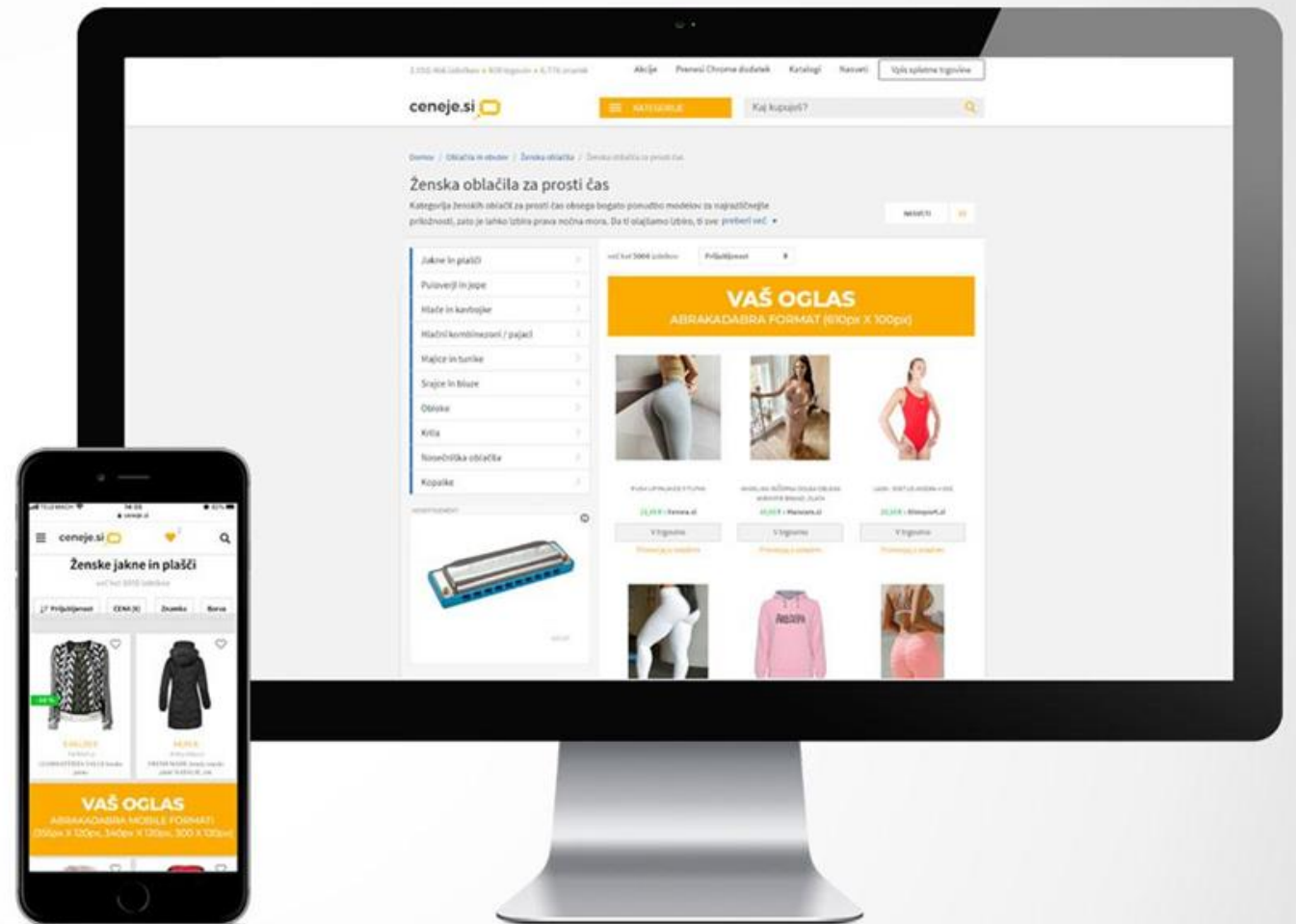


PUBLISH YOUR PRODUCTS

# Be one step ahead of the competition and increase sales

Publish your products on the leading platform for comparative shopping in the region.



LOOK AT CENEJE.SI

## HEUREKA GROUP

# What is Heureka Group?

9 countries in Central and Eastern Europe, over 20 million visitors per month, and a network of over 55,000 online stores. This is the Heureka Group, Europe's largest price comparison website, and online shopping advisor. We simplify and make online shopping easier for millions of customers every day.

