

Travel Media Kit
DeinDeal AG



We are
Top 10 Swiss
E-Commerce Platform



Facts and Figures



Top 10
E-Commerce in Switzerland



+1,2M
Active Buyers



+5M
Sessions per Month (2023)



+3,9M
Items Sold Per Year



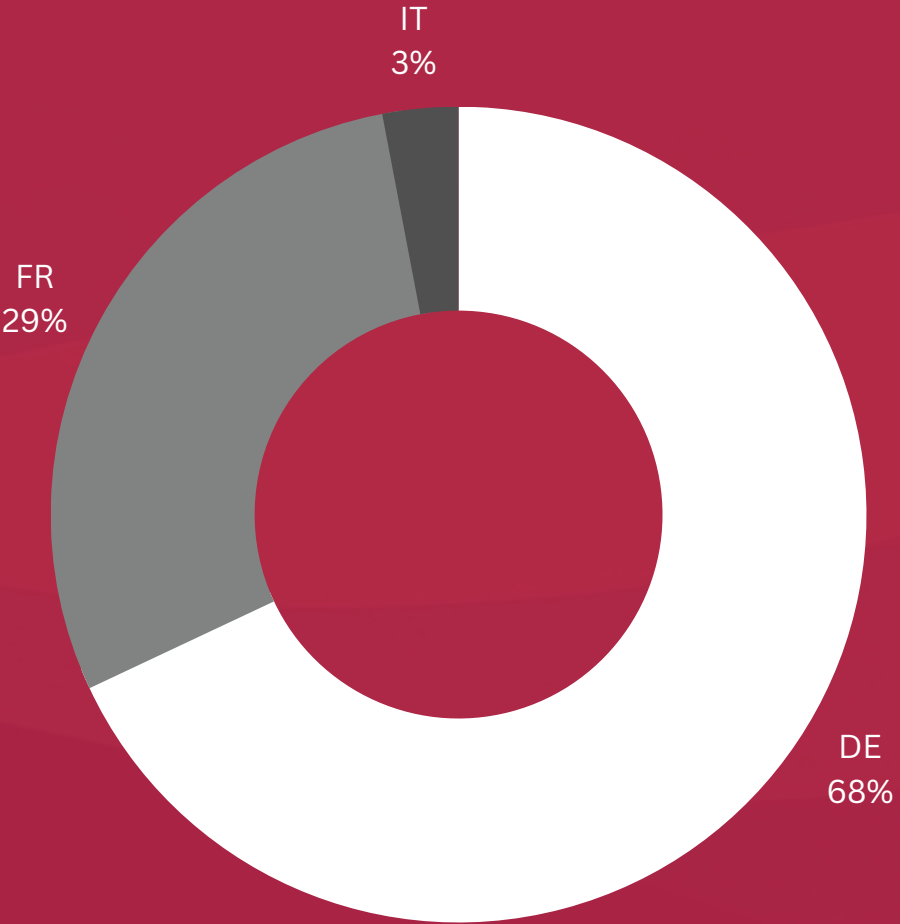
+60K
Unique Buyers Per Month
AOV CHF133



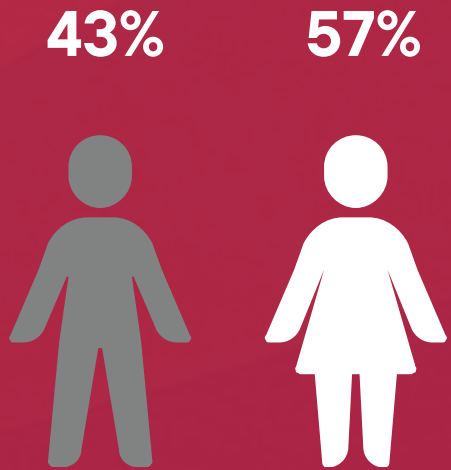
+3000
Local Partners



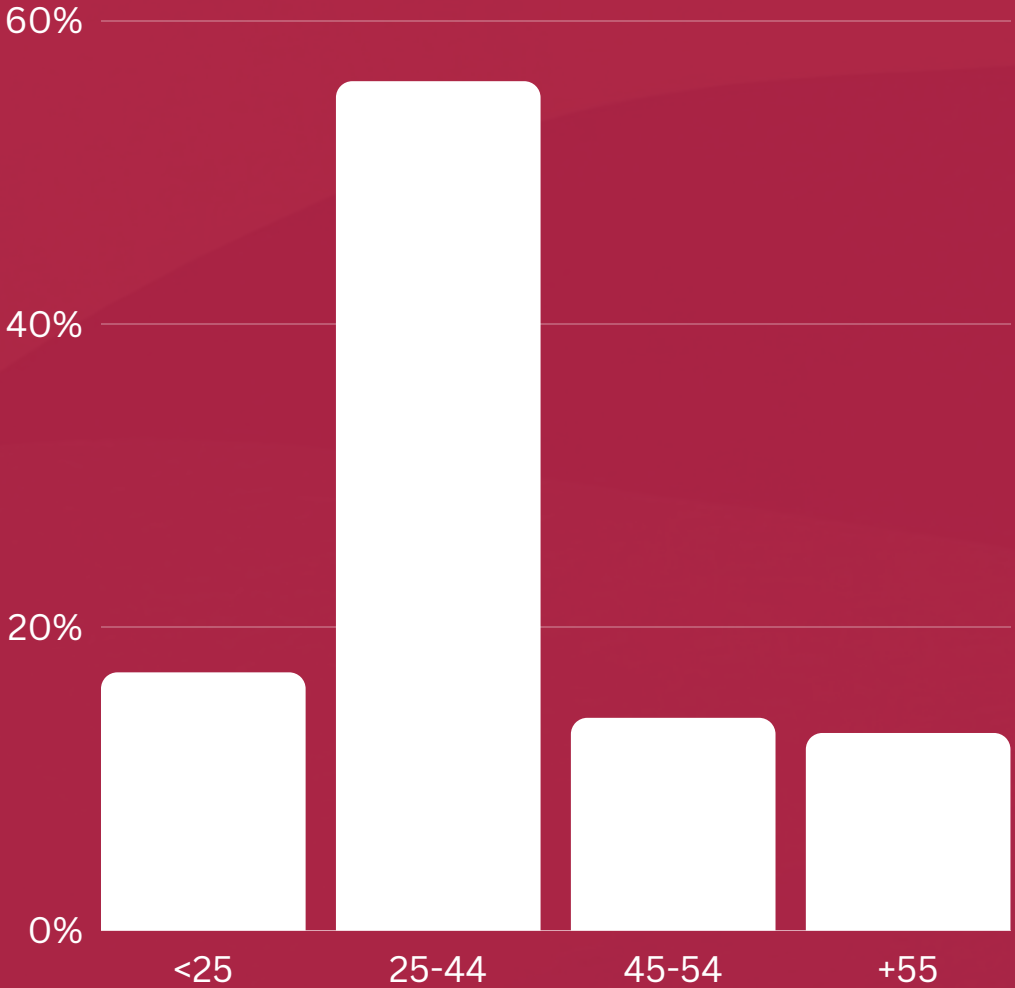
