



- [ Media Pack ] -

# Privilegios en Compras

Webloyalty MediaPack 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**.

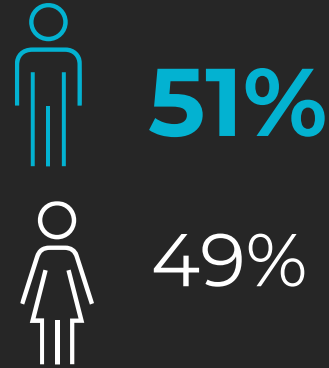


- [ Customer Demographic Data ] -

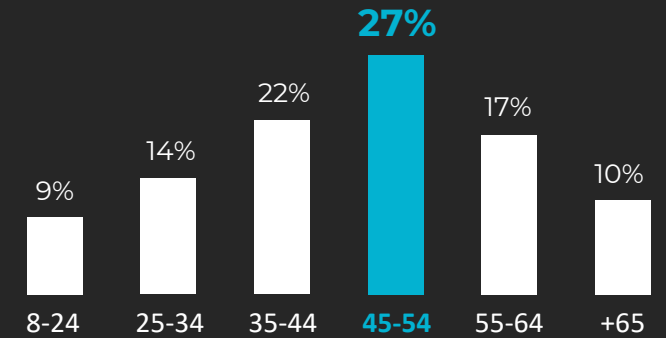
# Our Audience

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

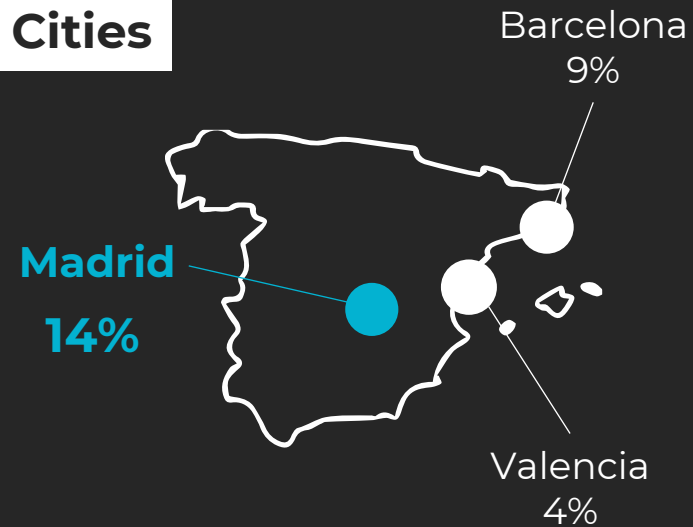
## Gender



## Age



## Cities



## Interest





- [Customer Demographic Data 2021] -

160K

Monthly **active users** 2021

365€

Average **spend** per month

146€

Average **order** value

2.5

Monthly average **order** frequency

700

Merchant **partnership**  
**Online**

+20

Monthly **promotional**  
