

jeftinije!

Listing of products

Stay one step ahead of the
competition and **increase**
your sales

Agenda

- 1 Why choose us?
- 2 Our reach and demographics
- 3 How products are listed
- 4 Other advantages
- 5 FAQ

1

Why choose
us?

jeftinije! is a part of Heureka!Group

Heureka!Group is Europe's largest price comparison and shopping advisor.

Together, we create the largest connected product catalogue in the European online shopping market in nine Central and Eastern European countries.

heureka!

heureka!

ceneje!

árukereső!

compari!

jeftinije!

idealno!

idealno!

pazaruvaj!

9

countries where
you can sell

23.000.000

monthly
users

55.000

online shops in
our network

With **jeftinije!** there's no limits!

Take advantage of our data and experience to explore the countries that will be suitable for expanding your online business.

We are your partners in logistics, legal affairs, accounting and of course marketing.

heureka!

heureka!

ceneje!

árukereső!

compari!

jeftinije!

idealno!

idealno!

pazaruvaj!

≈ 86%

active online
as of Jan 24

≈ 4.000.000

population

25%

VAT (en. tax)

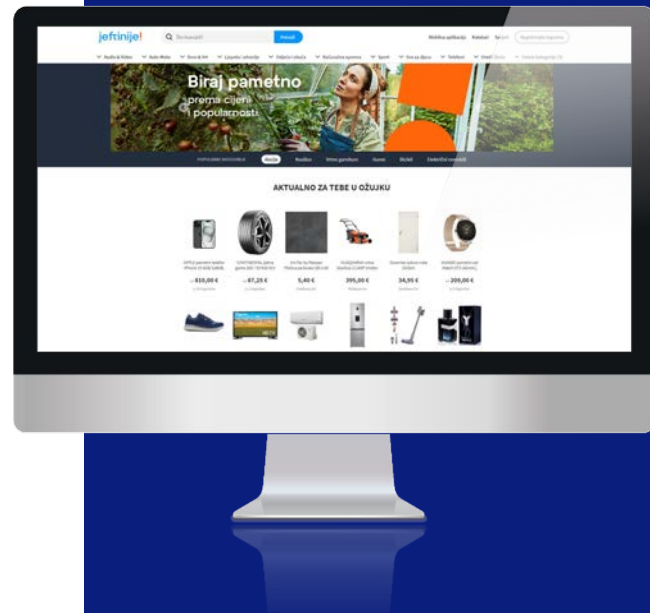
The leading comparison shopping platform in Croatia is **jeftinije!**

jeftinije.hr is the largest Croatian comparison shopping portal with more than **430 web shops** & **3.300.000 daily active offers**. With 13 carefully structured categories, you can reach specific target groups and advertise very effectively.

10.000.000 impressions
per month

1.300.000 monthly
unique
visitors

87% reach of Croatian
online shoppers



jeftinije!

The top 3 reasons why you should list your products on our platform

1

CONSUMERS AT THE RIGHT STAGE

Show your products to consumers who are actively comparing offers (research phase) or who are ready to buy a product in your category (pre-purchase phase).

2

HIGHER CONVERSION TO PURCHASE RATES

With visitors who are ready to buy - bring visitors into your store who are most ready to convert.

3

THE OPTIMAL INVESTMENT

You do not pay for product placement, only for the conversion (click-through) of consumers to your online shop (CPC).

More reasons to work with us

PREDNOSTI

PRODAJNI ALATI



Najviša relevantnost oglašavanja

76% kupaca posjećuje Jeftinije.hr



Povećanje prodaje

Stalni priljev novih prihoda



Najvažniji prodajni kanal

Milijuni potrošača u (pred)kupovnom procesu



Oglašavanje sadržaja

Povećanje vidljivosti vaše ponude



Izvor novih posjetitelja

Uхватite sve one koje ne možete uhvatiti drugdje



Podrška uživo za sve klijente

Putem telefona ili emaila



Visoka konverzija u kupnju

Jedan od najboljih kanala prodaje



Sprječavanje zlouporabe klikova

Osiguravamo samo stvarna preusmjerenja

Get more with [jeftinije!](#) by listing your products.