Audience Overview



WHAT REGIONS IN CH OUR CUSTOMERS COME FROM



SOCIODEMOGRAPHICS

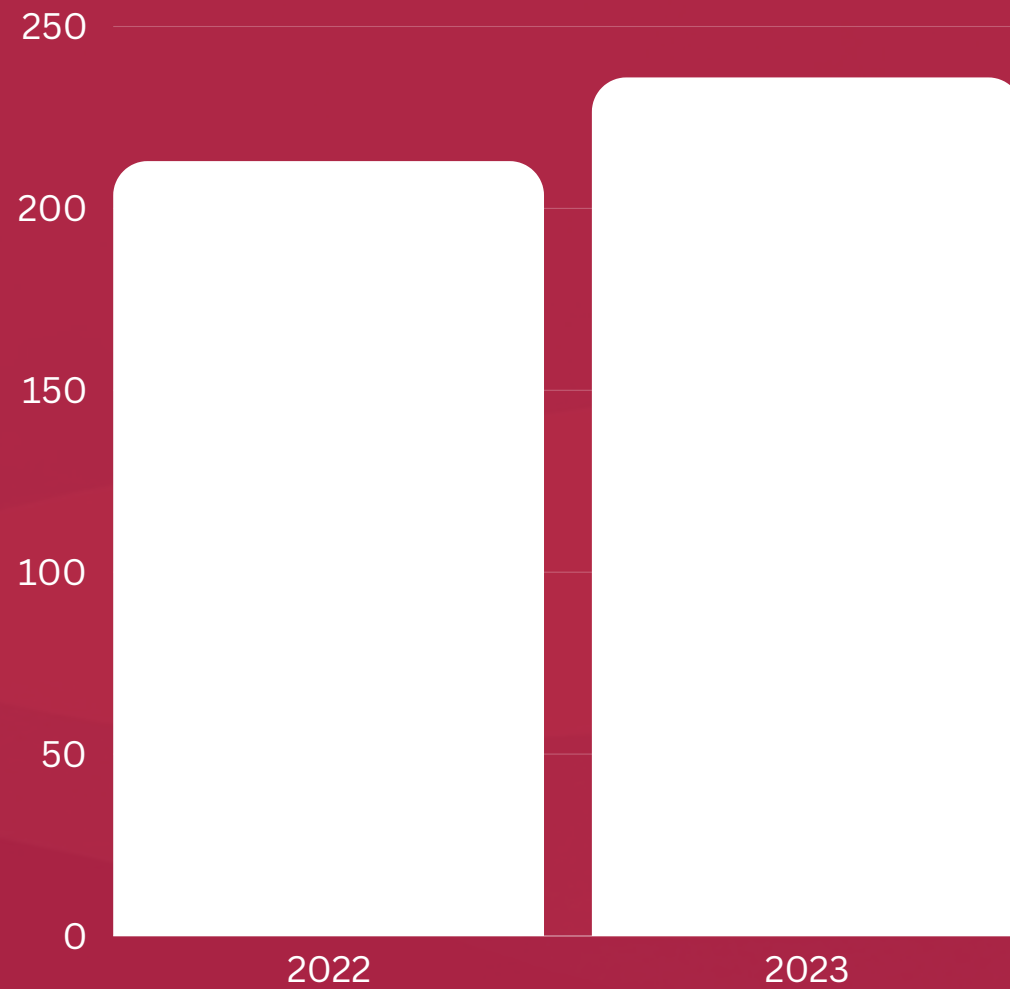


AGE RANKS

Source: Google Analytics June 2023



Travel Channel Overview