**campaigns**

+11%

YOY growth in number of transactions

+33%

YOY growth in AOV

+45%

YOY growth in number of sales





- [ Benefits on partnering with us ] -

### Exposure opportunities

Over **30 placements** available per month

### Volume generation

Delivered a growth of **42% in sales**

*\*during promo period/depending on vertical*

### Data driven insights

Data first approach to achieve **optimal** performance

### Engagement

Members saved over **25K€/month**

*\*extra commission funded by WL*

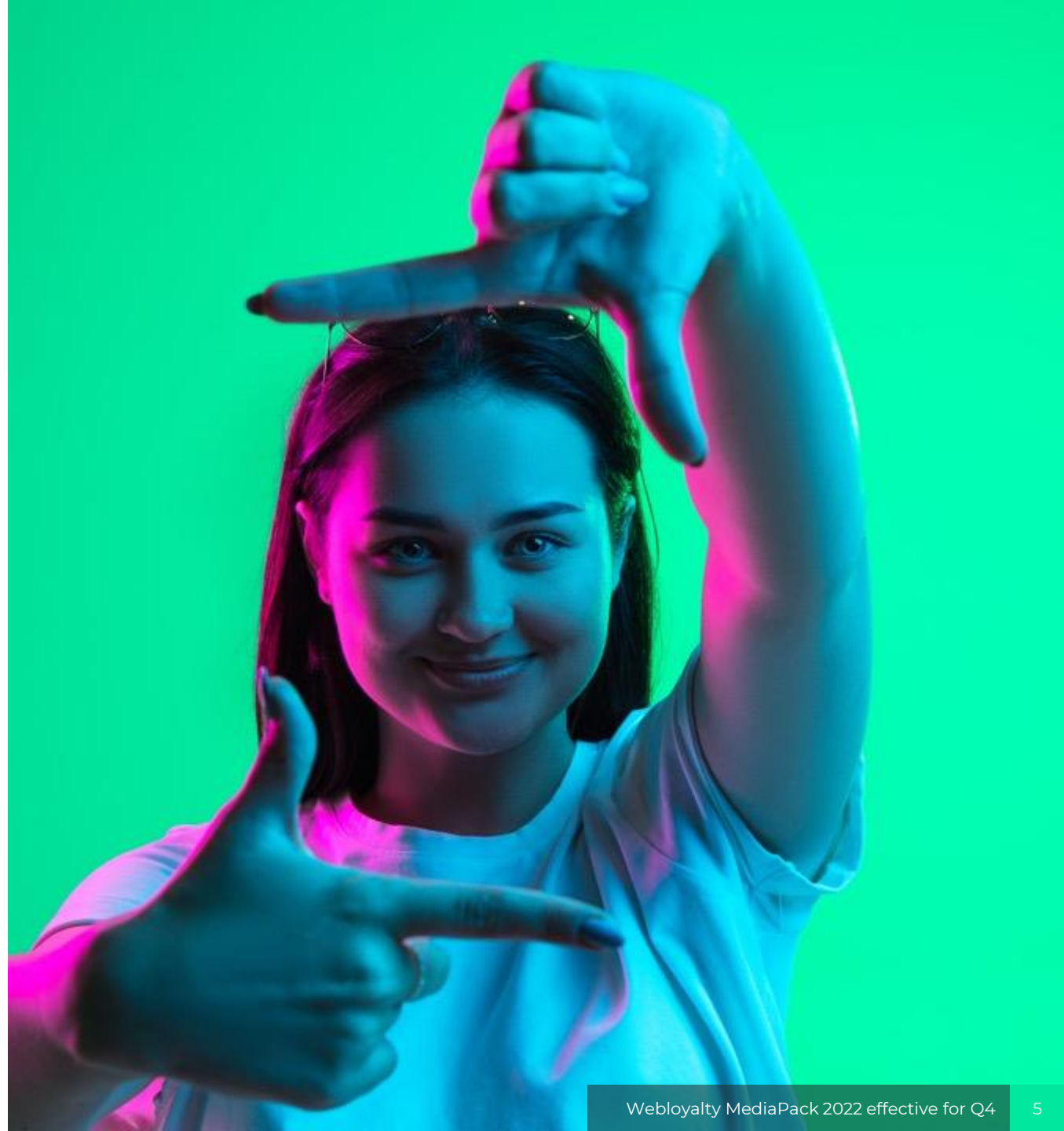




# Exposure opportunities

Boost your marketing with targeted campaigns in a variety of exposure placement