IF YOU HAVE LISTED PRODUCTS

1.

PARTNER PROGRAMME

When you work with us, you can take full advantage of agreed benefits with companies and organisations that make your day-to-day processes easier, faster and better.

2.

CERTIFIED SHOP®

Possibility of obtaining the Safe Online Shopping symbol. This trustmark is awarded to trustworthy online shops, which not only helps conversions, but also has many other benefits for the seller.

3.

PREMIUM ADVERTISING

Premium version of advertising. You can get exposure for your business or campaign through a wide range of adverts on our platform. **In the premium version you are entitled to a bigger discount.**

4.

BIDDING

A version of an auction where you can bid for the top three visible positions at category, product or search result level.

IF YOU DO NOT HAVE LISTED PRODUCTS

1.

ADVERTISING

You can get exposure for your business or campaign through the many adverts on our platform.

2.

CERTIFIED SHOP®

Possibility of obtaining the Safe Online Shopping symbol. This trustmark is awarded to trustworthy online shops, which not only helps conversions, but also has many other benefits for the seller.

More than **430 satisfied** online shops.
Won't you join us?

jeftinije!

BAUHAUS

PEVEX

MUZIKER

GymBeam

NOTINO

TEHNO MAG

centar
tehnike

POLEO sport
BITI FIJ LAKOVSKI JE POSAO

IRISIMO

abrakadabra

KINGTRADE

bijela-tehnika.hr

