

# CupoNation and SPIEGEL ONLINE launch premium discount code portal

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## SUMMARY

*CupoNation, a leading international provider and operator of discount code and deals portals, and SPIEGEL ONLINE, the leading German-language news website, are launching the premium discount code portal [gutscheine.spiegel.de](http://gutscheine.spiegel.de)*

**C**upoNation, a leading international provider and operator of discount code and deals portals, and SPIEGEL ONLINE, the leading German-language news website, are launching the premium discount code portal [gutscheine.spiegel.de](http://gutscheine.spiegel.de). As of now, users in Germany can take advantage of this joint offer to get discounts from a wide range of online shops and brands. With this partnership of the core brand CupoNation, Global Savings Group is further improving its position in Central Europe.

«The partnership with SPIEGEL ONLINE, the leading news website in the German-speaking area, strengthens our position in one of Europe's largest e-commerce markets. Together we will help our users to save money when shopping online. Our goal is to establish the leading discount code portal in Germany,» says Johannes Wirth, Global Chief Operations Officer of Global Savings Group.

Discount codes and coupons are highly popular in Germany. According to a study by Dialego AG, 86 percent of Germans find coupons useful and are most likely to use them for a specific purpose. A study by KPMG shows that around 41 percent of internet shoppers use online vouchers. One in five Germans who shop online are smart savers who search the internet for vouchers. At the same time, the importance of e-commerce in German retail is on the rise. The German Retail Association (HDE) estimates the revenues from B2C e-commerce at 48.8 billion euros for 2017, which represents growth of 11 percent from 2016.

«Customers in Germany love to make savings. On the new portal, online shoppers find an attractive selection of exclusive deals and discounts from over 100 online shops. Meanwhile, online retailers can now profit from a high-value advertising environment, coupled with the large reach and high traffic of SPIEGEL ONLINE,» says Jürgen Burkhart, Regional Director of CupoNation.

CupoNation is part of the Global Savings Group ("GSG"). The GSG has specialised in delivering commercial content such as offers, voucher codes and shopping recommendations to digital target groups. Its unique, comprehensive technical platform, which brings together advertisers, publishers and consumers, helps customers in over 20 countries to make smarter shopping decisions via more

than a hundred select digital assets.

«At Global Savings Group we want to always give internet shoppers worldwide the best offers from a wealth of online stores. The partnership with SPIEGEL ONLINE cements our role as a provider of savings opportunities in Germany, enhances our global service offering and helps us to further improve our position as the leading provider of digital savings portals outside the USA,» says Adrian Renner, Co-Founder and Managing Director of Global Savings Group.

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