Our mission is to connect e-shops and brands with customers abroad - to help them reach out to all Heureka Group users across the region, providing them with maximum support at every step of their growth.

WE ARE HEUREKA GROUP



## HEUREKA GROUP

# There are no borders in Heureka

Take advantage of our data and experience and explore countries that will suit the expansion of your online business. We are your partners in the fields of logistics, legal affairs, accounting, and of course, marketing.

Let us be your advisor in the growth of your online trading.

[HOW IT WORKS](#)

Biggest web of price comparison sites in Europe

**9** Countries

**20** MILLION Monthly users

**55** THOUSAND Web stores in our web

WITH HEUREKA TO

# Heureka Adriatic / Slovenia

The Slovenian location is a crossroads of many trade routes and cultural influences. A member of NATO and the EU since 2004, it also became one of the first new EU members to adopt the euro in 2007, becoming a high-income OECD country in 2010. As an export-oriented country with Germany as its main partner, its main economic drivers are the service industry, followed by manufacturing and construction. Expect customers with a high average revenue per user (ARPU) - around € 244.17 at the moment.

[JOIN US](#)ceneje.si jeftinije.hr idealno.ba idealno.rs 

Heureka Adriatic / Slovenia-Ceneje.si

2,1

MILLION

Inhabitants

81

PERCENT OF

Inhabitants active  
on the web

22

PERCENT

VAT

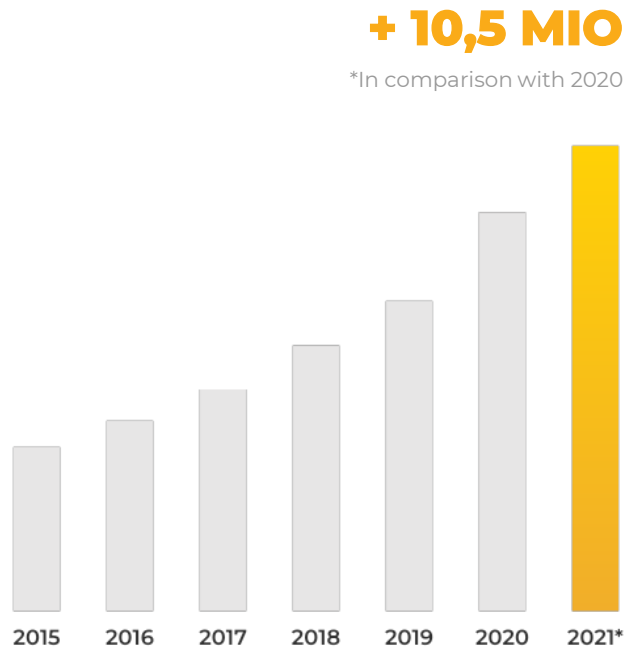
CENEJE.SI

# The leading platform for comparative shopping in Slovenia

**Ceneje.si** is the largest Slovenian portal for comparative shopping with more than 570 webshops and more than 3.400.000 daily active offers. Our carefully structured categories allow you to reach specific target groups and advertise very effectively.

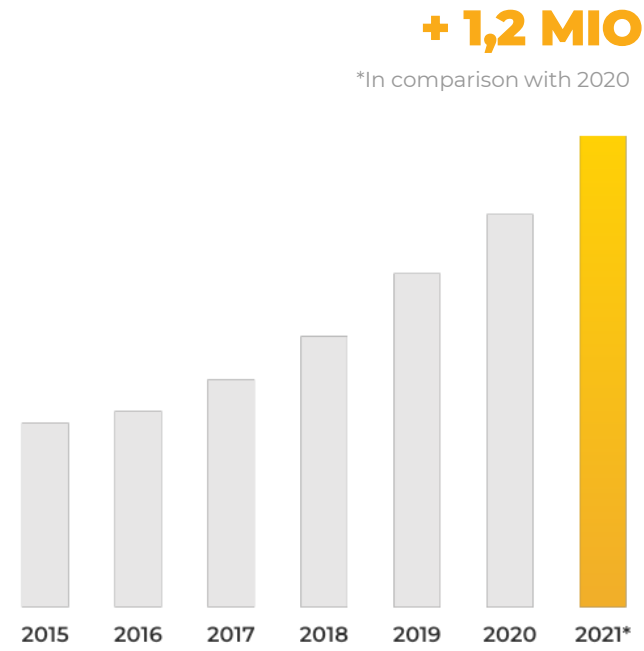
[VISIT CENEJE.SI](https://ceneje.si)