Harvey Norman

vida.hr

Mobileshop

iSTYLE

ekupi

BabyCenter

BIG BANG

Svijet svjetiljki.hr

SPORT VISION

ABOUT YOU

DOUGLAS

emmezeta

SUPER LOVE.hr

Senzacional.hr

INSTAR
VAŠ OMIJENI TEHNO CENTAR

Lijepa.hr
by PARFIMO

elipso

SAMSUNG

MALL.HR
by allegro

bazzar

MIKRONIS

music max

INTERSPORT
THE HEART OF SPORT

apetizer

Webshop
Woolf

NAMJESTAJ HR

eyerim

HAJDI.hr
od mame za mamicu

zoo plus

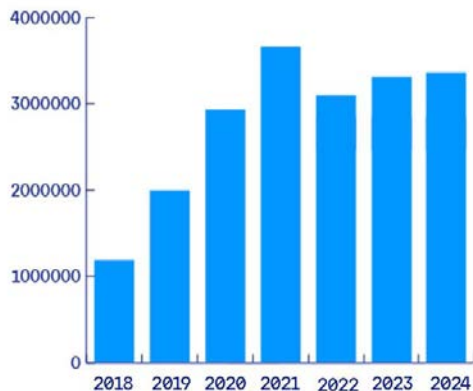


2

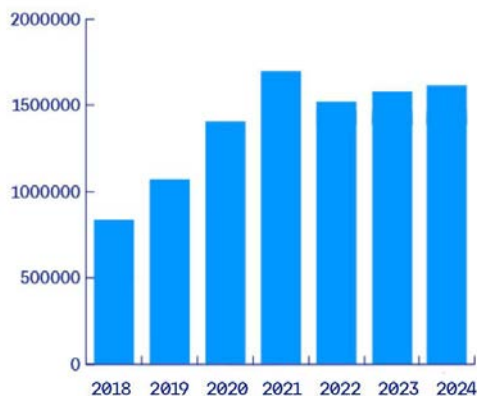
Our reach and
demographics

The leading comparison shopping platform in Croatia is **jeftinije!**

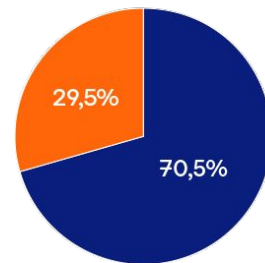
Average sessions



Average number of users

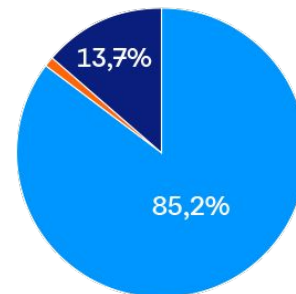


New visitor 29,5%
Returning visitor 70,5%



Device category

Mobile 85,24%
Desktop 13,72%
Tablet 1,04%



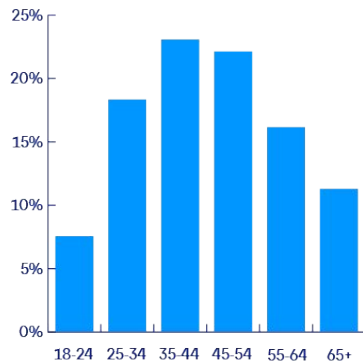
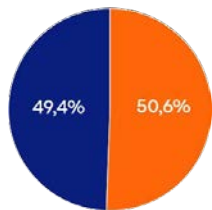
Reach the most important segments in your category on jeftinije!

jeftinije!

Source: Google Analytics

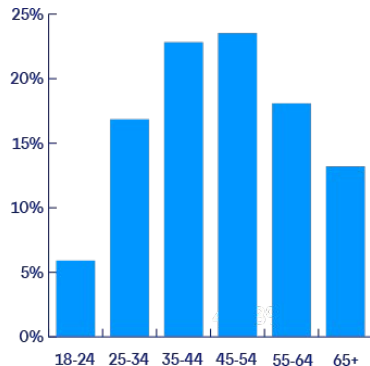
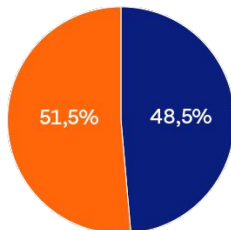
Demographics: Overview
All users

Female 50,6%
Male 49,4%



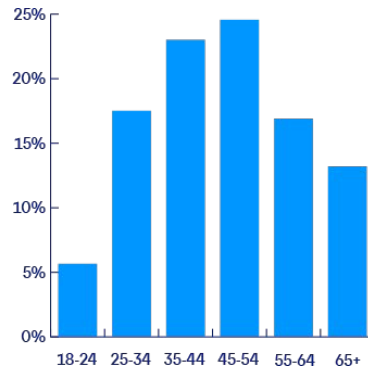
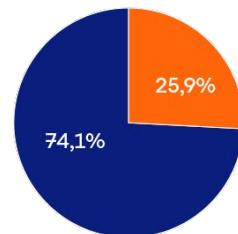
category: Home & garden

Female 48,5%
Male 51,5%



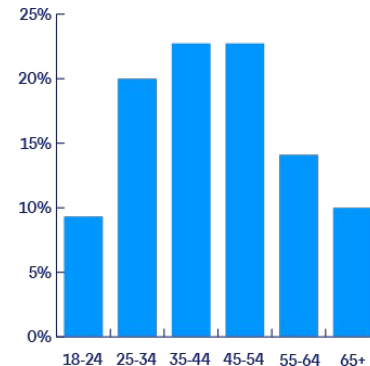
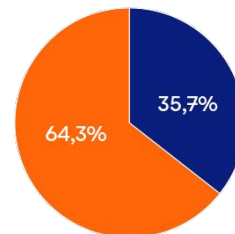
category: Auto-Moto

