

Global Savings Group closes partnership with FOCUS Online and Chip.de owned by digital publishing house BurdaForward

Global Savings Group is partnering with the news outlet FOCUS Online and the technology portal Chip.de of BurdaForward. The domains gutscheine.chip.de and gutscheine.focus.de will be operated by the Global Savings Group from February 2019 and April 2019 respectively.

Via the portals gutscheine.chip.de and gutscheine.focus.de, three million users in Germany make their purchase decisions every month. The portals aggregate national and international vouchers, offers and deals in fields such as fashion, technology, travel or electronics.

"We are very much looking forward to the cooperation with BurdaForward. With the new partnership, we position ourselves as the market leader in the German market and can offer our advertisers even more reach than before" said co-founder and Managing Director Gerhard Trautmann in an interview.

BurdaForward is one of the leading digital publishing houses in Germany, with strong journalistic brands such as FOCUS Online, CHIP and HuffPost. The subsidiary of Hubert Burda Media reaches 38.65 million people via its online portals and thus more than 65.4% of the internet users in Germany (source: AGOF daily digital-facts 2018-08).

Since its foundation in 2012, Global Savings Group has become the largest operator of commerce content portals outside the United States. Overall, the Global Savings Group operates over 100 digital portals and assets in more than 20 countries cooperating with the leading media houses of the respective country.



"Our innovative solutions are the link between the our media partner and the ever-expanding e-commerce market," said Andreas Fruth, Co-Founder and Managing Director of the Global Savings Group.

According to the German Trade Association (HDE), B2C e-commerce sales in 2018 will amount to 53.6 billion euros - an increase of 4.7 billion euros compared to the previous year. According to a forecast of the Federal Association of e-commerce and mail order Germany (bevh), the B2C e-commerce turnover in 2019 will even amount to around 63.9 billion euros.

ABOUT GLOBAL SAVINGS GROUP

Global Savings Group is a PubTech platform for Commerce Content operating 100+ digital assets with the world's leading publishers, helping them to monetize by delivering products, recommendations, deals and discounts to consumers. By assisting millions of consumers to make smarter shopping decisions, GSG enables advertisers to reach high-intent users at scale in 20+ markets around the world.

Founded in 2012 GSG's fast growing team of 400+ of tech enthusiasts, online marketers, account managers and editors today funnels more than 1.5 million purchases every month. By aggregating the editorial curation and distribution of Commerce Content on one unique technology stack, GSG is transforming the way consumers buy,

brands sell, and digital publishers earn – one transaction at a time.



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