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

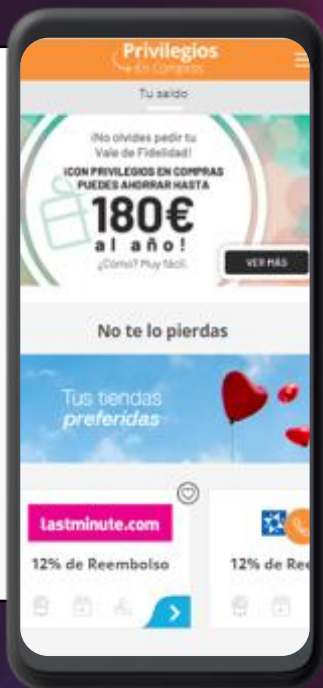




- [ Exposure opportunities ] -

# Offer type opportunities

Online cashback



Voucher codes



Gifting/ Competitions





- [ Exposure opportunities ] -

# Key promotional

*dates Q4 Spain*

## 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 ] -

## 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

**30K**

Impressions for 2 weeks

Pricing

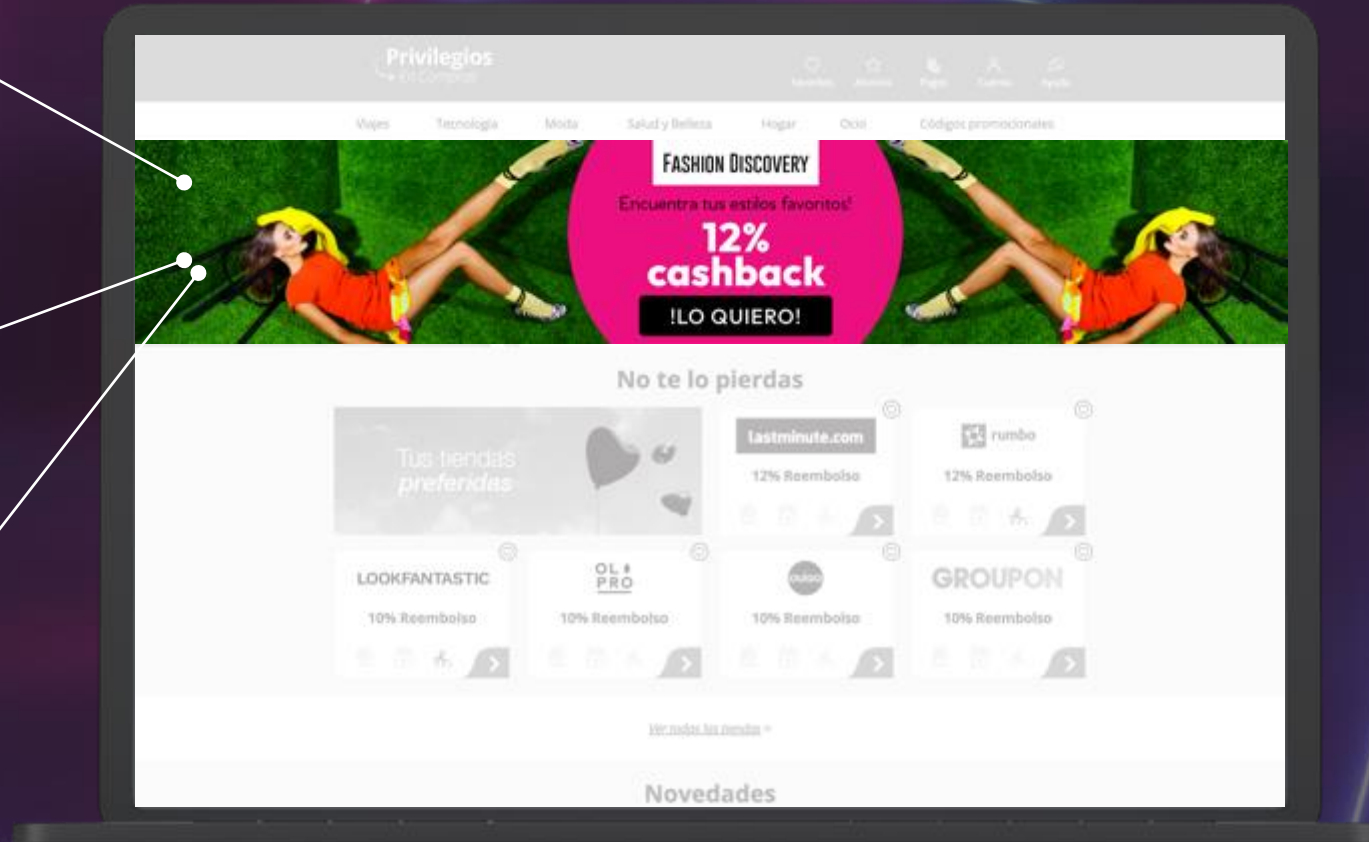
**Negotiable**

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 Privilegios en Compras giving you exposure to thousands of visitors to the homepage each day.

