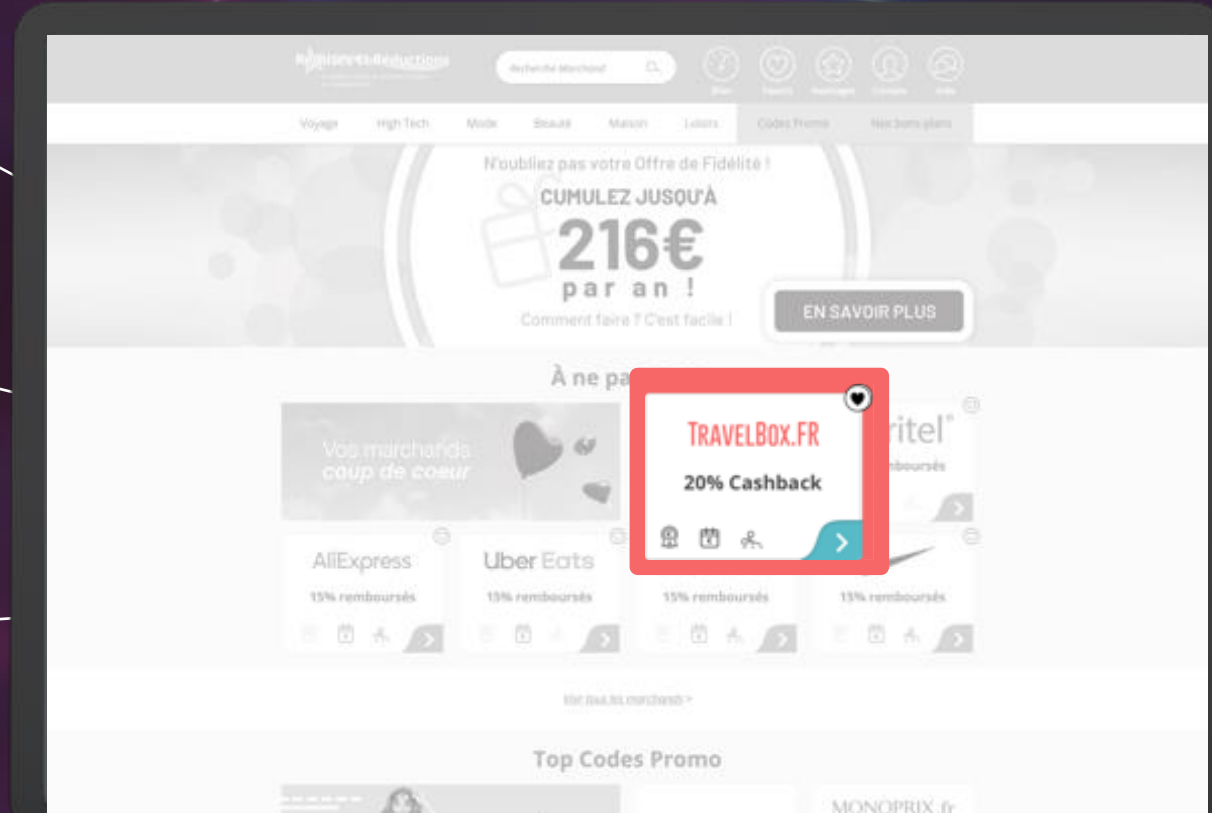
Promotion Type

50K

Impressions for 2 weeks

Pricing

Negotiable



Great for

Increase brand
interest, purchase

Duration

2 weeks



- [Exposure opportunities] -

CATEGORY PLACEMENT

If you've got a deal, an event, or promotion you want to share, the **Category Banner** provides an opportunity for good visibility - your promotion will be seen in the shopping vertical of your choice.

