

Global Savings Group partners with Daily Mail and is coming to the UK

The Global Savings Group, a Rocket Internet backed, leading operator of savings destination platforms, announced its partnership with the Daily Mail today, creating large savings opportunities for all online shoppers in the UK.

Munich, November 16, 2016 – The Global Savings Group (“GSG”), a Rocket Internet backed, leading operator of savings destination platforms, has expanded its reach by partnering with the Daily Mail. The new website enables users from the United Kingdom to discover the best opportunities to save online from all retail stores and brands on discountcode.dailymail.co.uk.

«Our partnership with the Daily Mail, one of the most well-known and largest publications in the world, enables us to enter one of the largest and fastest growing retail markets worldwide. Together, we will be able to provide the UK online shoppers with the best saving opportunities. Our aim is to become the leading discount code platform in the UK in the next months.»

– Johannes Wirth, Global Chief Operations Officer of the Global Savings Group

According to the IMRG Capgemini Sales Index, British consumers had a total estimated online spend during the first half of 2016 reaching EUR 69.5 billion (GBP 61.8 billion), which is an increase from EUR 60.8 billion (GBP 54.1 billion) when compared to the first half of 2015. In the whole of 2015, UK retailers earned EUR 133 billion (GBP 118.3 billion), which includes Black-Friday and Christmas Sales. A study conducted by The Integer Group and M/A/R/C Research shows that 40-50 % of all savvy shoppers are actively seeking saving opportunities, such as discount codes, prior to buying online.

Today, the Global Saving Group operates more than 40 platforms across five continents, represented by brands in 24 countries with a EUR 500 billion e-commerce market (GBP 445 billion). The group’s brands are market leaders in many countries in the online vouchers and savings segment. In 2015, the group generated a Gross Merchandise Volume (GMV) of EUR 232.2 million (GBP 206.7 million). The GSG combines leading brands such as CupoNation, Actiecode.nl, Kortingscode.nl, Flipit.com, Blog de Chollos and Black-Friday.sale.

«We at the Global Savings Group want to offer the best destinations for savvy online shoppers and connect brands and retailers with shoppers around the globe. The launch in the UK fits perfectly with our strategy, which is entirely focused on satisfying all stakeholders of our business model: end consumers, commerce sites, and our media partners. Enhancing our strong presence and reach in key markets, will enable us to further improve our services to our partners and strengthen our position as one of the leading operators of savings platforms outside of the US.»

– Andreas Fruth, Managing Director and Co-Founder of the Global Savings Group

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Media contact



Arjan Vlaskamp

press@global-savings-group.com

+49 151 15943885

[@acvlaskamp](#)

ABOUT GLOBAL SAVINGS GROUP

Global Savings Group (GSG) is a leading Commerce Content platform operating +100 digital portals and tools, that offer the right mix of product discovery, recommendations, deals and discounts to help consumers take smarter shopping decisions, whilst enabling advertisers to reach high-intent users at scale, and the world's most well-known publishers to unlock the real value of their audiences and assets.

Founded in 2012, GSG today creates and funnels +1.5 million purchase intents per months across +20 markets worldwide. To find out more about how GSG is transforming the way consumers buy, brands sell, and digital publishers earn – one transaction at a time –, go to www.global-savings-group.com.



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