



- [ Media Pack ] -

# Complete Savings

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

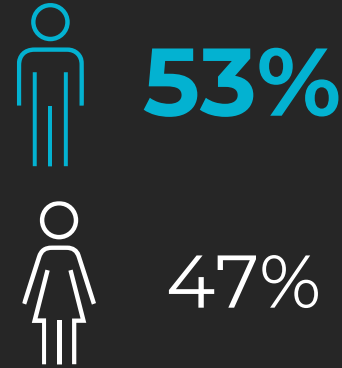
With our marketplace we **connect consumers to distinctive offers**, discounts, and **incentives** to generate revenue for brands– all while offering to consumers the **best shopping experience**.



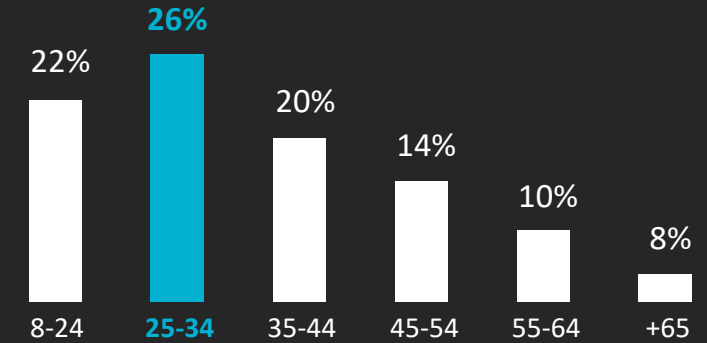
# Our Audience

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

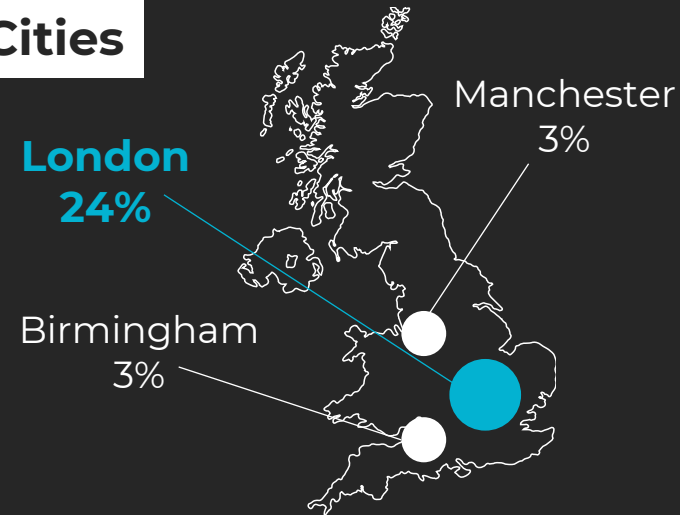
## Gender



## Age



## Cities



## Interest





- [Consumer Data] -

**700K**

Monthly **active users** 2021

**4.1**

Monthly average **order frequency**

**£270**

Average **spend** per month

**100+**

Merchant **partnership**  
**In-Store**

**1,500**

Merchant **partnership**  
