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hotukdeals announces PriceSpy partnership to help UK consumers shop smarter

[hotukdeals](#), the UK's largest deal-sharing community, with over two million registered members, has announced a new partnership with impartial price and product comparison service, [PriceSpy](#).

PriceSpy will run as an integrated tool within the hotukdeals platform, further enabling UK consumers to compare and find the best prices. Shoppers searching for deals on specific items on the hotukdeals website can view the latest offers and comments shared by members of the community, alongside real-time price comparisons and stock availability through the PriceSpy tool.

hotukdeals and PriceSpy are both popular platforms for helping shoppers make smart purchasing decisions. The hotukdeals community share and discuss hundreds of deals every day and vote them hot or cold based on factors such as price, product quality and the retailer selling the item.

Founded in 2014, hotukdeals is part of Pepper.com, the world's largest shopping community that connects over 9 million registered members in 12 countries, across four continents and gives shoppers a platform to share deals, tips and ideas.

PriceSpy is an impartial price and product comparison service used by millions of consumers every month to find, discover, research and compare products. PriceSpy has 5,520,000 indexed prices alongside product and shop ratings. As well as providing a resource for consumers, PriceSpy offers retailers unique insights and real-time data on the UK retail industry.

Commenting on the partnership, Fabian Spielberger, CEO of Pepper.com,

said: “Content is key when helping consumers shop smartly. The more tools and information our users have in one place, the easier it is to identify the best deals. We’re pleased to partner with a leading UK price comparison site in PriceSpy, to bring this tool to the hotukdeals community. The new comparison capability complements our existing deals, tips, comments and voucher codes, so we continue to be the best place for consumers to share their knowledge, learn from other experts and make the right purchasing decisions.”

PriceSpy UK managing director, Olof Karp, comments: “We’re extremely proud to be announced as a partner to hotukdeals. The new price comparison feature allows the platform to go even further for shoppers. By integrating our rich pricing data, consumers will be even more empowered to get the best deal possible. This partnership will help Brits shop smarter and keep more of their hard-earned cash.”

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About hotukdeals

hotukdeals is the UK’s biggest deal-sharing community where over two million registered 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. hotukdeals is a founding member of Pepper.com, the world’s largest shopping community.

Pepper.com was founded in 2014 by Fabian Spielberger (mydealz) and Paul Nikkel (hotukdeals). Through international partnerships and conversations, Pepper.com gives smart shoppers around the world a voice to share deals, tips and ideas, connecting members in twelve 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 Chollometro (Spain), 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.

About PriceSpy

PriceSpy is a comprehensive price and product comparison service used by millions of consumers every month. It helps consumers find, discover, research and compare products.

PriceSpy has 5,520,000 indexed prices, 829,000 products, 6,910,000 product properties, along with hundreds of thousands of product and shop ratings. Providing a fully impartial comparison service for consumers and a deep depository of price data for retailers.

Prisjakt launched in the year 2000 and is Sweden's largest price comparison service. The service is known in Sweden and Norway as Prisjakt, and in the UK and New Zealand as PriceSpy.

ABOUT PEPPER MEDIA HOLDING

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