Position available

6 spots

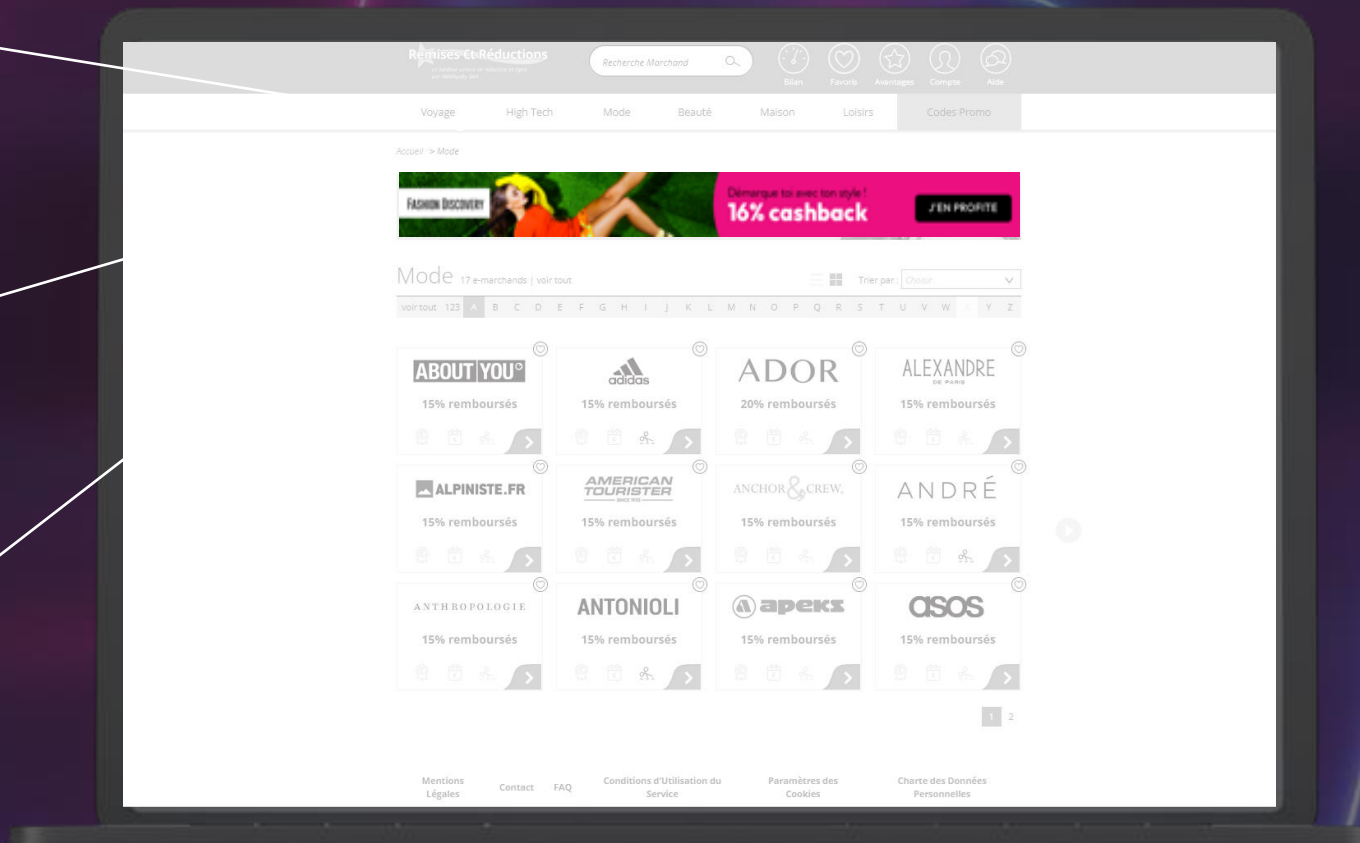
per month

Promotion Type

Long term campaign

Pricing

Negotiable



Great for

Increase brand
interest, awareness

Duration

1 month



- [Exposure opportunities] -

BRAND ENGAGEMENT PAGE

If you've got a deal, an event, or promotion you want to share, the Homepage **Top Offers** gives you instant visibility on the Home Page of Remises & Réductions giving you exposure to thousands of visitors to the homepage each day.