**Online**

**+45**

Monthly **promotional**  
**campaigns**

**+28%**

**AOV** YoY: 2020 Vs 2021

**+17%**

**Conversion Rate** YoY: 2020 Vs 2021

**+10%**

**Orders** YoY: 2020 Vs 2021





- [ Benefits on partnering with us ] -

### Exposure opportunities

Over **30 placements** available per month

### Volume generation

Delivered growth of **37% in sales**

*\*during promo period/depending on vertical*

### Data driven insights

Data first approach to achieve **optimal** performance

### Engagement

WL saved members **£249K /month**

*\*extra commission funded by WL*

HOUSE OF FRASER  
SINCE 1849

trainline

Booking.com

AliExpress



boohoo

national  
express



Expedia

ebay

LOOKFANTASTIC

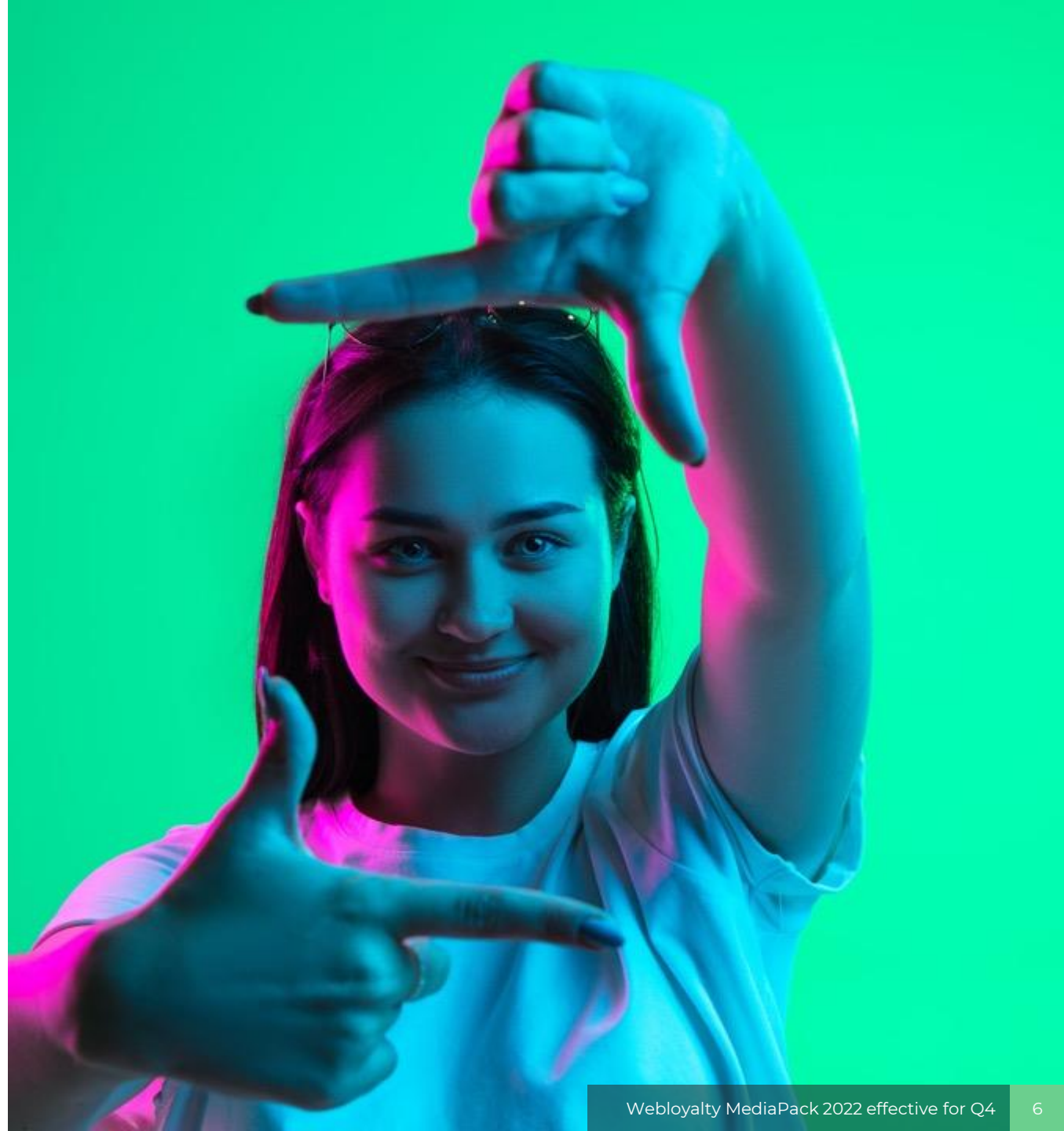
Hotels.com™