Position available

**32 spots**

per month

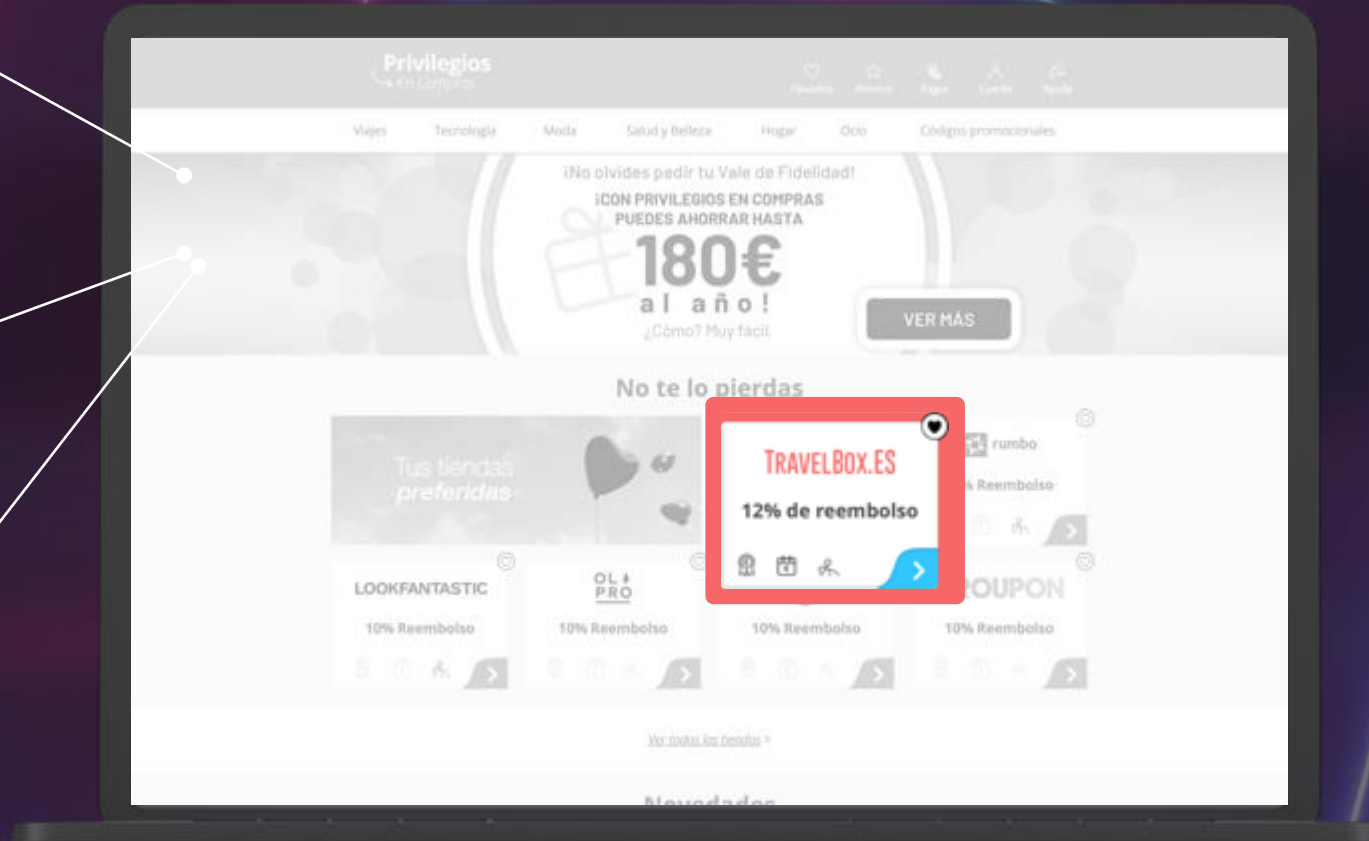
Reach

**30K**

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**

