



Mitglied

HÄNDLERBUND  
PARTNER

# ADCELL

the affiliate network

for Agencies



# 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

comany 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

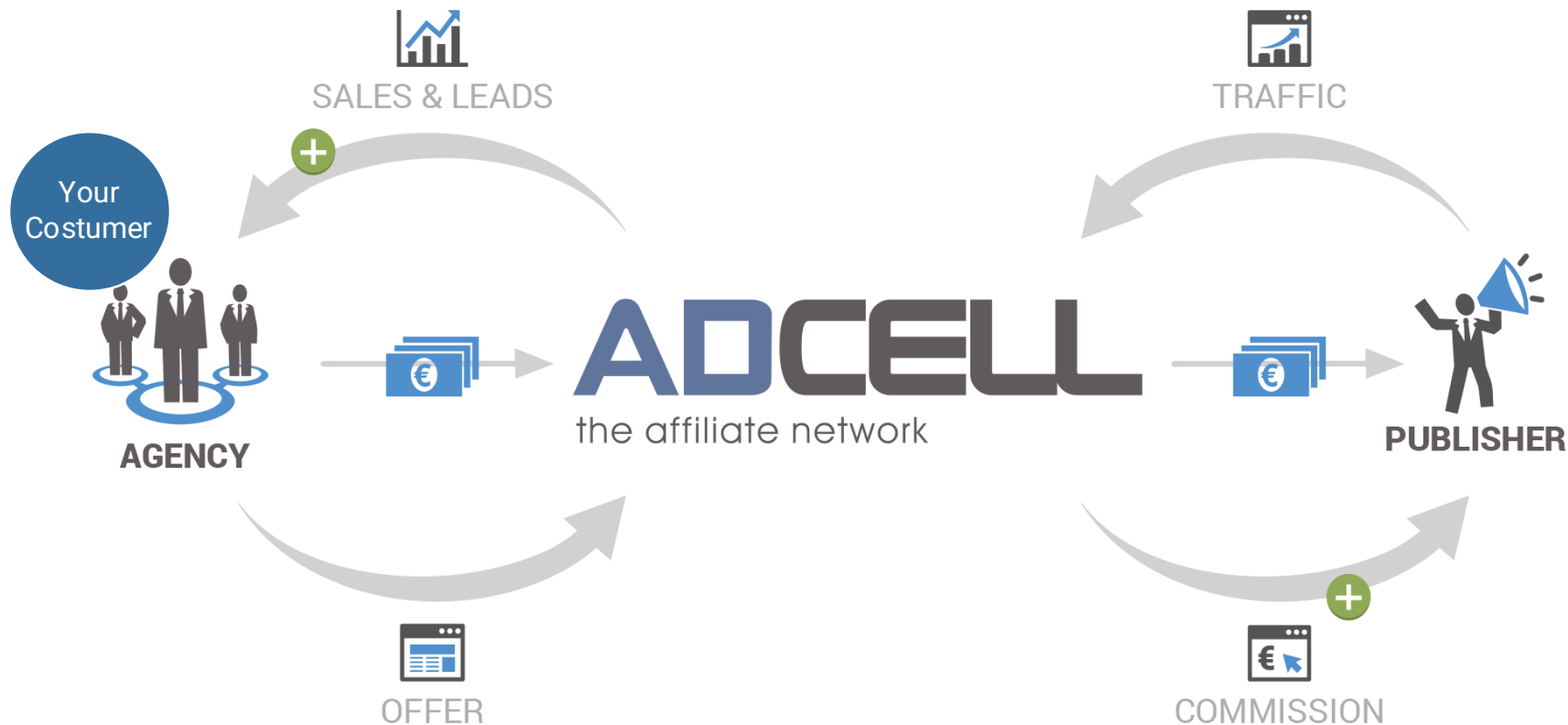
No setup fee or monthly fee, no hidden costs



## 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

**kununu**

4,7 ★★★★★

kununu Score

37 Bewertungen

OM REVIEWS

**TOP RATED**

AFFILIATE  
NETWORKS

OM REVIEWS

**LEADER**

AFFILIATE  
NETWORKS

OM REVIEWS

**TOP 100**

Tools in DACH  
2024

OM REVIEWS

**TOP 100**

TOOLS IN DACH  
2025



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.