# 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 UK*

## 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



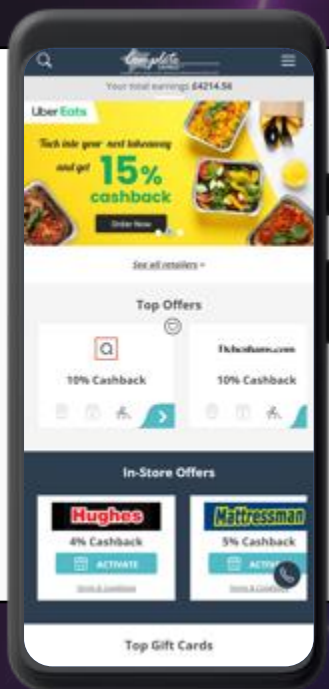
Xmas/Boxing Days



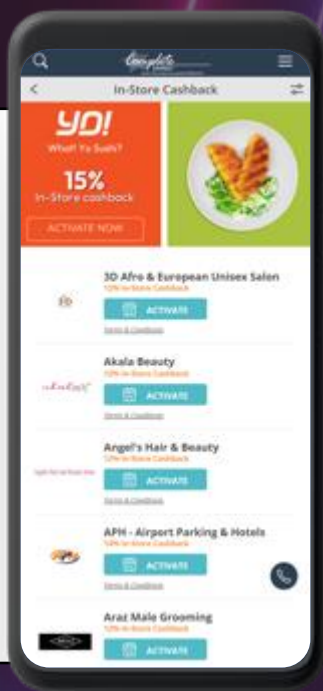
- [ Exposure opportunities ] -

# Offer type opportunities

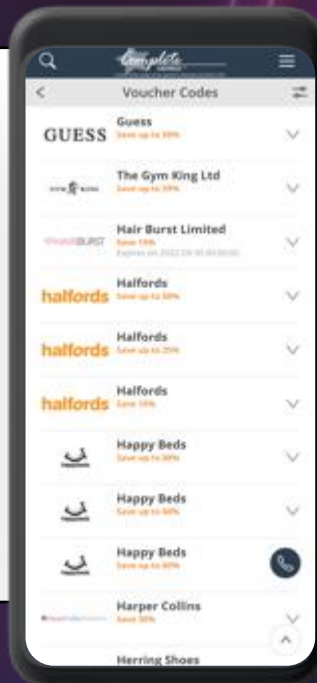
Online cashback



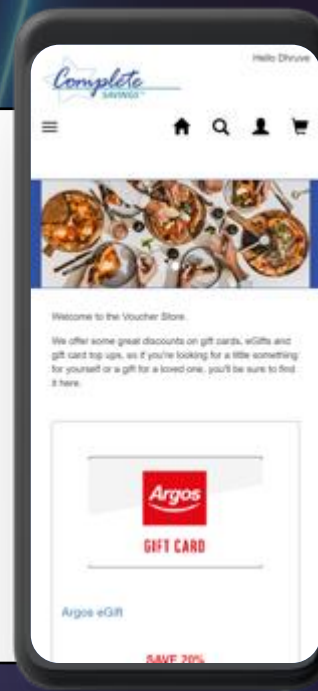
In-Store cashback



Voucher codes



Gift Cards



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

**90K**

Impressions per week

Pricing

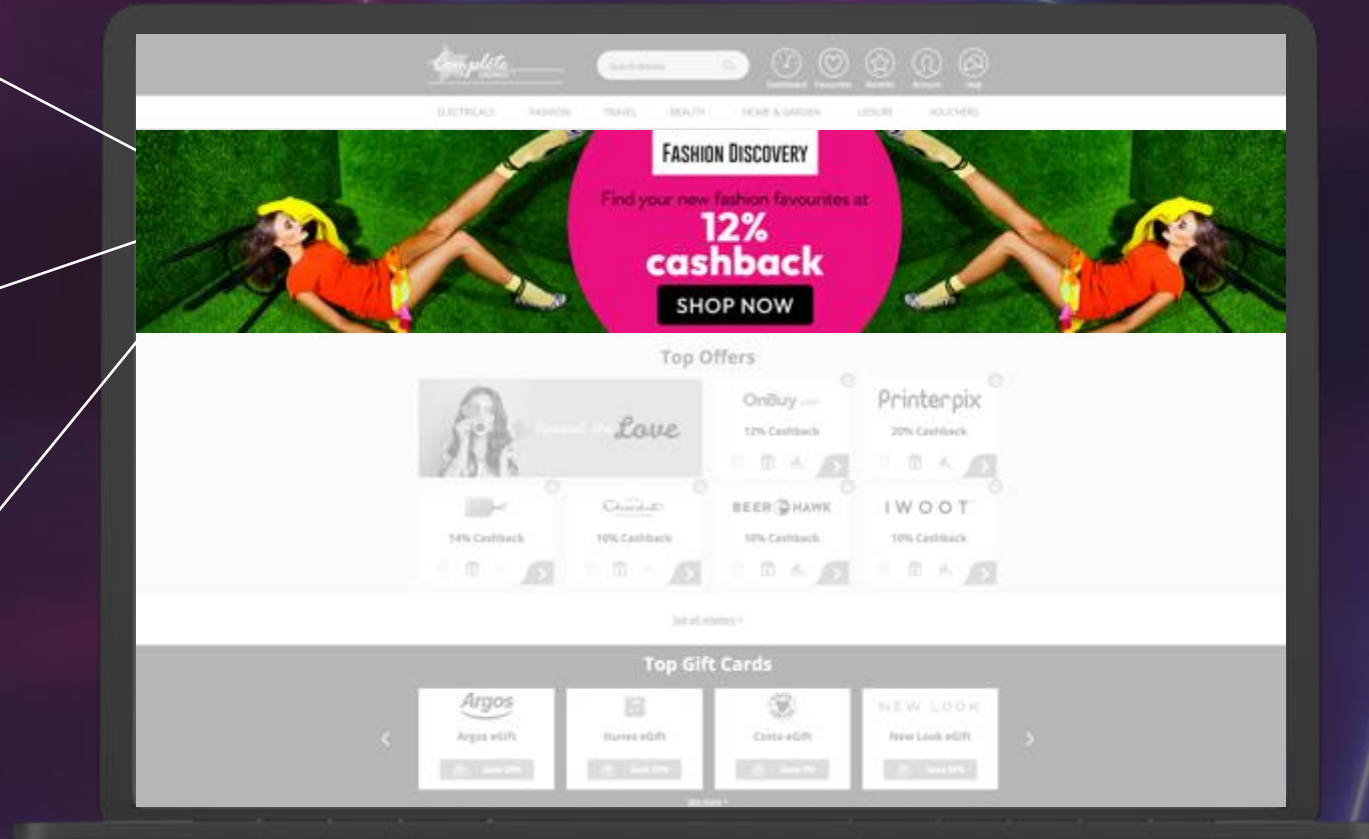
**Negotiable**

Great for

Brand Awareness,  
Interest, Purchase

Duration

**1 Week**





- [ 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 Complete Savings giving you exposure to thousands of visitors to the homepage each day.

