



Global Savings Group

© 05 December 2019, 10:25 (CET)

Global Savings Group raises € 12 Million in a new financing round

Munich, 4 December 2019 – The Global Savings Group, a German-based provider of commerce content solutions secured 12 million euros in a recent financing round. Investors are Rocket Internet, Holtzbrinck Ventures - which already invested 3 million euros last year - DTCP and RTP Global, all increasing their existing shares in the company. In order to increase agility and steer the company to new heights, smaller stakeholders have withdrawn their involvement and sold their shares to existing shareholders and Global Saving Group's management board. Since its founding in 2012, the Pubtech platform has witnessed exponential growth. Active in over twenty markets worldwide, holding offices in eight different countries and employing over 400 tech, marketing, and content specialists, the Global Savings Group has developed into the global market leader for commerce content solutions.

With the freshly raised capital, the Global Savings Group plans further expansion in the US market, which it successfully entered last year. After its successful takeover of the London-based startup Pouch earlier this year, the company is also preparing for further roll-out and acquisitions. Additionally, the Global Savings Group is exploring an entry into adjacent business segments.

The Global Savings Group operates commerce content partnerships with publishing houses, helping them to monetize while assisting consumers in their purchasing decisions by providing them with inspiration, reviews, discounts and deals. Partnering with some of the world's most reputable publishers, including Burda, Prisa Group or CNN, the Global Savings Group funnels more than 2 million purchases per month for marketers through its digital portals.

Gerhard Trautmann, co-founder and managing director of the Global Savings Group:

“Commerce content partnerships have quickly developed into a much-needed additional revenue stream for publishers, while at the same time making life easier for millions of consumers worldwide. I am very pleased our long-time investment partners have confirmed their trust in our team and business model. We are looking forward to further expansion and consolidating our position as the number one provider of commerce content solutions.”

David Kuczek, General Partner at Holtzbrinck Ventures, said: “We are very satisfied with the development and performance of the Global Savings Group during the past years. With the expansion into the US market, the company has successfully taken an important step in further unlocking the untapped potential of the commerce content business. We are very confident that the Global Savings Group’s experienced management team will take the right strategic steps in further growing the company, increasing market share in their core business area as well as exploring new avenues.”

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 inspirations, 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.

Visit us @ global-savings-group.com

 pr.co



Global Savings Group

Global Savings Group