



Mitglied

HÄNDLERBUND
PARTNER

ADCELL

the affiliate network

for Advertisers



50

Technology Fast 50
2023
Deloitte



SHORT FACTS ABOUT ADCELL

2003
founded

by Marcus and Oliver Seidel as affiliate marketing network for small and medium enterprises.

>2.520
Advertisers

are in our portfolio. You can find small and medium enterprises and huge corporates in very different business sectors. We love every client.

>61.000
active Publishers

are signet up and active in our network. An active publisher has a particular number of views, clicks and sales in a reference period.

>4 Mio.
Transactions

are generated by our publishers yearly. The number is growing by 50% YOY.

>1.000
Partner programmes

start at ADCELL every year. We have been the fastest growing affiliate marketing network in Europe since 2016.

50
Team members

look forward to supporting you, accompanying your start, continuously optimizing your campaigns and leading to more sales and more success with ADCELL.

WHAT SETS US APART AS A COMPANY



OWNER-MANAGED

Company since 2003. Founded by Marcus and Oliver Seidel.



INDIVIDUALLY

Every customer is different and unique. We have the right solution.



SIMPLE

Intuitive user interface and clear handling.



TECHNOLOGICAL

Proprietary and sustainable tracking technology.



SAFE

Intelligent fraud prevention for your programme



TRANSPARENT

Granular reporting of all relevant KPIs.



FAST

Straightforward sign up process for affiliates, merchants and agencies



100% PERFORMANCE

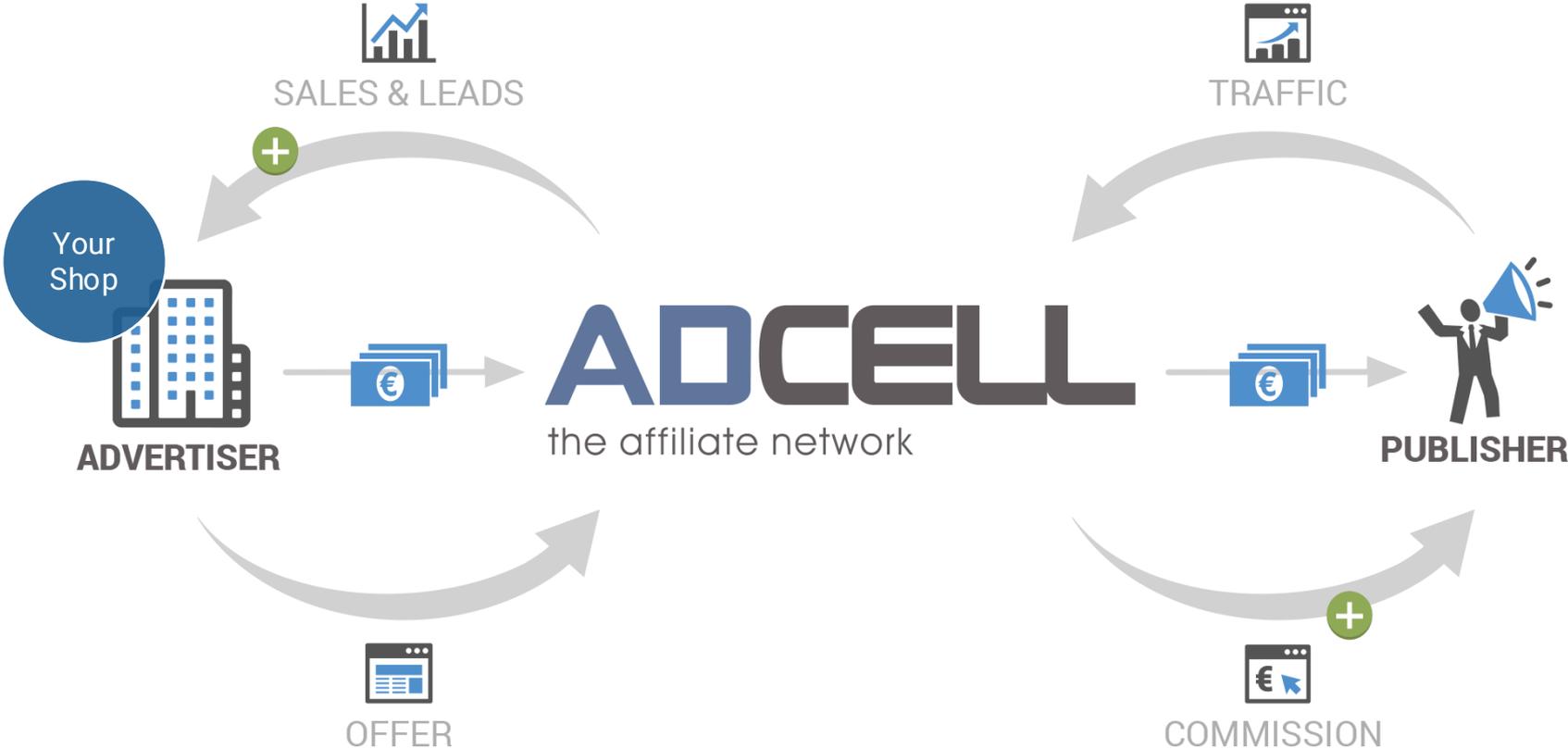
No setup fee or monthly fee, no hidden costs



RELIABLE

System with a failure ratio of 0,02%.