Female 25,9%
Male 74,1%



category: Health & Beauty

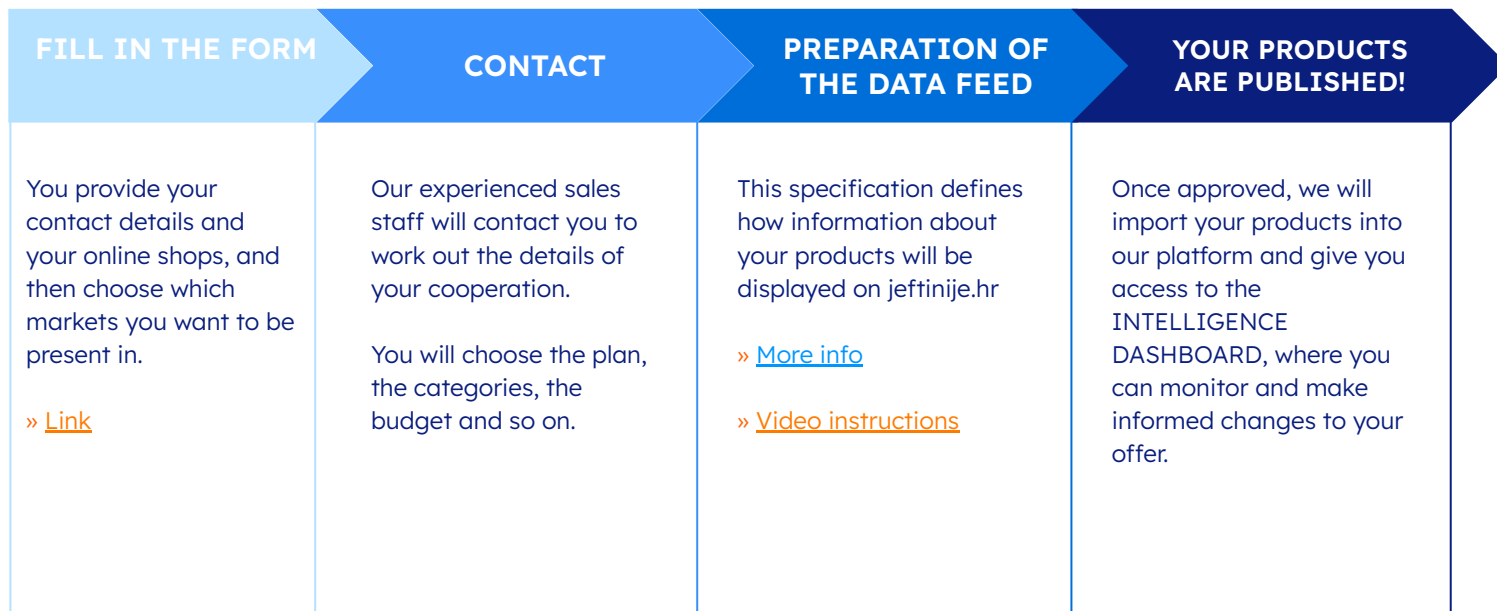
Female 64,3%
Male 35,7%



3

How products
are listed

Timeline of product listing



Publish your products in carefully selected jeftinije! categories

AVDIO & VIDEO

- TVs
- Music players
- HI-FI
- Home cinema
- Musical Instruments
- Music equipment
- Audio and video accessories
- Music & Film

CAR EQUIPMENT

- Tyres
- Car equipment and GPS
- Wheels
- Car Parts
- Car Acoustics
- Caravans, trailers and accessories
- Engine parts and accessories
- New Vehicles

HOME AND GARDEN

- White technique
- Household appliances
- Refrigeration and heating
- Furniture
- Home furnishings
- Tools and machinery, construction
- Small animals
- Garden and surroundings

BEAUTY AND HEALTH

- Personal care appliances
- Medical devices
- Food and drink
- Cosmetics and hygiene
- Pharmacy
- Make-up
- Optics
- Perfumery
- Food supplements

FASHION

- Women's clothing
- Women's footwear
- Men's clothing
- Men's footwear
- Children's clothing and footwear
- Fashion accessories

COMPUTER EQUIPMENT

- Laptops
- Computers
- Tablets
- Picture and sound
- Computer equipment
- Computer components
- Network equipment
- Printers, scanners
- Cartridges and toners

