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# GSG celebrates 5th anniversary of its white labeled solution with Ideal

Global Savings Group (GSG), the leading global provider of Commerce Content Solutions, today celebrated the 5th anniversary of its first ever white labelled portal launched with a media partner.

IDEAL, a newspaper based in Granada (Spain), was the first publication to sign an agreement with Global Savings Group to provide its readers with a new way to save money when buying online. The contract with Ideal was signed in October, 2013. Five years later, Global Savings Group now collaborates with more than 30 media houses around the globe.

To commemorate the 5th anniversary milestone with Ideal, GSG's Spanish team, which is based in Madrid, organized a celebratory breakfast. A metal plate was presented to Pablo Madina, the Marketing Director of IDEAL during the meal. Also in attendance was Corrado Rota, the Managing Director of Global Savings Group Spain, Italy and Mexico. He was on hand to recognize the hard work of both IDEAL and GCG team members throughout the lifetime of the relationship.



“This pioneering solution has become a core part of the Global Savings Group strategy,” said Corrado Rota during the celebration. “Thanks to the success of this collaboration with IDEAL, 5 years later, we are one the fastest growing start-ups in Europe and a strategic partner of some of the biggest media houses in the world.”

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#### 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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