Position available

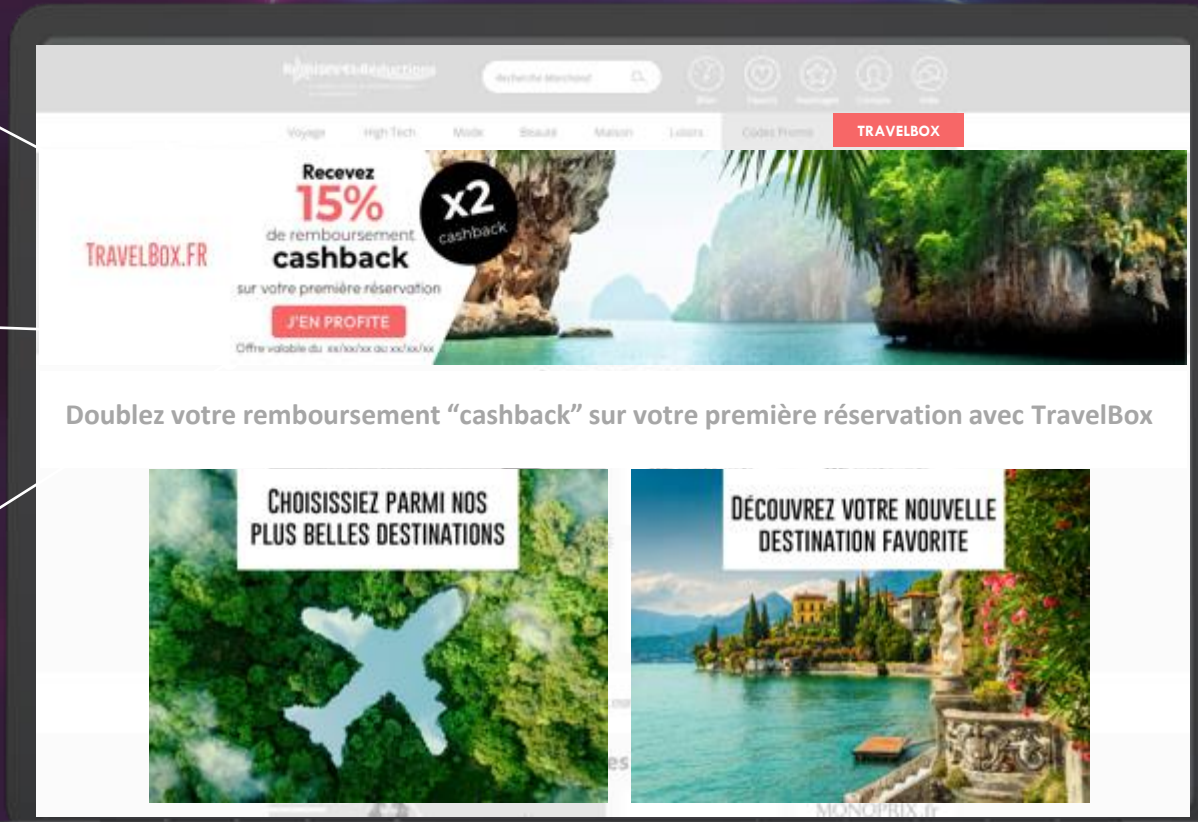
16 spots / 1 brand
per event

Promotion Type

Promote Products
and Services

Pricing

Negotiable



Great for

Brand Awareness,
Interest, Purchase

Duration

2 Weeks /
1 Month



- [Exposure opportunities] -

SOCIAL MEDIA PLACEMENT

Via **Blog Post** you have an opportunity to promote your brand to our Remises & Réductions community via banner, animated gifs, and screenshots. Option to also run competitions to help get members engaged with the brand.

Position available

6 spots

per month

Promotion Type

Placement sold
only on package

Pricing

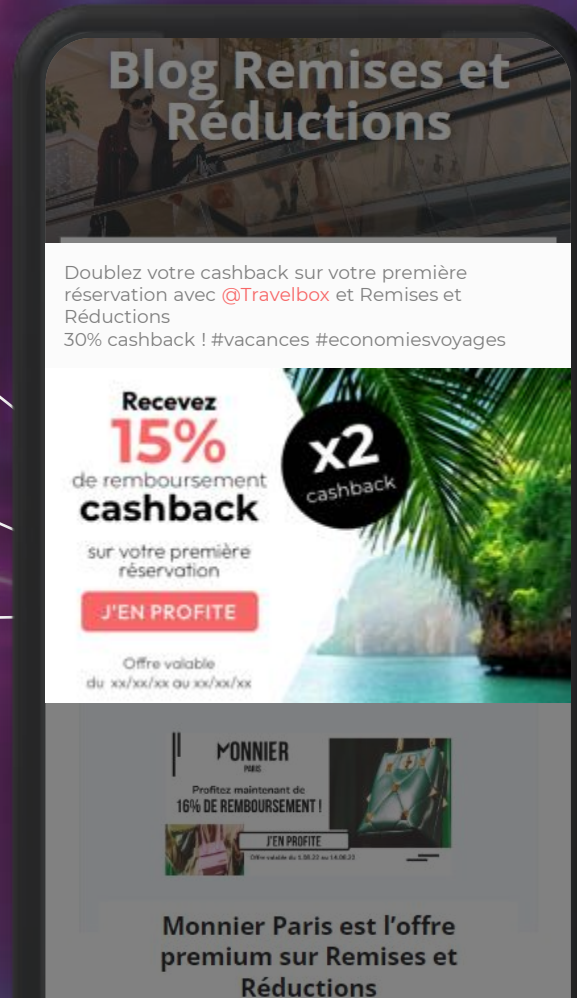
Negotiable

Great for

Brand Awareness,
Consideration,
Purchase

Duration

Oneshot





- [Exposure opportunities] -

PROMOTIONAL EMAIL

Looking to get your brand directly in front of our growing email list? You can get a dedicated **solus email** or a spot in our **bi-weekly email** to feature your brand to our audience.