SUPERMARKET

- Bread and bakery products
- Dairy products
- Fruit and vegetables
- Meat and fish
- Pasta, rice and soups
- Basic foodstuffs
- Frozen foods
- Canned food
- Sweet programme
- Drinks

SPORTS

- Water sports
- Fitness and exercise
- Outdoor sports
- Cycling
- Hiking and climbing
- Sports equipment and nutrition
- Team sports, racquet sports
- Winter sports

MOBILE PHONES

- Mobile phones and accessories
- GSM packages
- Landline telephony
- VOIP telephony

ALL FOR CHILDREN

- Strollers and car seats
- Equipment and furniture
- Toys and vehicles

PHOTO

- Digital cameras
- Camcorders
- Memory cards and readers
- Photographic equipment

OFFICE AND SCHOOL

- School equipment
- Office supplies
- Paper
- Books and literature
- Office appliances
- Office furniture
- Archiving
- Forms and documents

EROTICS

- Erotic accessories
- Erotic clothing and lingerie
- Erotic accessories and cosmetics
- Erotic films and magazines
- Erotic games and gifts

What does the **Intelligence Dashboard** offer you as a seller?

1.

GENERAL OVERVIEW

Keep track of daily statistics on how your products are performing in terms of price and how many potential customers you are reaching. Visual trend displays are also available.

2.

MY PRODUCTS

Find all your products in one place and suggest improvements.

3.

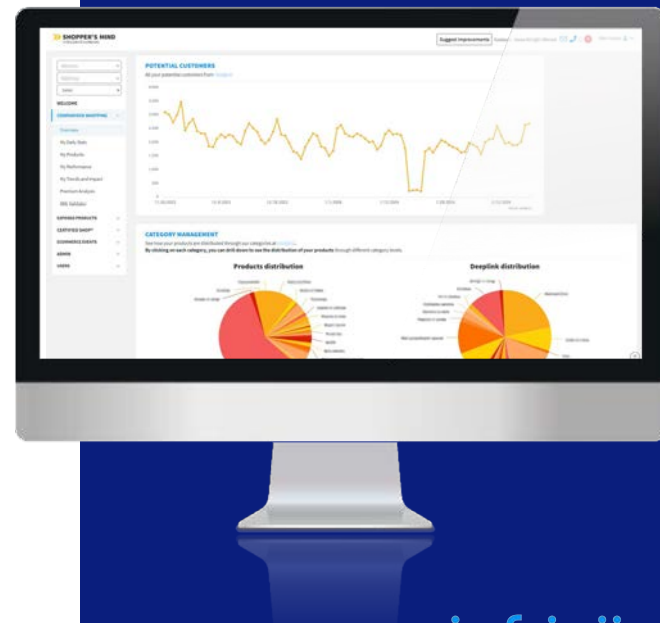
PREMIUM ANALYSIS

information on your top categories, your performance in those categories and your progress against market demand.

4.

EXPOSED PRODUCTS

A dashboard where you can compete for preferred positions (with a specific product), which will bring you more leads and increase sales..



1.

GENERAL OVERVIEW

PERFORMANCE REVIEW



2.

MY PRODUCTS

YOUR PRODUCTS

The 'My Products' dashboard displays a table of products with columns for Name, Category, Status, and Price. The table lists various products, including 'Product A', 'Product B', and 'Product C', with their respective categories and prices. The dashboard includes filters and a sidebar with navigation options.

3.

PREMIUM ANALYSIS

PREMIUM ANALYSIS

The 'Premium Analysis' dashboard displays a table of premium analysis data with columns for Name, Category, Status, and Price. The table lists various products, including 'Product A', 'Product B', and 'Product C', with their respective categories and prices. The dashboard includes filters and a sidebar with navigation options.

4.

EXPOSED PRODUCTS

AUCTION FOR POSITIONS

The 'Exposed Products' dashboard displays a table of exposed products with columns for Name, Category, Status, and Price. The table lists various products, including 'Product A', 'Product B', and 'Product C', with their respective categories and prices. The dashboard includes filters and a sidebar with navigation options.