# The largest platform for **comparative shopping** in Slovenia



**NR. OF MONTHLY VIEWS**

Source: Google Analytics, 2015-2021



**NR. OF MONTHLY VISITORS**

Source: Google Analytics, 2015-2021

**as much as 95 %**

ASSESSMENT OF THE REACH OF ONLINE CUSTOMERS IN SLOVENIA

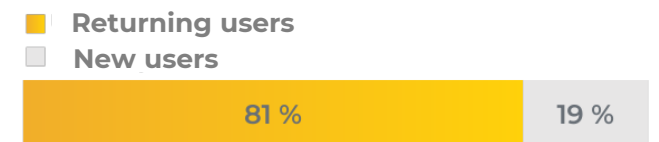


**as much as 72 %**

EVALUATION OF THE REACH OF ALL ONLINE USERS IN SLOVENIA



Source: Google Analytics, 2015-2021

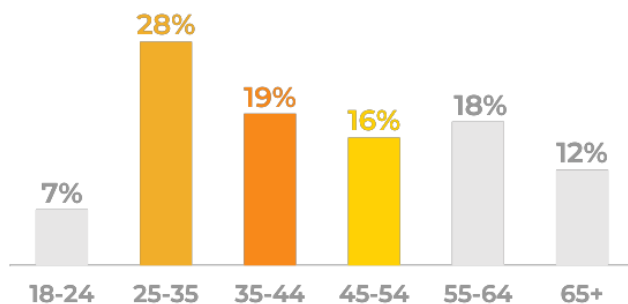


**USER LOYALTY**

Source: Google Analytics, 2015-2021

# Reach the **most relevant segments** in the category

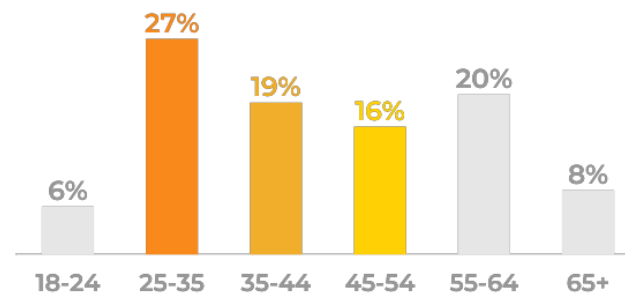
THE ENTIRE PORTAL



Women 49 % Men 51 %



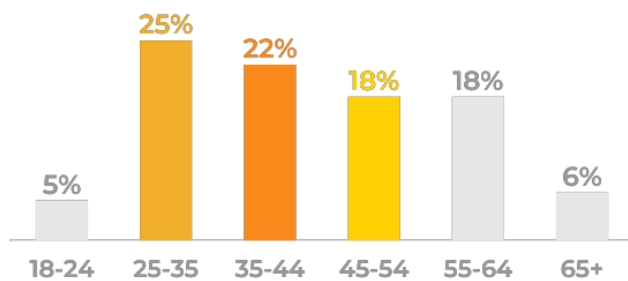
CATEGORY HOME AND GARDEN



Women 50 % Men 50 %



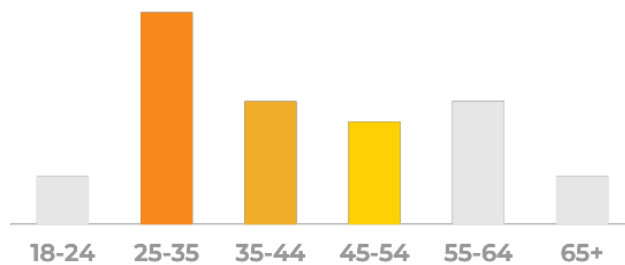
CATEGORY CAR EQUIPMENT



Women 27 % Men 73 %



CATEGORY HEALTH AND BEAUTY



Women 62 % Men 38 %



# Select relevant categories and publish products



## AUDIO & VIDEO

- TV's
- Music players
- HI-FI
- Home cinema
- Musical instruments
- Musical equipment
- Audio and video accessories
- Music and film