Position available

**32 spots**

per month

Reach

**70K**

Impressions per week

Pricing

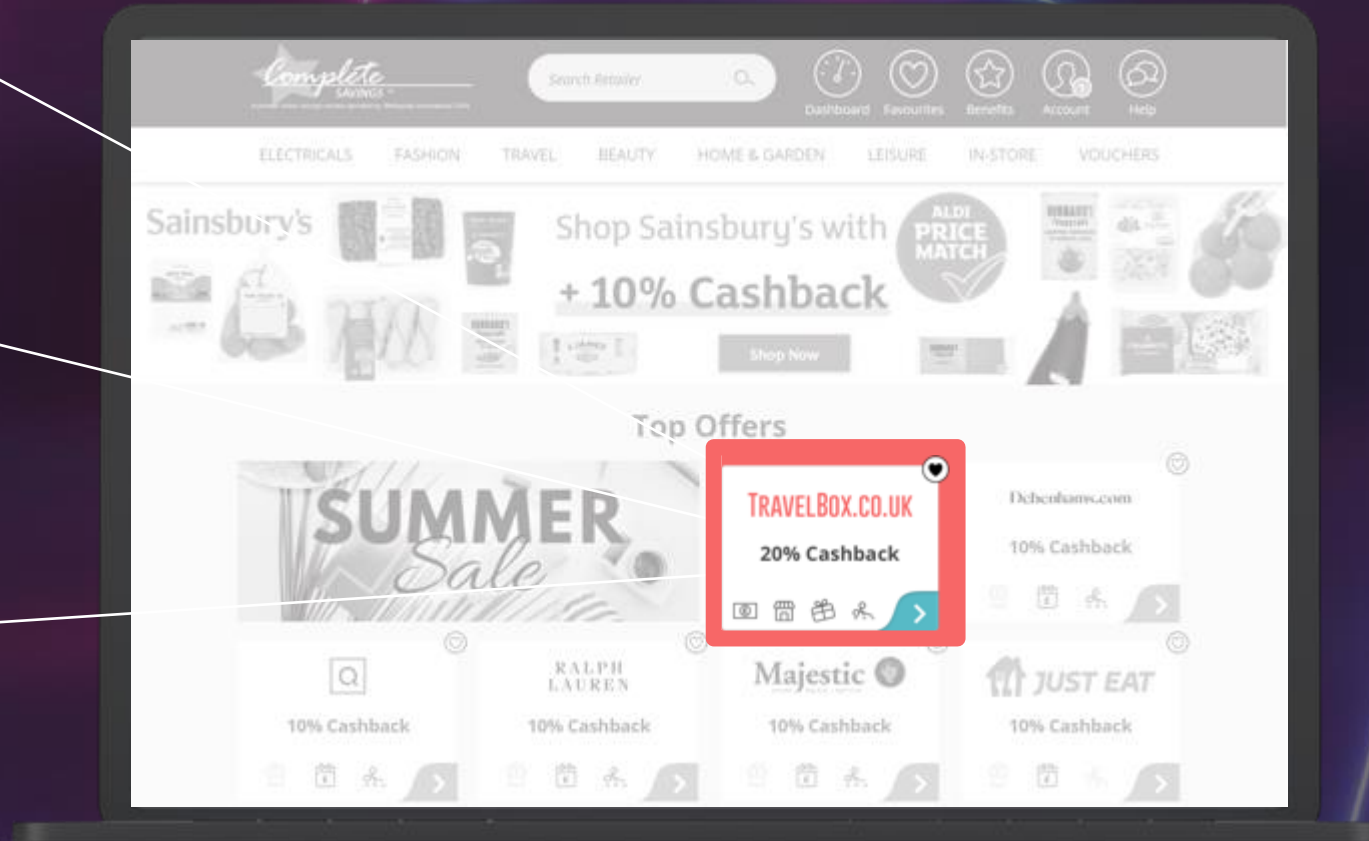
**Negotiable**

Great for

Brand Awareness,  
Interest, Purchase

Duration

**1 Week**





- [ 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