HOW DOES AFFILIATE MARKETING WORK





ADCELL

★★★★☆ 4,6 (246 Bewertungen)

VERIFIZIERTES PROFIL



Bewertungen 84 • Hervorragend



VERIFIZIERTES UNTERNEHMEN



4,7 ★★★★★

kununu Score

37 Bewertungen



4,7



149 Rezensionen

MULTIPLE AWARD-WINNING EXCELLENT AND SUSTAINABLE REPUTATION

ADCELL stands for consistently outstanding support and enjoys an excellent reputation. We are grateful for the trust placed in us and are always happy to give it back.



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OUR PORTFOLIO – TOP PUBLISHER



OUR PORTFOLIO – TOP ADVERTISER

>2.520
Shops & Campaigns

ULLA
POPKEN

deinSchrank.de®
Dein Zuhause. Deine Idee.

Smartbroker

Gothaer

Rollei

SALAMANDER

Enpal.

FlexiSpot

home
to go

POLAR®

WUNSCHGUTSCHEIN

MEINFOTO

AROMATICO
EXPLORE COFFEE

KLEINES
KRAFTWERK

fiverr.

ZOXS

BestFewo.de
Deutschlands Ferienwohnungen

BETTY BARCLAY

Blume Ideal

Hempamed

2003

2026

DEDICATED ACCOUNT MANAGEMENT

Programme optimization & Service

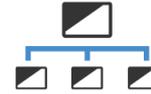
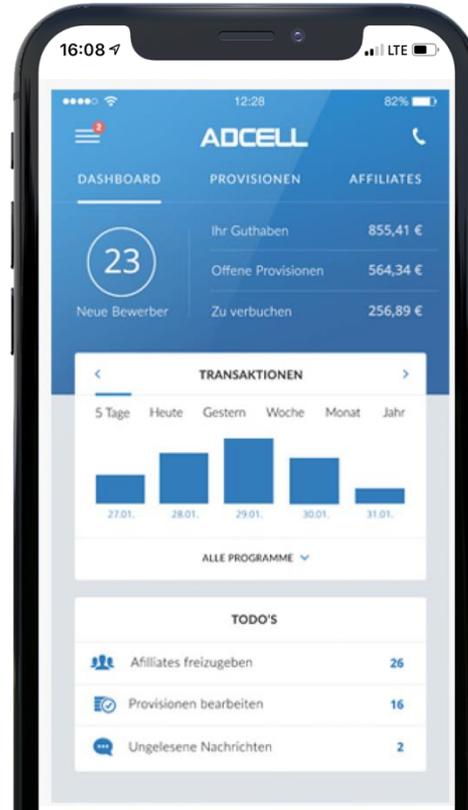


TOOLS & FEATURES FOR ADVERTISERS

The ADCELL App

Mobile & free – all you need for fully optimize campaigns

- ✓ Keep an eye on sales
- ✓ Clear statistics
- ✓ Billing and booking overview
- ✓ Easy payment via app
- ✓ Edit publishers and commissions
- ✓ Quick contact to the ADCELL team



ADCELL dashboard and administration

Intuitive user interface and clear handling as well as transparent statistics.



Publisher Arena from ADCELL

Effectively addressing and winning new publishers for your own partner programme and optimizing existing partnerships.



Effective overview of programme optimization

Quick and easy optimization options in programme management offer more success and sales at ADCELL in just a few steps.

OUR TRACKING PORTFOLIO

Large choice & technical safety



(Click-) Cookie Tracking

First-Party-Tracking

Third-Party-Tracking



Post-View Tracking



Server-to-Server-Tracking



Fingerprint Tracking



Session Tracking



Retargeting Container



Google Chrome 80 compatible



ITP 2.2 ready



GDPR & data protection compliant



ADCELL API: Highest automation standard



APPROVED STATUS

iab europe Transparency and Consent Framework

REGISTERED VENDOR



WHAT CHANNELS DOES ADCELL OFFER?



Editorial Content

High exposure portals and blogs create added value through target group-specific addressing.



Influencer

Rich in followers, our influencers offer a high level of interaction with your target group.



Vouchers

These portals increase your brand awareness and open up new and reactivate existing customers.



Google Shopping (CSS)

Benefit from CPO-based placements with our Google CSS partners.