Position available

10 spots / 1 brand
per month

Reach

49%

Average Open Rate

Pricing

Negotiable



Great for

Brand Awareness,
Interest, Consideration,
Purchase

Duration

One shot



VERTICALS EXPOSURE PERFORMANCE GROWTH

business cases

Electronics

+ 60%

Sales WoW



Placements:

- ▶ Premium Banner + Social Media Post
- ▶ 2 Weeks Exposure

Beauty

+ 32%

Sales WoW



Placements:

- ▶ Top offer
- ▶ 2 weeks Exposure

Travel

+ 55%

Sales WoW

+ 35% Orders
WoW



Fashion

+ 46%

Orders WoW



Placements:

- ▶ Premium banner + category banner + social media post
- ▶ 2 weeks Exposure

Placements:

- ▶ Premium Banner + Newsletter + category banner + social media post
- ▶ 2 Weeks Exposure

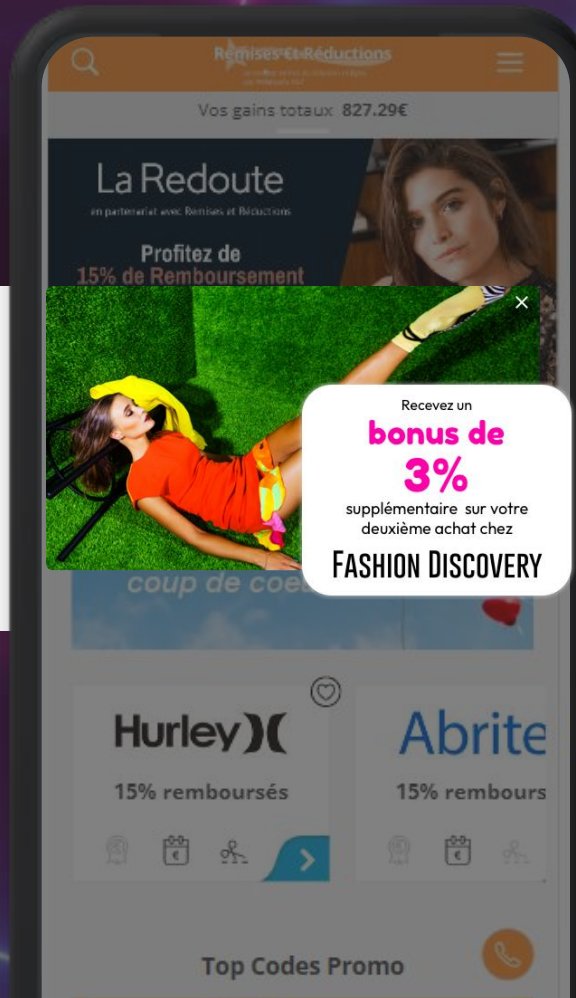


- [Exposure opportunities] -

SEGMENTED ENGAGEMENT

How Remises & Réductions can help brands driving incremental sales

- Increase usage in a targeted way
- Limit the offer to the number of redemptions (prizes)
- Increase New or Repeat purchases
- Create re-engagement





- [Testimonials] -

What do **our users say**

Merci Remise et réductions, j'adore ce site car j'économise énormément d'argent en achetant directement avec le site partenaire de remise. 15% de remboursement à chaque achat c'est énorme pour moi. Donc je vous recommande....

Remises et Réductions member

«Le meilleur site de Cashback que j'ai utilisé! Achat comptabilisé, informations du paiement des avantages dans des délais rapides ! Parfait ! »

Remises et Réductions member

The relationship with Webloyalty has been always really good, clients are happy with this publisher and we always try to count on this partner when we launch a program or we want to optimize an existing ones.
French Affiiate Network

« Un large choix d'enseignes qui s'étoffe au fur et à mesure ; des cashback intéressants et régulier. Une excellente manière de faire du shopping intelligent !

Remises et Réductions member



- [Partner with us] -

Custom Craft

We craft custom integrated media plans based on brand KPIs, seasonality, campaign details, placements availability.

Get in touch with us!



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