Do you have questions?
[Jump to contacts \(end\)](#)



4

Other
jeftinije!
advantages

Other advantages of working with jeftinije!

4.1 CERTIFIED SHOP®

4.2 PREMIUM EXPOSURE

4.3 DISPLAY ADVERTISING

4.4 MARKET DATA INSIGHTS

4.5 PARTNER PROGRAMME

4.2 CERTIFIED SHOP®

The CERTIFIED SHOP® trust mark indicates trustworthy online shopping. It makes you our **premium partner** and allows you to enjoy many benefits such as:

- Increase the visibility of your offers,
- increasing trust in your store, and
- improved sales.

Be smarter than your competitors and compete for higher positions in the offer on **jeftinije!**



How do I get the CERTIFIED SHOP® trust mark?

- 1 REGISTRATION ON THE WEBSITE**
To obtain the CERTIFIED SHOP® trust mark, please visit the [official website](#).
- 2 CONFIRMATION OF REGISTRATION**
By sending proof of payment and installing a script to measure your customer satisfaction.
- 3 ISSUING THE CERTIFICATE**
In case of technical and legal compliance, we will award you the CERTIFIED SHOP® label. This also makes you our premium partner.

4.2 CERTIFIED SHOP® more benefits

CERTIFIED SHOP® is the only trust mark based on the three most important elements of online shopping:

- Verified customer reviews
- Compliance with technical and legal standards
- Mystery shopping analysis

**As a CERTIFIED SHOP® user,
you can benefit from a
number of advantages,**

the main ones include

jeftinije!

1

WE LIST YOU ON OUR SITE

You will join the list of International Trustmark holders and receive an online certificate that you can publish to reassure customers of your credibility.

2

TECHNICAL ANALYSIS

We regularly analyze your online store's compliance with technical standards (we review over 50 criteria) and highlight the most important areas for improving user experience and eliminating technical and legal deficiencies. Part of the technical analysis also includes a mystery shopper test, where we check how best practices are implemented in your online store.

3

NET PROMOTER SCORE (NPS)

Regular analysis of customer satisfaction.

4

YOUR OWN BADGE AND OVERVIEW SCREEN

Display verified customer reviews in your online shop with an add-on Floater Reviews®

5

INTELLIGENCE DASHBOARD PREMIUM

You can access additional data and analysis on the performance of your products on our platforms, helping to improve business results.

4.3 PREMIUM EXPOSURE

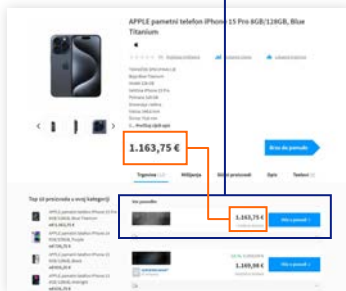
We provide a number of benefits to our premium partners, including increased exposure on ceneje.si and therefore more leads and access to unique analytics to improve your business.

2 WAYS TO GET USERS' ATTENTION

CATEGORY BIDDING YOUR OFFER AT THE VERY TOP AT THE **PRODUCT LEVEL**

You can display your offers in popular spots and improve sales - even if you're not the cheapest option

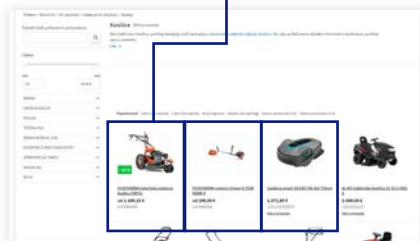
Secure the top position



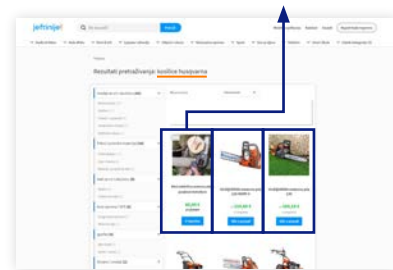
PRODUCT ADS HIGHLIGHT YOUR PRODUCTS IN **CATEGORIES & SEARCH RESULTS**

Position your products above all others.