## CAR EQUIPMENT

- Tires
- Car accessories and GPS
- Rims
- Car parts
- Car acoustics
- Motorhomes, trailers and equipment
- Engine parts and accessories
- New vehicles



## HOME & GARDEN

- White goods
- Small household appliances
- In the kitchen
- Cooling and heating
- Furniture
- Home equipment
- Tools and machines, construction
- Small animals
- Garden and surroundings



## EROTIC

- Erotic accessories
- Erotic clothing and lingerie
- Erotic drugstore and cosmetics
- Erotic movies and magazines
- Erotic games and gifts



## PHOTO

- Digital cameras
- Video cameras
- Memory cards and readers
- Photo equipment



## HEALTH & BEAUTY

- Personal care appliances
- Health appliances
- Food and drink
- Cosmetics and hygiene
- Pharmacy
- Makeup
- Optic
- Perfumery
- Food supplements



## CLOTHING & FOOTWEAR

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



## OFFICE & SCHOOL

- School Supplies
- Office supplies
- Pens
- Paper
- Books and literature
- Office apparatus
- Office furniture
- Archiving
- Forms and documents



## COMPUTING

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



## SPORTS

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



## TELEPHONY

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



## FOR CHILDREN

- Strollers and car seats
- Children's equipment
- Toys and vehicles



# Take advantage of the dynamics of shopping at the right time

We analyze data in-depth and understand buying behavior trends, so we can enable you as your partner to **take advantage of market growth.**

