



Global Savings Group

🕒 18 September 2020, 11:35 (CEST)

Global Savings Group wins Industry's Choice of Publisher in Performance Marketing Awards

On the 25th August 2020, Global Savings Group was proudly announced as the Industry's Choice of Publisher for the 2020 Performance Marketing Awards!

Facing stiff competition against other publishers vying for the title, GSG came out on top. Having won the Industry Disruptor Award the year prior, we've demonstrated our ambition to be at the top of our industry by going onto win the award for best publisher just a year later.

We'd like to say a massive thank you to all our partners who voted for us. We're delighted that they recognised us for our world class account management, innovative solutions, our ability to create successful partnerships, and GSG's global expansion and acquisitions of Pouch and iGraal, further enhancing our offering to the market.

During 2019, our excellent performance was the cornerstone for us winning the award. GSG handled over 6.3m transactions, achieved 114% Year on Year growth and generated over £500m in sales revenue for our leading advertisers – all in 2019. Alongside with this, we ran highly successful campaigns with Gymshark for their Black Out Event and with MyProtein for their Black Friday Snapchat Influencer campaign.

Here's what some of our partners had to say about us in the last year:

“GSG have made a huge impact in the affiliate space. Cleverly curated content plus their ability to drive meaningful revenue for a brand has reaped dividends from a network perspective.”

— Alex Perry, Head of Publisher Services, Awin

“Groupon regard GSG as one of their most valued Partners both in the UK and across numerous markets. They can offer multiple, innovative solutions that help us reach ambitious targets of incremental revenue and customer acquisition. Account management has always been top quality at GSG!”

— Maciek Zbroszczyk, Senior Marketing Manager UK, DE, Groupon



Going into the peak period of Q4, next year and onwards, Global Savings Group aims to be driving the best performance for our partners using innovative solutions and top-tier services to be claiming many more awards.

ABOUT GLOBAL SAVINGS GROUP

Global Savings Group is the leading European Commerce Content platform focussing on the delivery of consumer rewards, cashback, savings opportunities, and shopping content. By assisting millions of consumers to make smarter purchasing decisions, GSG enables advertisers to reach high-intent users at scale in 20+ markets around the world. GSG operates 100+ digital assets with the world's leading publishers, helping them to monetize by delivering products, recommendations, cashback and discounts to consumers.

Founded in 2012 by Adrian Renner, Andreas Fruth, and Gerhard Trautmann, GSG's fast-growing team of more than 500 tech enthusiasts, online marketers, account managers and editors today funnels more than 3 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