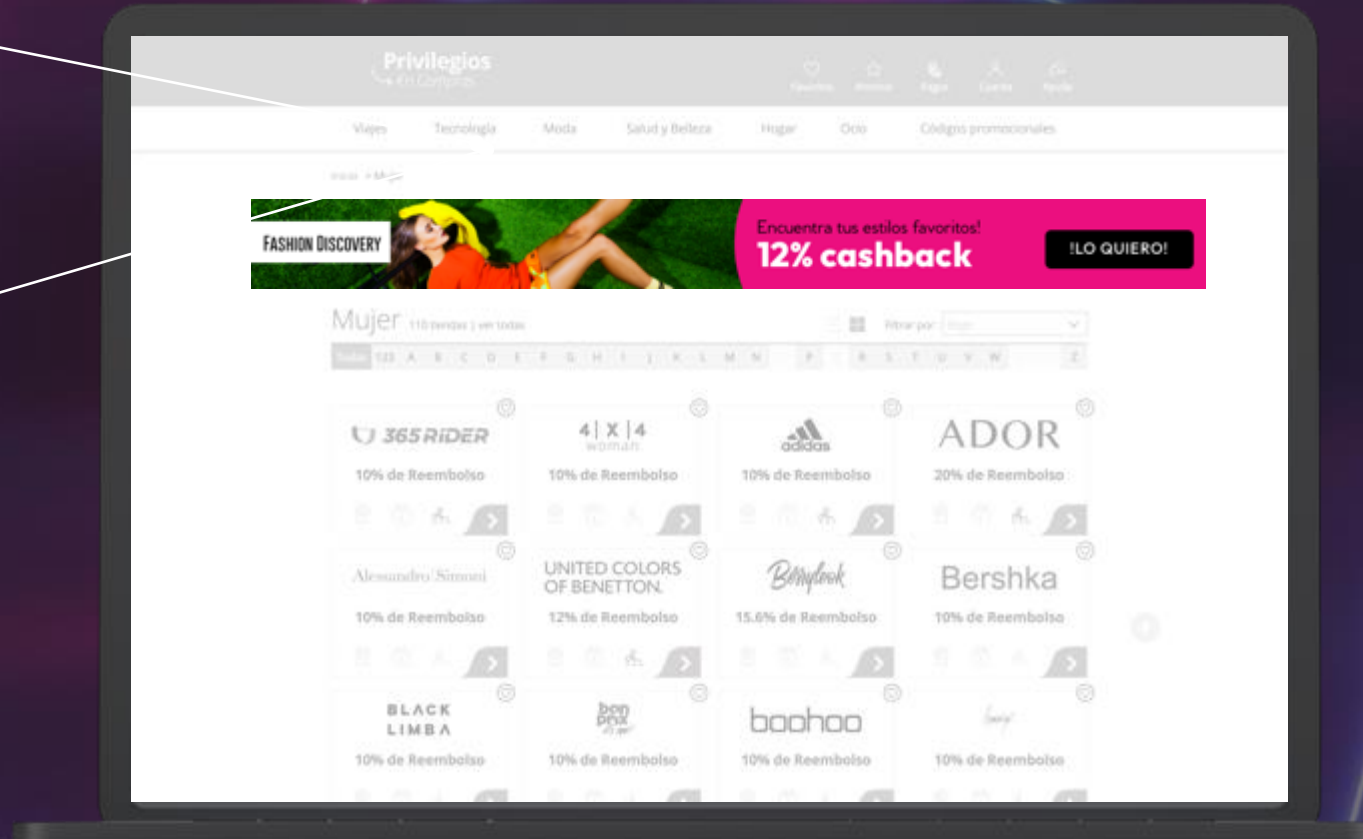
per month

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 **Branded Page** gives you instant visibility on a dedicated page.