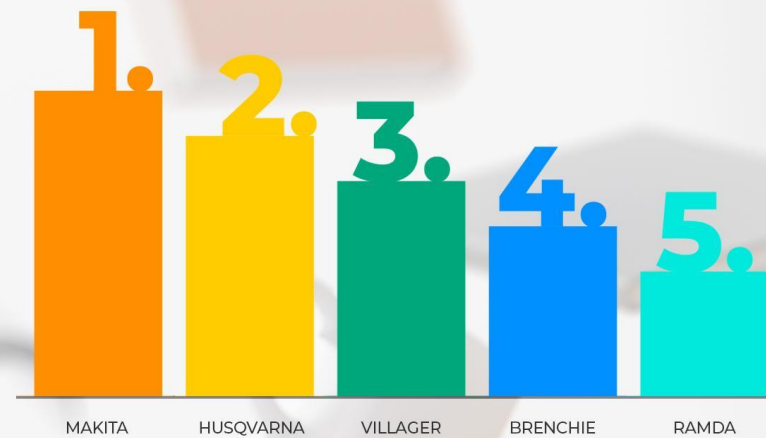
## Povpraševanje po motornih žagah

2019 vs 2020 vs 2021



## TOP 5 znamk

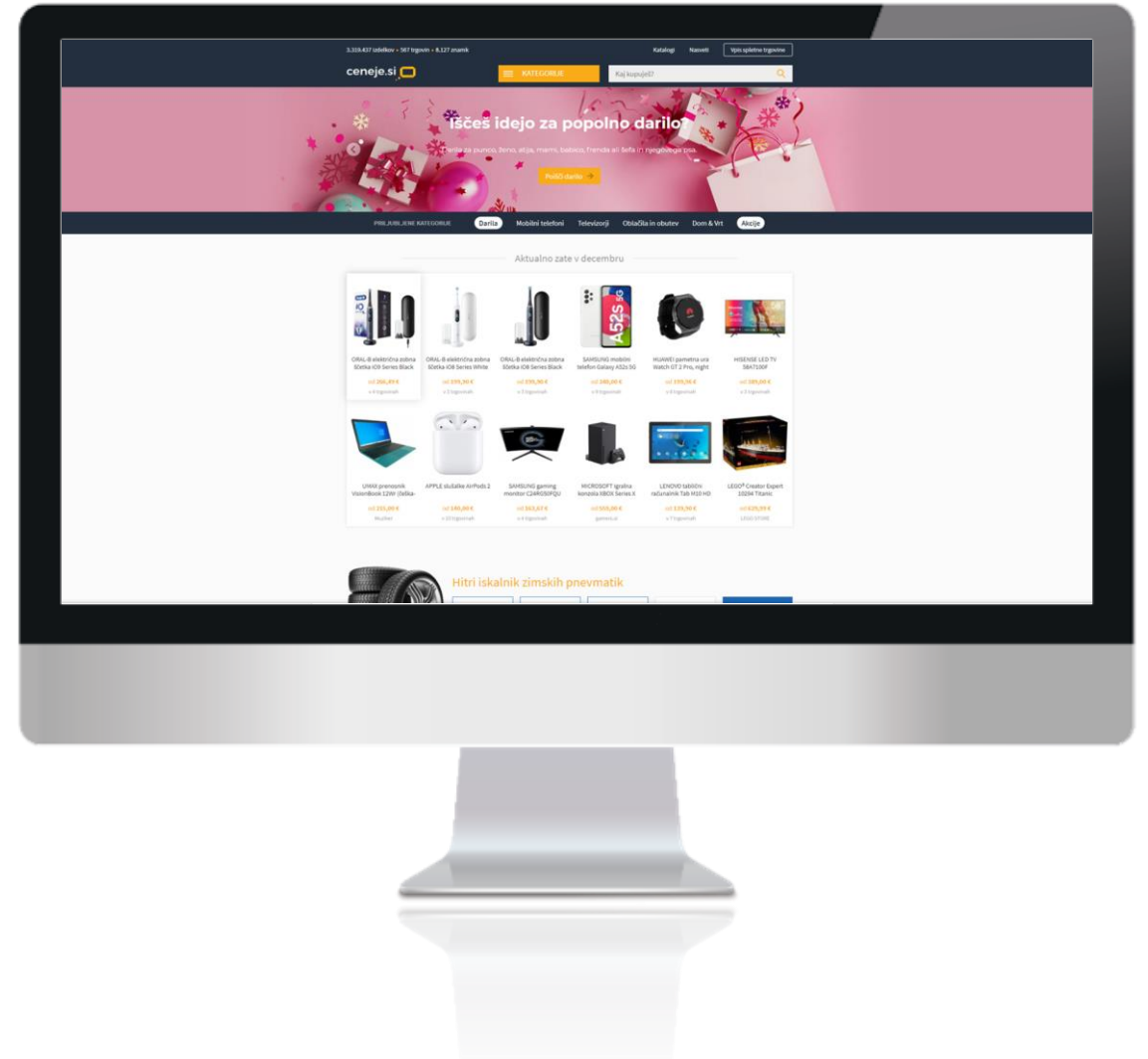
V KATEGORIJI MOTORNE ŽAGE (AVGUST)



CENEJE.SI

# How to publish your products?

PUBLISH YOUR PRODUCTS

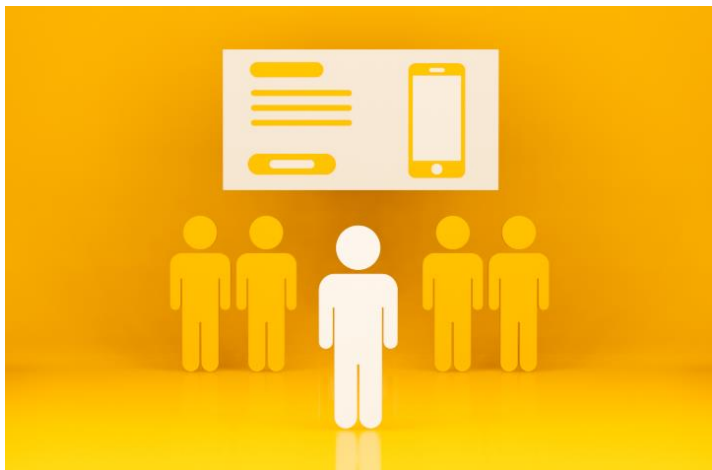


# 3 reasons why you should publish products on ceneje.si

Publishing your products on the leading platforms for comparative shopping in the region ceneje.si, jeftinije.hr, idealno.rs and idealno.ba brings you the following **3 key advantages**:

## CONSUMERS AT THE RIGHT PHASE OF PURCHASE

You show your products to those consumers who are comparing offers or are ready to buy a product in your category.



## HIGHER CONVERSIONS TO PURCHASE

Get visitors to your shop who are willing to buy your product.