4 spots

per month

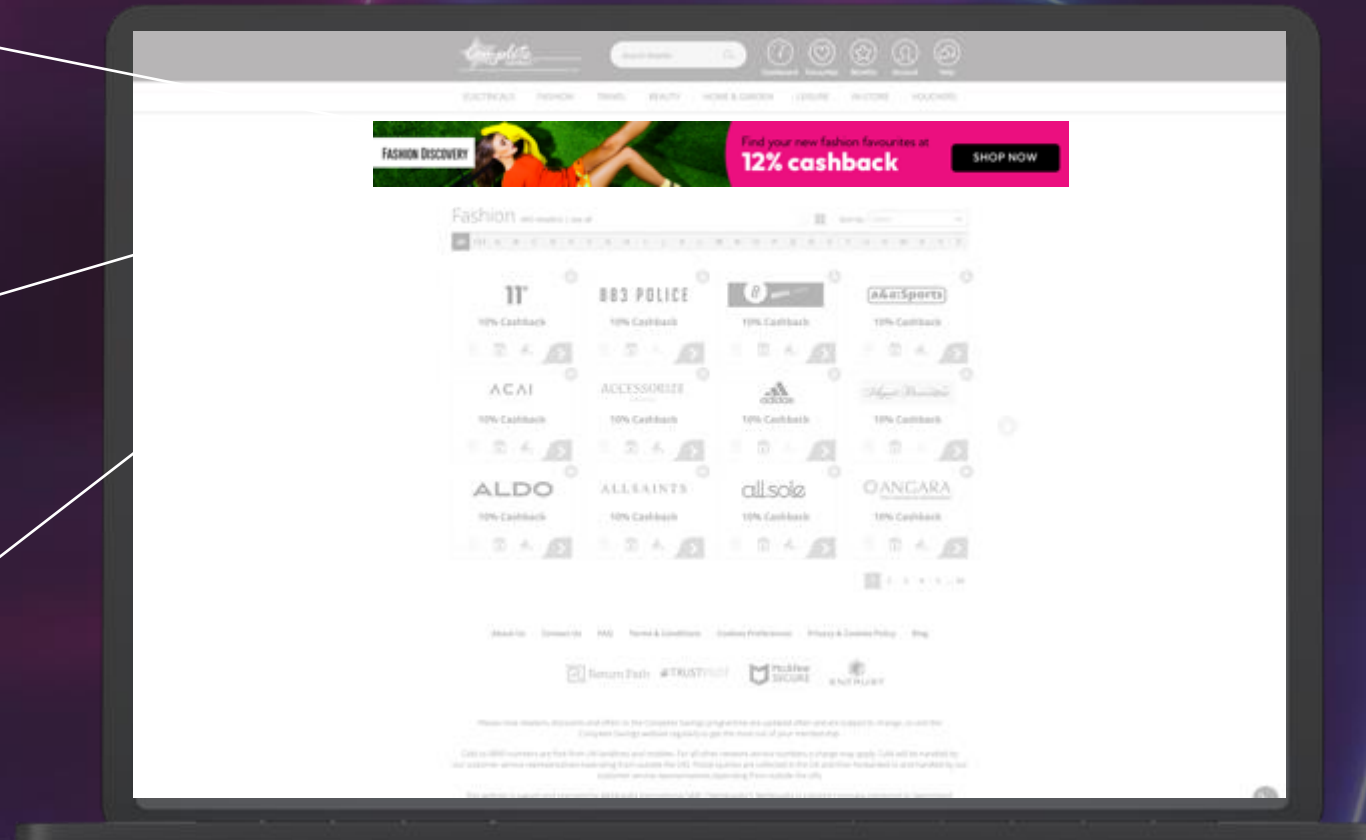
Reach

5K

Impressions per week

Pricing

Negotiable



Great for

Brand Awareness,  
Interest

Duration

1 Week



- [ 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 Complete Savings giving you exposure