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hotukdeals announces new head of content and community, as the deal sharing site celebrates its two million members milestone



The UK's largest deal sharing community, [hotukdeals](#), has appointed Dan Plant as head of content and community, as it hits a major landmark with two million registered members. Following an impressive Black Friday period, which saw 3.8 million unique visitors to hotukdeals over the Black Friday week*, the brand is continuing to build momentum as the biggest online deal-sharing community.

Following senior positions at MoneySavingExpert and MoneySupermarket focussed on helping consumers make the most of their money, Plant has joined hotukdeals to focus on the growth of its community – both in size and happiness. As content and community lead across the brand’s website and app platforms he will work to ensure the hotukdeals community has access to a wide range of market leading offers and tips posted by its members and editorial team, helping even more consumers shop smarter in 2020 and beyond.

Before joining hotukdeals, Plant supervised the content strategy for Barclaycard and brings experience in helping users cut through complicated terms & conditions and confusing sales tactics to understand what the best course of action for them may be. He is an experienced spokesperson and commentator who champions consumers and their rights, and previously served on the independent Consumer Panel within the Financial Conduct Authority, set up to advise and challenge the FCA to help UK consumers.

Dan Plant commented, “I’m excited to join hotukdeals and Pepper at this crucial time in its story. I’ve been a fan of the site since being at MoneySavingExpert when we looked to hotukdeals as a brilliant example of giving users a platform to share mindblowing deals that they hunt out, as well as unvarnished, honest reviews and expert advice.” “I’m looking forward to helping the fantastic team of deal editors, community managers, partnership managers and marketing experts build on the huge success so far; uncovering market leading offers across new categories, becoming known and used by even more of the UK public and hosting a welcoming, knowledgeable community to help people make great purchasing decisions.”

[hotukdeals](#) is a founding member of the [Pepper.com](#) Group, the world's largest shopping community which operates in Germany, Brazil, France, India, Mexico, the Netherlands, Austria, Poland, Russia and Spain. Each month 25 million consumers use the twelve Pepper platforms to discuss current offers and make 12,000 purchase decisions per minute. Since 2008, hotukdeals members have increased by over ten fold.

Fabian Spielberger, founder and CEO of Pepper.com, said: “As the hotukdeals community continues to grow we wanted to bring in Dan, who has experience of putting consumers first when analysing offers and creating content, to ensure our now two million strong forum of deal hunters continue to have the tools they need to make smart purchasing decisions and share their knowledge in a way that's informative, open and entertaining.”

“All of our Pepper.com communities, including hotukdeals, are the foundation of what we do and we all have them in mind when undertaking our daily tasks - whether it’s the community managers ensuring that our members are happy and that our sites are a safe place or the partnership teams working with retailers and brands on market leading deals.”

Plant is based at the hotukdeals headquarters in London and is available for comment on his appointment and the hotukdeals community, as well as a wide range of topics including pricing trends, consumer rights and money saving.

-ENDS-

Editor’s notes:

*Seven day active user stat from Google Analytics from 25.11.19 to 02.12.19.

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Dan Plant headshots available [here](#).

About hotukdeals:

[hotukdeals](#) is the UK’s biggest deal-sharing community where two million members find, rate and share the best deals from on and off the high street every day. Members use the temperature gauge to vote on deals so other users know that the hotter the deal, the stronger the offer.

About Pepper:

[Pepper.com](#), the world's largest shopping community, was founded in 2014 by Fabian Spielberger and Paul Nikkel. Through international partnerships and conversations, Pepper.com gives smart shoppers around the world a voice to share deals, tips and ideas, connecting members in eleven countries on four continents. The Pepper.com group is headquartered in Berlin, Germany with offices in Belo Horizonte, Guadalajara, London, Lyon, Mumbai and Winnipeg and consists of market-leading platforms such as [Dealabs](#) (France), [DesiDime](#) (India), [hotukdeals](#) (United Kingdom), [mydealz](#)(Germany), [Pelando.com.br](#) (Brazil), [Pepper.com](#) (The Netherlands), [Pepper.pl](#) (Poland), [Pepper.ru](#) (Russia), [Preisjaeger](#) (Austria) and [PromoDescuentos](#) (Mexico). 25 million consumers use these platforms every month to make 12,000 purchasing decisions per minute.

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