## OPTIMAL INVESTMENT

You do not pay to publish products, but only to redirect (click) consumers to your webshop (CPC).



# 3 steps to successful publication of your products

1

## APPLY

to publish products on our comparative platforms.

[Application for product publication »](#)

2

## CONFIRM ENTRY

and send us a signed contract along with the export file of the products.

3

## ANALYZE THE SALES INTEREST OF YOUR PRODUCTS

after the release of the products, you are ready to start selling!  
You can track metrics through the Intelligence Dashboard.

 **CERTIFIED SHOP®**

 **CERTIFIED SHOP®**

**9,2** **PREMIUM**  
**Odlično**  
514 mnenj

## BECOME A PREMIUM PARTNER

**Want to reach even more potential customers?** Take advantage of our Premium partners and compete for higher positions in your offers.

- increase the trust of your customers with the **Certified Shop® label**
- compete for higher positions and **overtake the competition**
- **optimize your offer** with premium tools in the Intelligence Dashboard

[More about Premium partnership »](#)

# Price list for publishing products on **ceneje.si**

## BASIC SUBSCRIPTION

Minimal monthly subscription

**49 €**/month

## PREMIUM CPC BIDDING

Go up to higher positions with a higher CPC.

This option is available to [premium partners](#) in the Intelligence Dashboard.

## PRICE PER REDIRECTION (CPC)

- CPC is activated when the merchant exceeds the minimum monthly subscription. Invoices are issued for the conversion in the previous month, and the number of clicks can always be viewed by the merchant in the Intelligence Dashboard. The price list is valid for a standardized product publication process (exports must contain all product information, such as descriptions, brands, EAN codes and stock, images should not contain watermarks).
- The price of redirect is from € 0.05 to € 0.28. The price list is adjusted to the price of the product and the category in which it appears and also takes into account the margin that is specific to this category.
- You can access the price list on [shoppersmind.eu](http://shoppersmind.eu) or contact your administrator.

CENEJE.SI

CENEJE.SI

# Make use of all the benefits enjoyed by our Premium partners

on the leading platform for comparative shopping in the region



# Conditions for becoming our premium partner

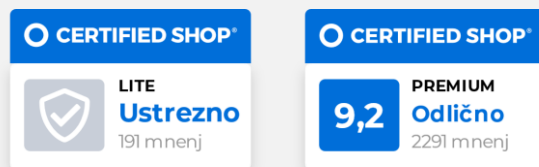
Be smarter than your competitors and compete for higher positions in your offers on ceneje.si! This increases the visibility of your offers, confidence in your store and improves sales.

To become a premium partner, you only need to meet **1 condition:**

## CONDITION:

### YOU HAVE A TRUST MARK CERTIFIED SHOP®

You become our premium partner by obtaining the CERTIFIED SHOP® trust mark, which indicates reliable online stores.



# How do I get the Certified Shop trust mark?

Become our Premium Partner by earning the Certified Shop label and enjoy the many benefits you gain from this trust mark - including greater visibility on our comparative shopping platform.

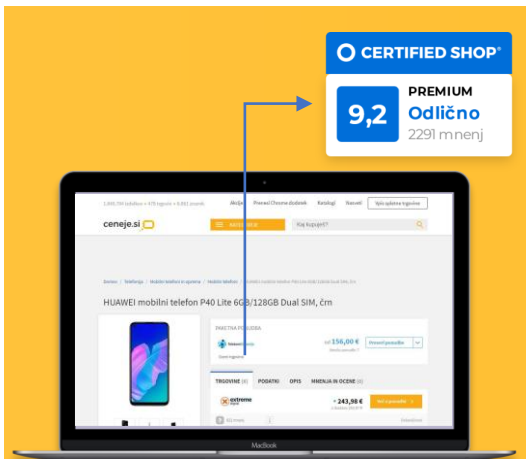
- 1 APPLY**  
to obtain the CERTIFIED SHOP® trust mark  
**Certify your store »**
- 2 CONFIRM THE REGISTRATION**  
by sending a proof of payment and installing a script to measure customer satisfaction.
- 3 GRANTING A CERTIFICATE**  
In case of technical and legal compliance, we assign you the CERTIFIED SHOP® mark. This also makes you our Premium Partner.

