

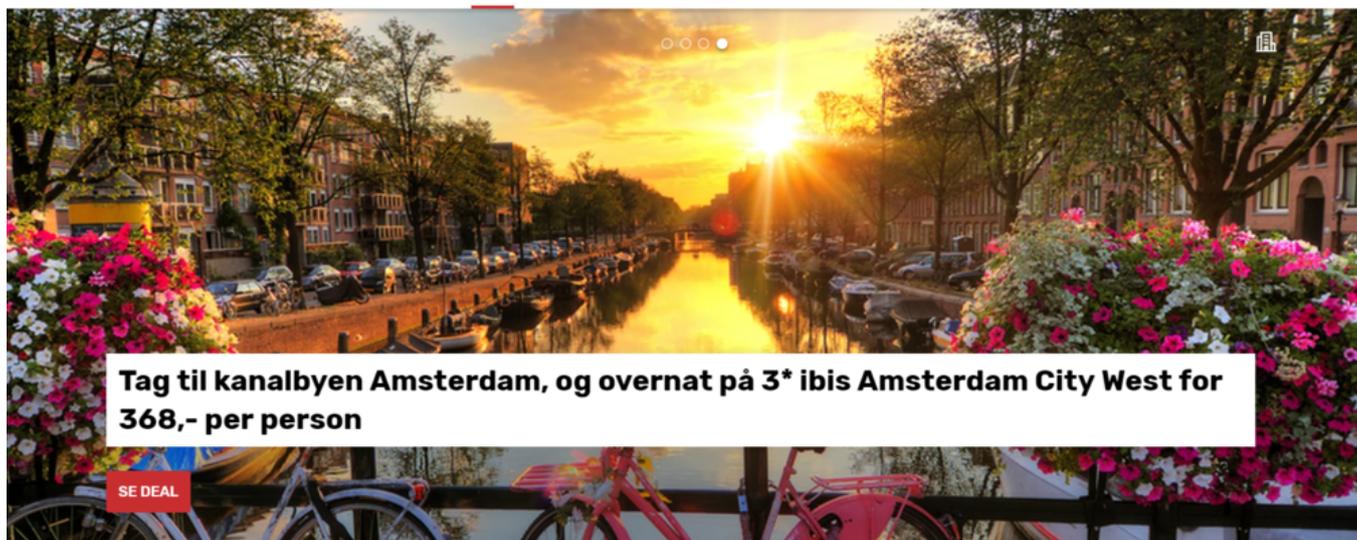
Global Savings Group and JP/Politikens Hus launch travel deals portal in Denmark

- **New portal allows Danish users to pick up relevant travel information and insider deals**
- **GSG is horizontally broadening its portfolio of commerce content solutions operated in partnership with the world's most well-known publisher**

Amsterdam/Copenhagen, May 18, 2018 – The Global Savings Group (“GSG”), a leading global provider of Commerce Content solutions for publishers, together with JP/Politikens Hus, the leading Danish media company, launches a travel deal portal connecting content and commerce.

The portal, which is operated as a white label page by GSG on rejser.ekstrabladet.dk, allows users to pick up travel deals in the Danish market, helping users to save on their next trip. On this new portal, a team of dedicated online editors and travel hunters browse the web to find the best deals, providing travel inspiration and information.

Following their successfully established discount code page, *Ekstra Bladet Rabatkoder* (rabatkoder.ekstrabladet.dk) in 2015, the travel deals portal is the second Commerce Content solution operated by GSG in partnership with JP/Politikens Hus. It enables Ekstra Bladet users to find inspiration and make smarter purchasing decision, and allows the publisher to further monetize the value of their audiences with highly relevant advertiser integrations.



Her finder du billige rejser og gode tilbud på din næste ferie!

For GSG, the launch marks another step towards horizontally broadening its portfolio of commerce content portals operated in partnership with the world's most well-known publishers such as Le Monde, SPIEGEL Online and ElPais.

«We are thrilled to enter a new vertical with one of the most successful digital publishers in the Nordics. We believe that products like the Ekstra Bladet travel deals portal, which enables users to access valuable commercial information and publishers to drive incremental revenues, will help to change the overall perception of Affiliate Marketing to the better.»

— Mads Bukholt, Managing Director Nordics at Global Savings Group

A recent study by the [Reuters Institute for the Study of Journalism](#) underlines this point for publishers. Publishers list affiliate commerce among the Top-5 important revenue streams, which are not based on reader payment options.

Connecting commerce to content

GSG operates vertical and horizontal Commerce Content solutions as independent brands or together with publishing partners in over 20 countries worldwide. Following the successful implementation of discount code and deal solutions, “GSG Travel” – the travel deals product – is the newest publisher solution provided by the company. Based on its unique technology stack, GSG supplies multiple turnkey Affiliate marketing solutions for more than 25 of the leading publishers around the globe, accounting for up to 20 percent of their digital revenues.

«We believe that Commerce Content is transforming the way consumers buy, brands sell, and digital publishers earn by creating direct links between the commerce stakeholders. Tying the right mix of products, posts, recommendations, deals and discounts to the Consumer Decision Journey instead of interrupting the journey with ads, we enhance the user experience and create seamless paths to purchase. That’s why we connect commerce to content.»

— 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 connecting commerce to content. Offering the right mix of product discovery, recommendations, deals and discounts, GSG helps consumers to make smarter shopping decisions, while 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, today GSG reaches millions of consumers every month, creating and funneling more than 1.5 million purchases in 20+ markets and accounting for up to 20% of partnering publisher's digital revenues. 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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