Position available

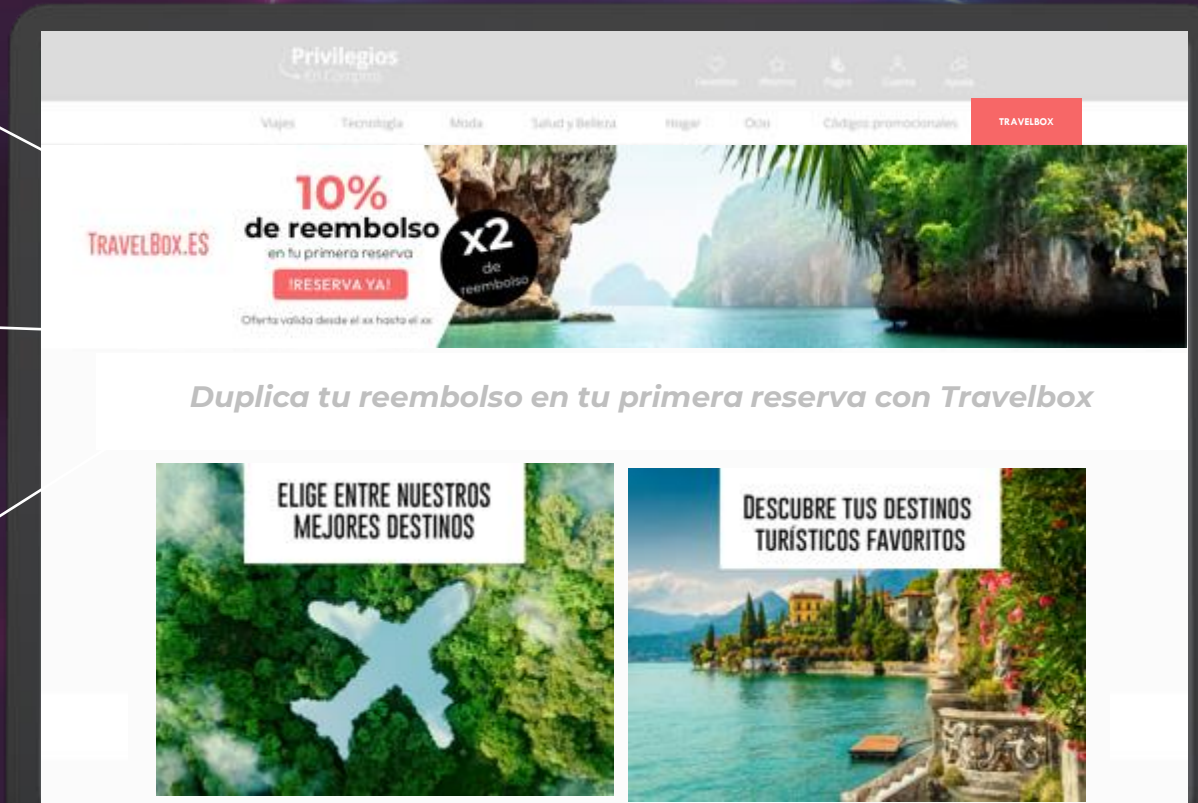
**16 spots/1 brand**  
per event

Promotion Type

Promote Products  
and Services

Pricing

**Negotiable**



Great for

Brand Awareness,  
Interest, Purchase

Duration

**2 Weeks /**  
**1 Month**





- [ Exposure opportunities ] -

# 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 **emails** to feature your brand to our audience.

Position available

**10 spots/1 brand**  
per month

Reach

**40%**

Average Open Rate

Pricing

**Negotiable**



Great for

Brand Awareness,  
Interest, Consideration,  
Purchase

Duration

**1 Day**



- [ Exposure opportunities ] -

## SOCIAL MEDIA PLACEMENT

Via **Blog Post** or **Social Media** you have an opportunity to promote your brand to our Privilegios en Compras 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