Example = **Category level**



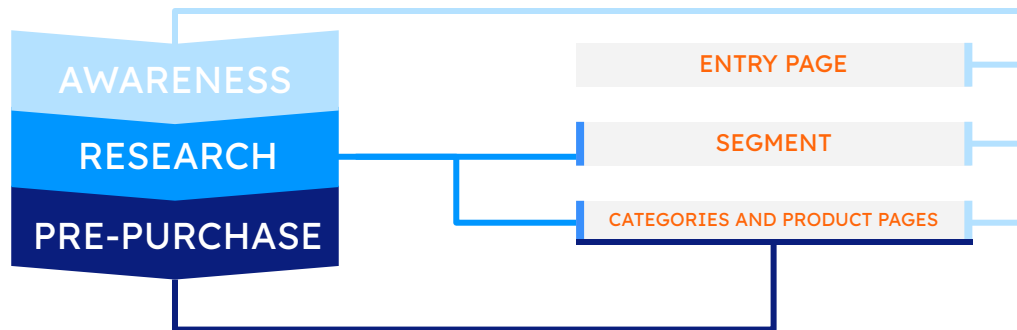
Example = **Search Results level**



4.4 DISPLAY ADVERTISING

Choose advanced advertising options to reach customers at the most important stages of the buying process (**research** and **pre-purchase**).

Depending on your **goal**, we suggest and enable the following:



Interested in the
advertising
positions we
offer?

[Contact us](#)

4.5 MARKET DATA INSIGHTS

With databases from 9 countries in Central and Eastern Europe, we can provide you with valuable information to **grow your business**, facilitate **expansion** and **better plan** your brand and online shop marketing activities.

Of course, there is much, much more.

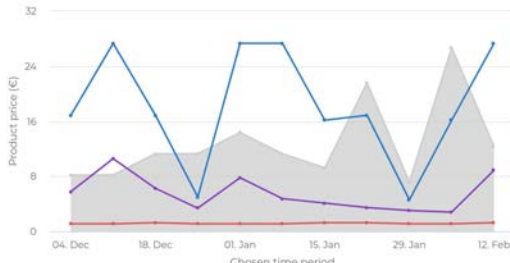
Visit the website: marketperformance.eu

1 GROWTH AND SEASONALITY OF THE CATEGORY

Check category development over last two full years and see category's seasonal

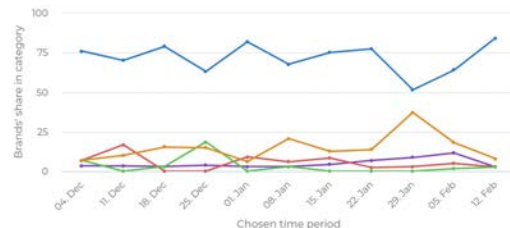


2 PRICE PERFORMANCE

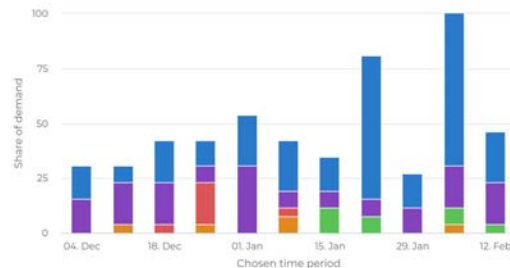


3 DEVELOPMENT OF BRAND SHARE

Check the development of your position and compare it against your competitor: the market.



4 DEMAND FOR TOP "N" PRODUCTS



4.1 PARTNER PROGRAMME

From warehousing and delivery to translation services and data display management. With the help of our partners, you can expand your business more quickly and easily to other e-commerce markets in Europe.

jeftinije! partners are companies and organisations that make it easier, faster and more efficient for online shops to operate.

