

GLOBAL SAVINGS GROUP IS PARTNERING WITH TV2 TO BOOST ITS POSITION IN NORWAY

The Global Savings Group, a leading global provider of Commerce Content solutions for publishers, partners with TV2, the largest commercial broadcaster in Norway, strengthening its Nordic foothold.

Munich, April 10, 2018 - The Global Savings Group (GSG), a leading global provider of Commerce Content solutions for publishers, has announced its partnership with TV2, the largest commercial broadcaster in Norway, starting with the launch of a joined discount code portal.

The portal, which is operated as a white label by GSG on rabattkoder.tv2.no, enables Norwegian users to get discount codes and deals from a wide range of national and international online shops and brands. The new portal, therefore, enables savvy shoppers to take smarter purchasing decisions, to discover the best opportunities and to save on shopping in a wide range of categories.

«The partnership with TV2 strengthens our position in the fast-growing Norwegian e-commerce market. Together we will help our users to take smarter shopping decisions and save money when shopping online. Advertisers will gain the opportunity to reach high-intent users at scale.»

— Mads Bukholt, Managing Director Nordics at Global Savings Group

Online commerce is growing in Norway at a fast pace. According to Statistics Norway (SBB), E-commerce in Norway grew by 14% in the first 10 months of 2017, compared to the same period in 2016. E-Commerce spending went up to 3629m NOK (€ 379m) from 3311m NOK (€ 345m) in the same period. In the last three months, 96% of Norwegians between 16 -79 state to have used the internet, and 60% purchased or ordered something online.

The Global Savings Group, founded in 2012, launched its own brand CupoNation in Norway in 2013. The new portal is the ninth commerce content solution operated by the company in Sweden, Denmark, Finland, and Norway.

GSG operates vertical and horizontal commerce content solutions as independent brands or in partnership with the world's most well-known publishers, such as DailyMail and Spiegel, in over 20 countries worldwide. Based on its unique technology stack, the company supplies multiple turnkey Affiliate marketing solutions for more than 25 leading publishers, helping them to further monetize the value of their audiences with highly relevant advertiser integrations.

«We connect commerce to content. That's why online shoppers can find inspiration and the best offers on our over 100 content assets worldwide, connecting them to a wide range of online stores. The partnership with TV2 strengthens our position in the Nordics and enhances our global service offering, helping us to further improve our position as a globally leading provider of commerce content solutions.»

— Andreas Fruth, Managing Director and Co-founder of the Global Savings Group

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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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