to thousands of visitors to the homepage each day.

Position available

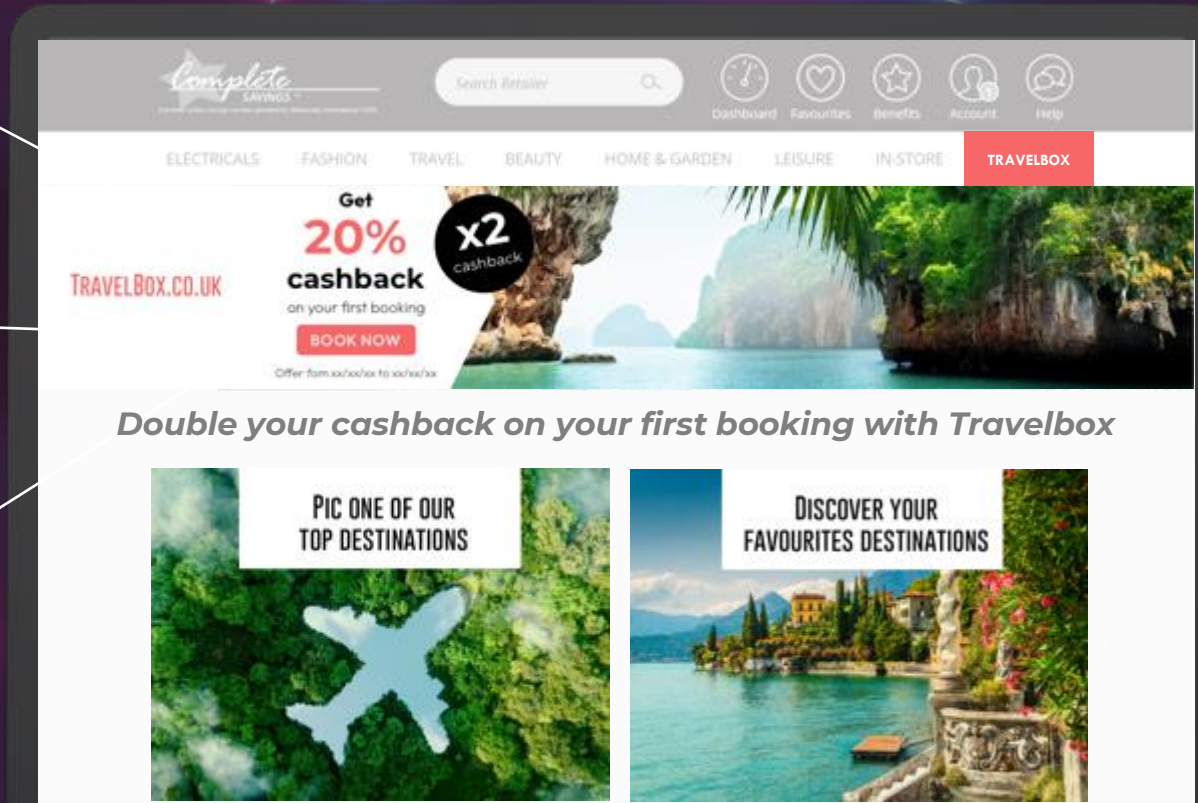
**16 spots/1 brand**  
per event

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 Complete Savings 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**