Cashback

Closed communities of price-sensitive users promise great reach and quality traffic.



E-Mail

Email publishers offer high reach with precise targeting and optimal performance.



Deals

This marketing channel offers a particularly high conversion rate from site visitors to buyers.



Retargeting

Benefit from the intelligent recovery of abandoned buyers on top AGOF portals.

Your online marketing mix

Use the full potential of our publishers



Unilateral advertiser contract

In addition to legal certainty, it offers you transparency without a lengthy contract review

WHAT DO YOU NEED TO START?



Programme description and eligibility requirements

Introduce yourself to your partners based on your description and requirements



Remuneration model

Define the commission you offer your publishers (sale or lead)



Publisher approval

Determine your possible partners (e.g. cashback communities etc.)



Advertising Materials

Advertising media are the key to your partner programme



Tracking

Our support will test your tracking so that it works properly.



Transfer your credit

ADCELL works without setup fee and monthly fees – you need sufficient funds (prepaid) only.

WHAT DOES AFFILIATE MARKETING COST WITH ADCELL?

You only pay when you get paid!

- No setup fee
- No monthly fees



High reach & impact

- Promotion at your start
- Diverse and high-reach publishers

Best support: personal & close

- Personal contact from the start
- Meet us at the common events of online marketing

Success-enhancing features & tools

- Intuitive dashboard and easy account management
- Simple and technically secure integration

Security and transparency

- Protection through control instruments
- Transparent billing and individual condition models

MEET & GREET

ADCELL will also be present at a variety of online marketing events in 2025



OMR Festival

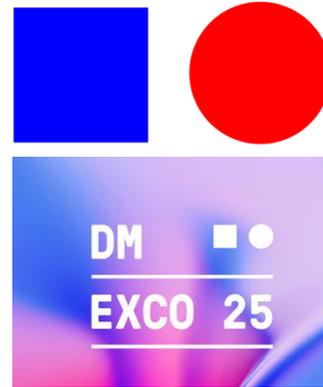
06. & 07.05.2025, Hamburg



TactixX &
Affiliate NetworkX

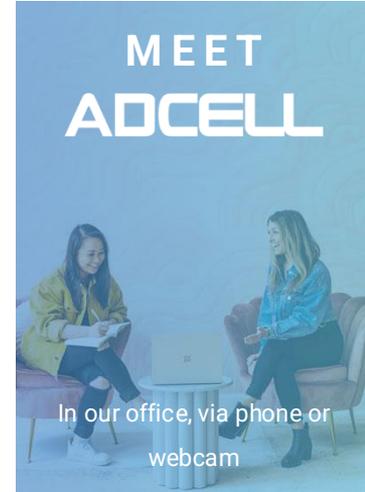
15.07.2025, München

DIGITAL MARKETING EXPO & CONFERENCE



DM EXCO 25

17. & 18.09.2025, Cologne

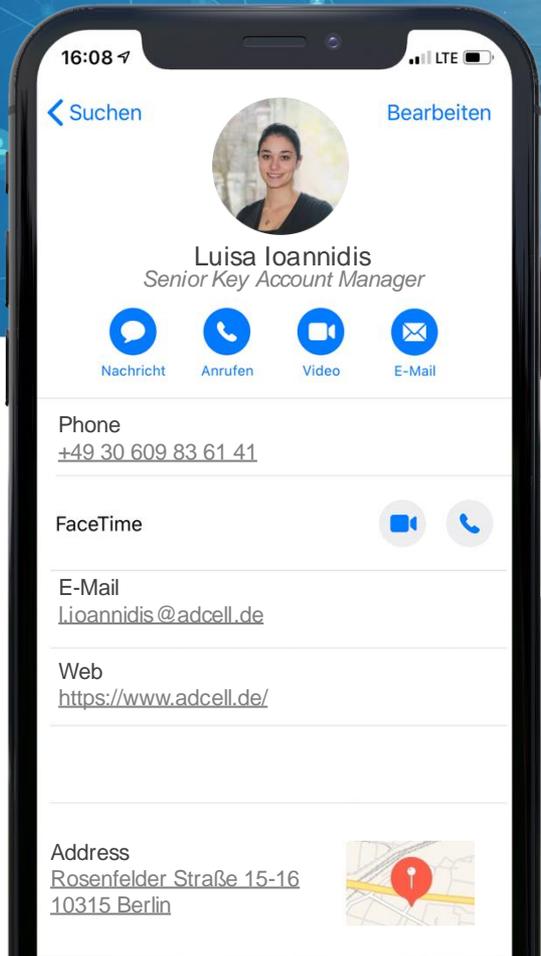


@ADCELL

flexible

Contact us and meet ADCELL!

We look forward to getting to know you personally and talking with you about your ADCELL partner programmes and your campaigns.



MEET ADCELL

Please do not hesitate to contact us!

We are always here for you!