NUMBER OF PARTNERS IN TRAVEL
Y-ON-Y 10.8% INCREASE

CHF520

Average
customer spend
on a Travel Deal

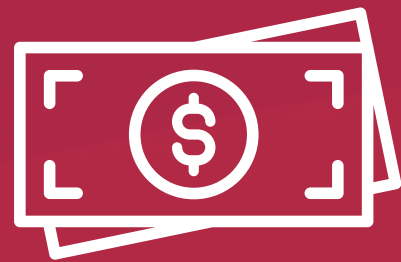
56%

Average Opening
Rate of a Travel
Newsletter



Audience Overview

MONTHLY INCOMES



<CHF5'500
9%



CHF5'500-8'000
37%

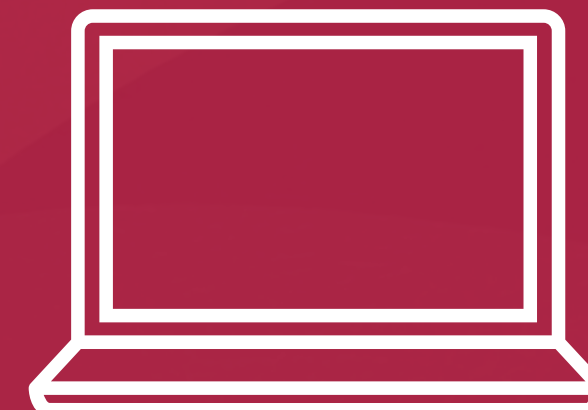


>8'000
24%

USAGE PREFERENCE



69%

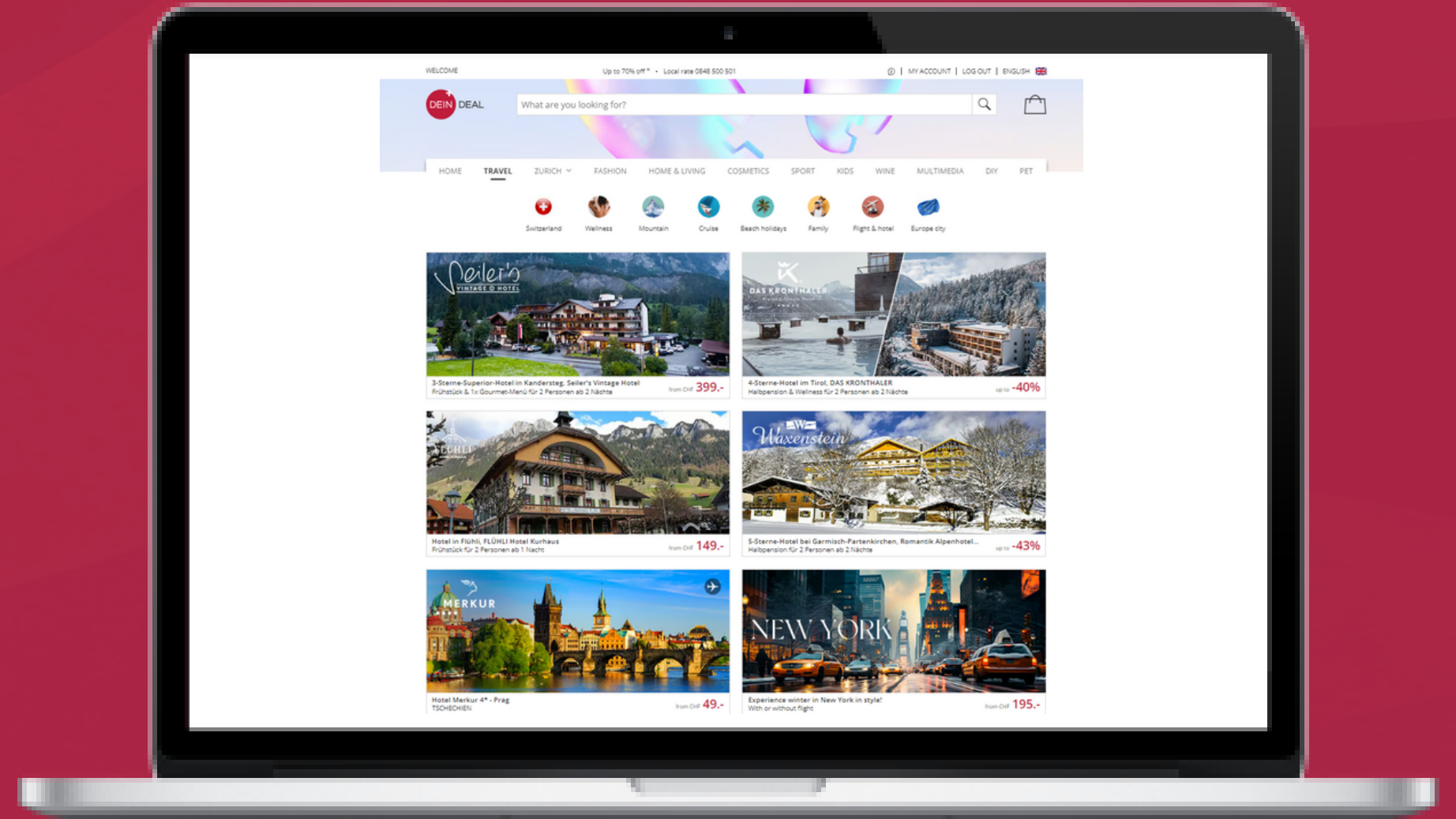
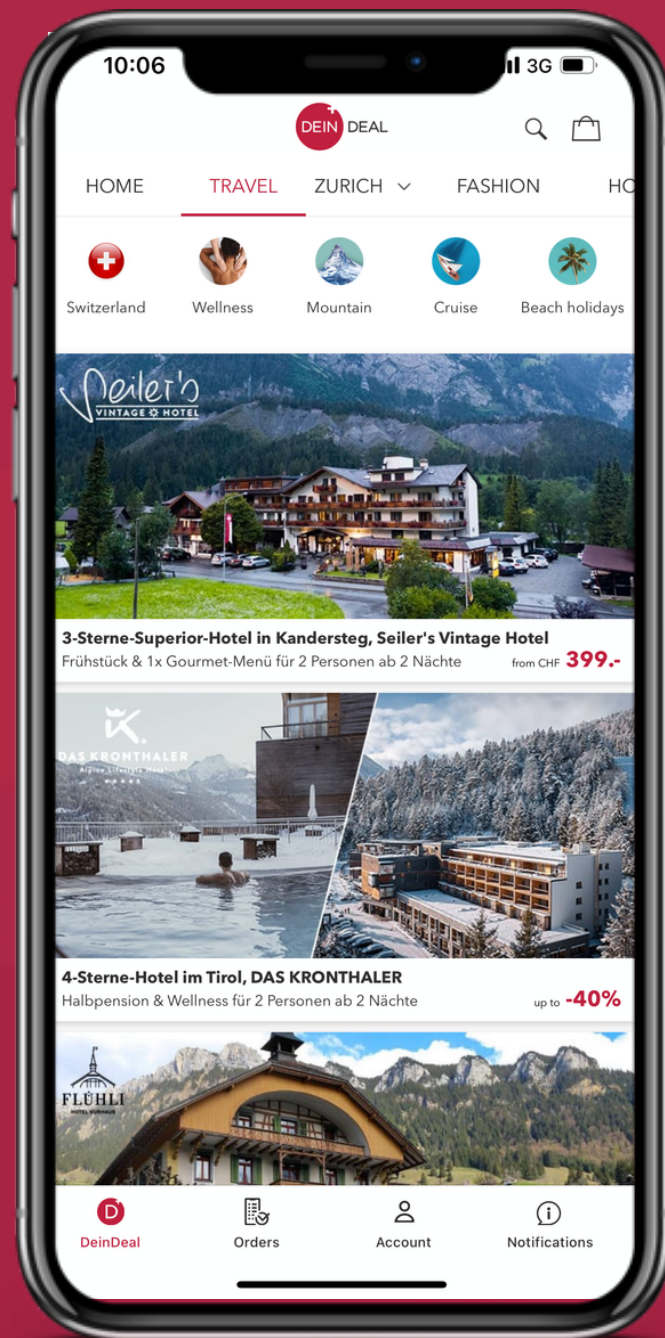