# 4 key benefits of getting more customers visiting your online store

We provide our premium partners with many benefits, including greater exposure to ceneje.si and thus more potential customers, as well as **access to unique analytical data to improve your business.**

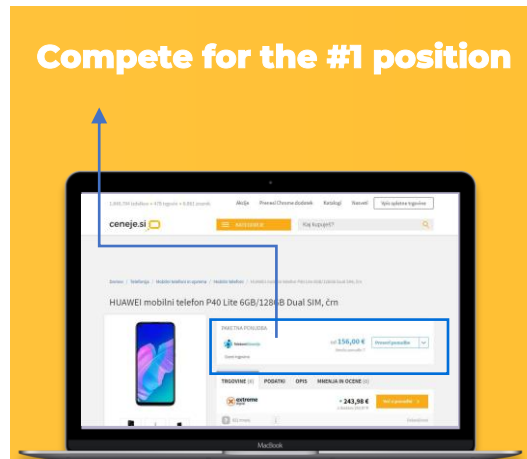
## CERTIFIED SHOP LABEL INCREASES TRUST

We display the Certified Shop trust mark next to your logo and ensure greater exposure of your offer.



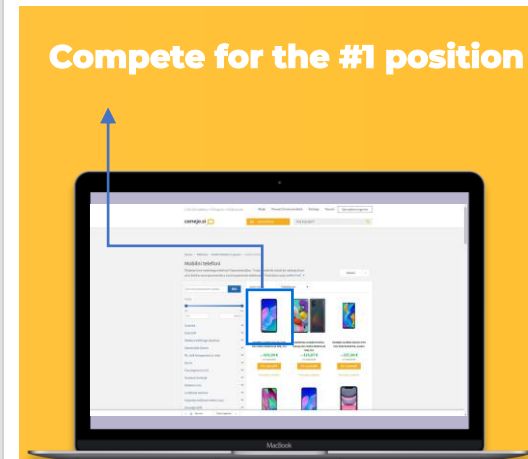
## HIGHLIGHT YOUR OFFER TO THE TOP (PREMIUM OFFERS)

As a premium partner, you can display your offers in recommended retailer positions and improve sales.



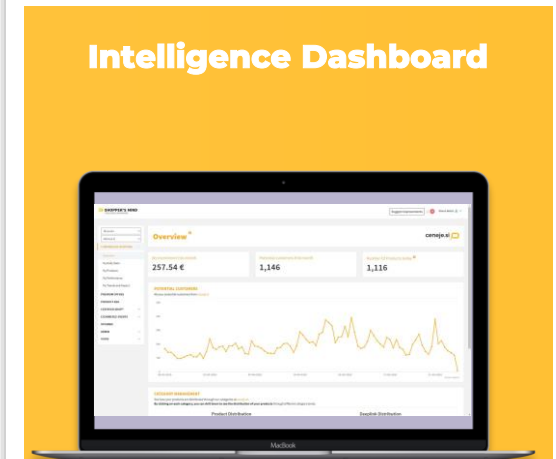
## HIGHLIGHT YOUR PRODUCTS IN CATEGORIES (PRODUCT ADS)

As a premium partner, you can display your products in front of everyone else (in the category and search engine)



## ACCESS TO PREMIUM TOOLS IN THE INTELLIGENCE DASHBOARD

Gain access to advanced tools that allow you to monitor and optimize key performance indicators for your offer.





# Join over 100 satisfied merchants with over 1,000 successful advertising campaigns on our platforms



# Join more than 8,000 leading brands on our regional platforms

SAMSUNG

*Makita*

ASUS

Lenovo



SONY

BRIDGESTONE

PHILIPS

PegPerego  
MADE IN ITALY

PILOT

britax  
römer

KÄRCHER

HUAWEI



gorenje  
Life Simplified

salomon

Oral-B

REMINGTON  
EST. NEW YORK 1937

beko

GOODYEAR

Gillette

CONVERSE

adidas

MICHELIN

BRAUN

Sava  
EUROPEAN QUALITY TIRES

MARKER

BOSCH

Nikon

elan

alpina

PIRELLI

hp

THULE

POLAR

TARGET

CONTACTS

**If you have any further questions, we are here to help**

**PRODAJA**

E: [prodaja@ceneje.si](mailto:prodaja@ceneje.si)

T: +386 (0)59 099 920