LOGISTICS



- ✓ Fulfillment center for sending packages.
- ✓ Services are intended for online stores that ship between 5 and 400 packages per day.
- ✓ Best at helping new online merchants who need advice or assistance.
- ✓ Free integration for online stores on our [platform](#).

CONTENT TOOL



- ✓ Automates the entire process of translating data feed.
- ✓ Fast AUTOMATIC translation of your product catalog into foreign languages.

FEED MANAGEMENT



- ✓ A marketing tool that enables automatic and mass placement of ads on numerous comparison shopping websites.
- ✓ Supports formats for jeftinije!, allows for source review for domains, and automatically suggests categories from the jeftinije! list.

RETAIL CONFERENCE



- ✓ A premier event for retailers, bringing together over 4,500 industry leaders, including CEOs from top European retail, brand, and technology companies.
- ✓ Unparalleled opportunities for networking, discovering the latest technologies, gaining insights from industry pioneers, and exploring the newest trends.
- ✓ Our merchants can attend the event at a reduced price or even for free!

EXPANSION



- ✓ A solution that helps you expand your online store to foreign markets. They are experts in the following markets: *Croatia, Serbia, Austria, Italy, Germany, France, etc.*
- ✓ They help with: processing returns, with professional and personalized customer support, and e-commerce localization.

5

FAQ

„Customers are looking for the cheapest products and we are not cheap.“

Ceneje.si is a comparison engine, which means that buyers are looking for the best deal, not necessarily the cheapest. According to an analysis by the Faculty of Economics, by using trusted labels, a trusted retailer can even set a higher price for a product than its competitors, as customers are primarily looking for a safe and secure purchase.

„What would advertising bring me?“

You have the ability to target precise and complementary categories where potential product buyers linger and choose between products at all stages of the shopping process. We are the main channel for online sales, visited by both B2C and B2B customers - over 500 of our customers who regularly review our offer.

„Google and Facebook work perfectly well for me, why on Jeftinije.hr?“

Google and Facebook work well, but the customer has a longer path to purchase. Jeftinije.hr is visited by over 1.3 million users per month, which is 87% of all online shoppers, so it's important to be present at all points of the digital world.

„How "fresh" is the data in Shoppersmind.eu (Intelligence Dashboard)?“

The data Overview, My Daily Stats and My Products under the Comparison Platform tab are the data for the current day. All information in the other tabs is based on the previous day's data.

Didn't get an answer to your question?

[Contact us](#), or read the FAQs on our [webpage](#).

Contact me

JANEZ LIPEC

Sales Team Leader

EMAIL: janez.lipec@heureka.group

TEL NUM: +386 (0)31 746 888

ceneje!



Contact me

DRAGOSLAV MILOSAVLJEVIĆ

Business Development Manager

EMAIL: dragoslav.milosavljevic@heureka.group

TEL NUM: +381 63 430 480

idealno!



Contact me

IGOR MARTINOVIĆ

Senior Sales Manager

EMAIL: igor.martinovic@heureka.group

TEL SLOVENIA +386 828 03559

TEL CROATIA +385 (0)97 782 9948

TEL SERBIA +381 69 563 6985

jeftinije! idealno!



Contact me

MIRJANA GIBA

Commercial Leader Adriatics

EMAIL: mirjana.giba@heureka.group

TEL NUM: +386 (0)30 995 165



Contact me

MARTINA SOJER

Key Account Manager

EMAIL: martina.sojer@heureka.group

TEL NUM: +386 (0)41 625 831



Contact me

MEDINA ĆEHIĆ

Key Account Manager

EMAIL: medina.cehic@heureka.group

TEL NUM: +386 (0)51 639 444

ceneje!



Contact me

NASTJA KRASNIČ

Performance Specialist

EMAIL: nastja.krasnic@heureka.group

TEL NUM: +386 (0)68 661 6386

ceneje!



Contact me

SAMIRA FATKIĆ

Specialist for Development and
Customer Relationship Management

EMAIL: samira.fatkic@heureka.group

TEL NUM: +386 (0)30 324 956