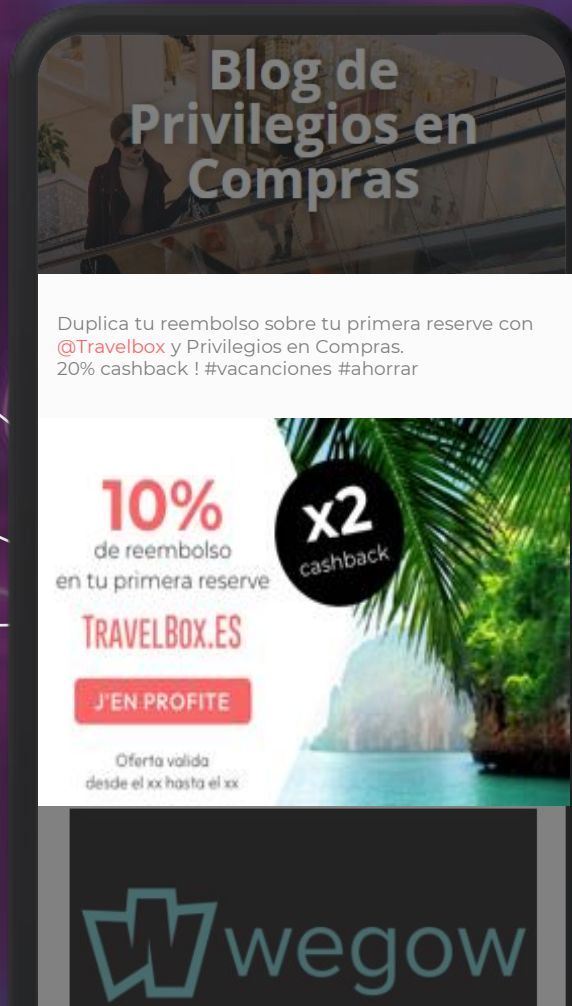
**Negotiable**

Great for

Brand Awareness,  
Consideration,  
Purchase

Duration

**1 Day**





# VERTICALS EXPOSURE PERFORMANCE GROWTH

*business cases*

## Electronics

**+ 31%**

Sales WoW



Placements:

- ▶ Top Offer Placement + Social Media Post
- ▶ 2 Weeks Exposure

## Beauty

**+ 59%**

Orders WoW



Placements:

- ▶ Category Placement
- ▶ 1 Month Exposure

Placements:

- ▶ Newsletter + Premium Banner
- ▶ 2 weeks Exposure

## Fashion

**+ 51%**

Orders MoM



## Travel

**+ 55%**

Sales WoW

**+ 64%** Orders  
WoW



Placements:

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





- [ Exposure opportunities ] -

## SEGMENTED ENGAGEMENT

How Privilegion en Compras 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 **they** say

*"Resulta gratificante recibir una bonificación en tus compras además de que los precios son estupendos. Volveré a comprar seguro."*

**Yolanda, 8.09.22**

*"Realice una compra en uno de los sitios de reembolso, y el reembolso se realizó muy rápido. Estoy encantado"*

**Elve, 18.08.22**

*As a publisher manager role in an affiliate network, we love working with Webloyalty because of your great responsiveness, professionalism and willingness to make things work.*

**Affiliate Network**

*"Es excelente poder recibir un beneficio por tus compras ya que hoy en día se compra mucho por internet. Es de fiar. Muchas gracias por su reembolso 😊😊"*

**Cristina, 19.08.22**





- [ 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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