25%

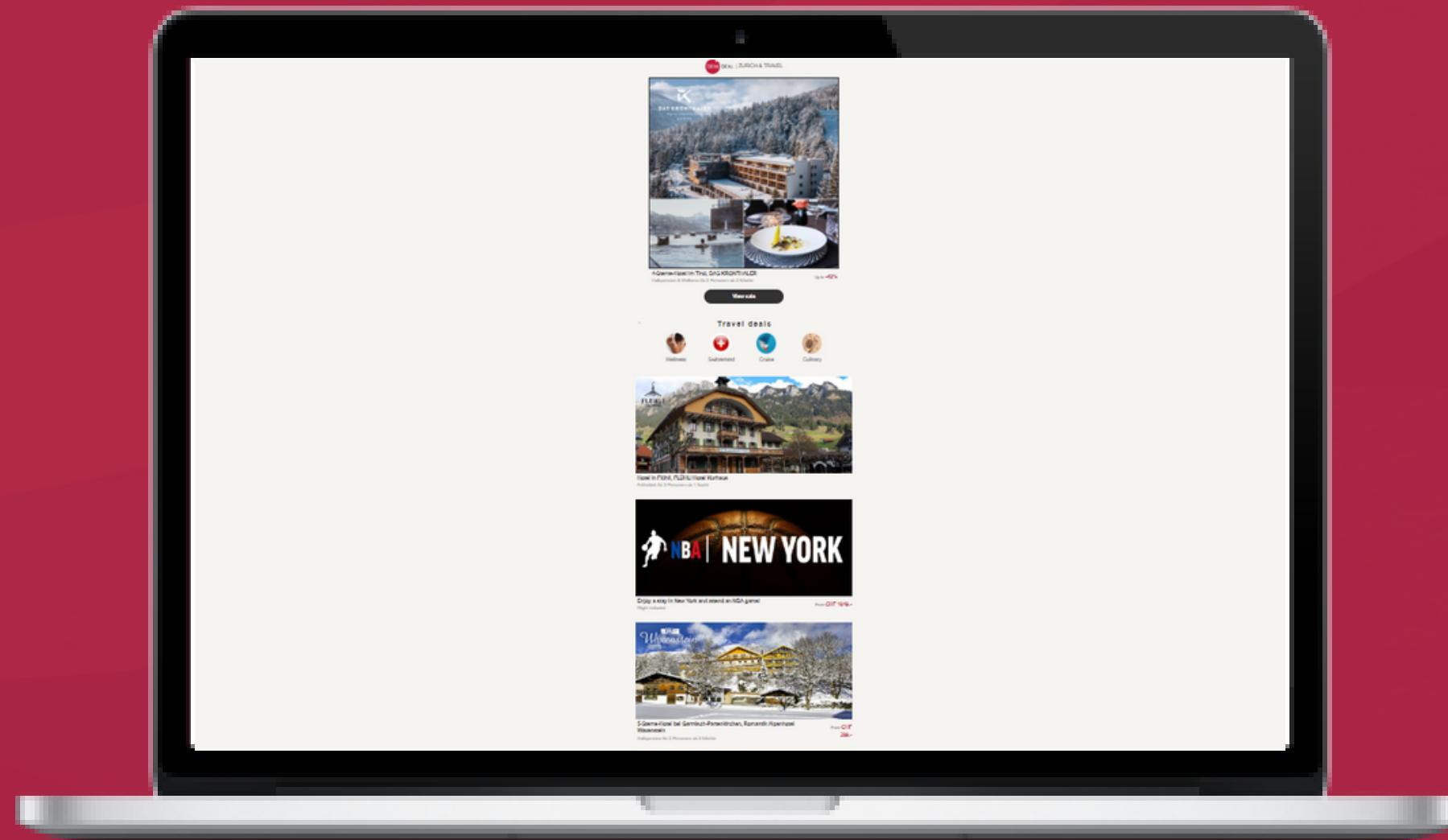


6%

Banner Locations



Banner Locations: Newsletter



Blick Box

TIPPS & DEALS by **Box**

PROMOTION MIT **DEIN DEAL**

BOX-DEAL
Für 999.- statt 1699.-
Gutschein
für 2 Personen
im 5* hotel

Noch **72 %** verfügbar

The screenshot shows a desktop view of the Blick Box homepage. At the top, it says 'TIPPS & DEALS by Box' and 'PROMOTION MIT DEIN DEAL'. The main feature is a large image of a tropical resort with a thatched roof and a view of the ocean. Text on the left describes a 'BOX-DEAL' for 999.- instead of 1699.-, a coupon for 2 people in a 5-star hotel. A red bar at the bottom indicates 'Noch 72 % verfügbar'.

BLICK HOME

Blick | **Box**

Deal des Tages

Deal des Tages

DAS BOX-TEAM SCHREIBT ÜBER DINGE, VON DENEN WIR GLAUBEN, DASS SIE DIR GEFALLEN WERDEN. BOX HAT PARTNERSCHAFTEN, SODASS WIR EINEN ANTEIL AN DEN EINNÄHMEN AUS DEINEM KAUF ERHALTEN. [MEHR WISSEN](#)

PROMOTION MIT **DEIN DEAL**

The screenshot shows the mobile app interface. At the top, it says 'Blick | Box'. The main heading is 'Deal des Tages'. Below that, there's a sub-heading 'Deal des Tages' and a paragraph of text: 'DAS BOX-TEAM SCHREIBT ÜBER DINGE, VON DENEN WIR GLAUBEN, DASS SIE DIR GEFALLEN WERDEN. BOX HAT PARTNERSCHAFTEN, SODASS WIR EINEN ANTEIL AN DEN EINNÄHMEN AUS DEINEM KAUF ERHALTEN. MEHR WISSEN'. Below this is another 'PROMOTION MIT DEIN DEAL' banner. The main content area is a large grey box with a white 'X' over it, indicating a missing image. At the bottom, there are navigation arrows and a series of dots.

BLICK MOBILE

2.8 MIO MONTHLY
ACTIVE USERS

500K-600K
IMPRESSIONS PER
DAY

35-54 AGE GROUP
CORE SEGMENT



Our Partners



Thank you!