- [ 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

**50%**

Average Open Rate

Pricing

**Negotiable**



Great for

Brand Awareness,  
Interest, Consideration,  
Purchase

Duration

**1 Day**



# VERTICALS EXPOSURE PERFORMANCE GROWTH

*business cases*

## Electronics

**+ 43%**

Sales WoW



Placements:

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

## Beauty

**+ 38%**

AOV WoW



- Placements:
- Category Placement
  - 1 Week Exposure

## Fashion

**+ 51%**

Orders MoM



- Placements:
- Newsletter + Top Offer
  - 1 Month Exposure

## Travel

**+ 60%**

Sales WoW

**+ 42%** Orders  
WoW



Placements:

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



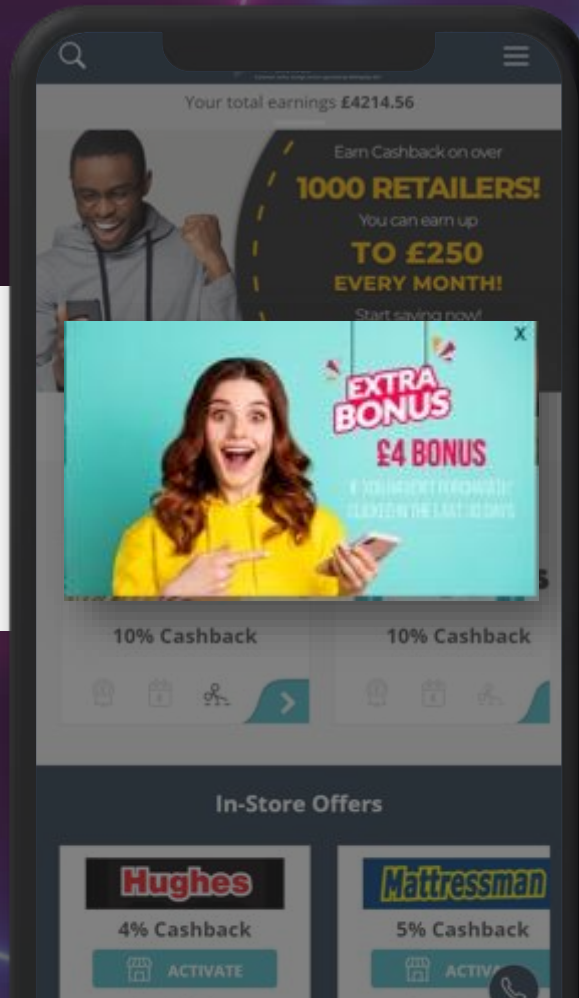


- [ Exposure opportunities ] -

## SEGMENTED ENGAGEMENT

How Complete Savings 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**

*I use Complete Savings for all my online shopping needs. Since being a member, I have saved hundreds of pounds on purchases I would have made regardless. It's a no-brainer to join!*

**Andrew Caban**  
Complete Savings member

*I use all the benefits on offer, from the 20% off gift cards, the 10% cashback, to the £15 monthly bonus.  
I would recommend Complete Savings to everyone because of all the great savings I have made!*

**Taylor Moss**  
Complete Savings member

*I use Complete Savings on my travel purchases and for general shopping. Payments are prompt and customer service is helpful and efficient*

**Chris Aldridge**  
Complete Savings 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!**



MYRIAM GIARDINI  
*Merchandising Director*  
[Myriam.Giardini@webloyalty.ch](mailto:Myriam.Giardini@webloyalty.ch)



DHRUVE PATEL  
*Senior Affiliate Marketing Manager*  
*NE Markets*  
[Dhruve.Patel@tenerity.com](mailto:Dhruve.Patel@tenerity.com)



ABBI LEWIS  
*Affiliate Marketing Executive*  
*NE Markets*  
[Abbi.Lewis@tenerity.com](mailto:Abbi.Lewis@tenerity.com)



SABRINA DI GIACOMO  
*Senior Affiliate Specialist*  
*SE Markets*  
[Sabrina.Digiacom@webloyalty.ch](mailto:Sabrina.Digiacom@webloyalty.ch)



SOPHIE FIGEAT  
*Product Content Specialist*  
*SE Markets*  
[Sophie.Figeat@webloyalty.ch](mailto:Sophie.Figeat@webloyalty.ch)