50

Technology Fast 50  
2023  
Deloitte



# OUR PORTFOLIO – TOP PUBLISHER



# OUR PORTFOLIO – TOP ADVERTISER



# DEDICATED ACCOUNT MANAGEMENT

Programme optimization & Service



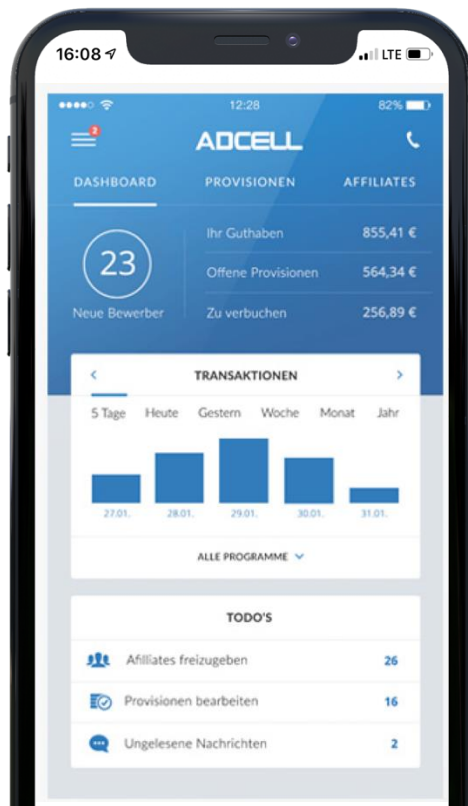


# TOOLS & FEATURES FOR AGENCIES

## The ADCELL App

Mobile & free – all you need for fully optimize campaigns

- ✓ All customers and campaigns as well as sales at a glance
- ✓ 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.



## Agency Account by ADCELL

The expanded dashboard for agencies offers an easy handling of all managed programmes. One account for all customers and with statistics filtered by customer for individual reports.

# 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**



# 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.



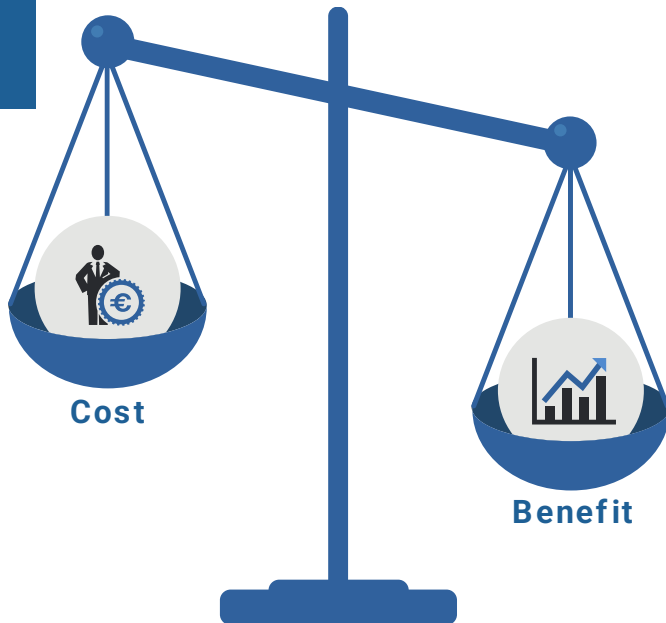
### Transfer your credit

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

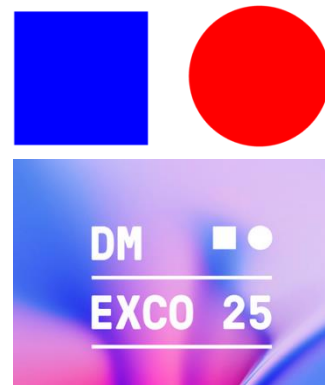
06. & 07.05.2025, Hamburg



TactixX &  
Affiliate NetworkXX

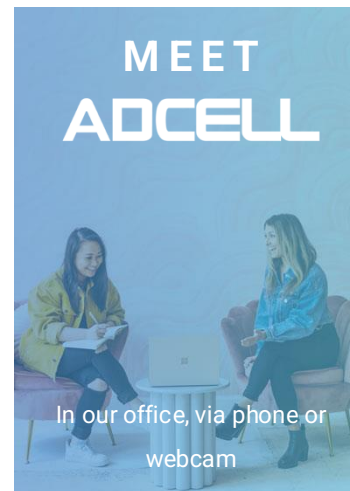
15.07.2025, München

## DIGITAL MARKETING EXPO & CONFERENCE



DM EXCO 25

17. & 18.09.2025, Cologne

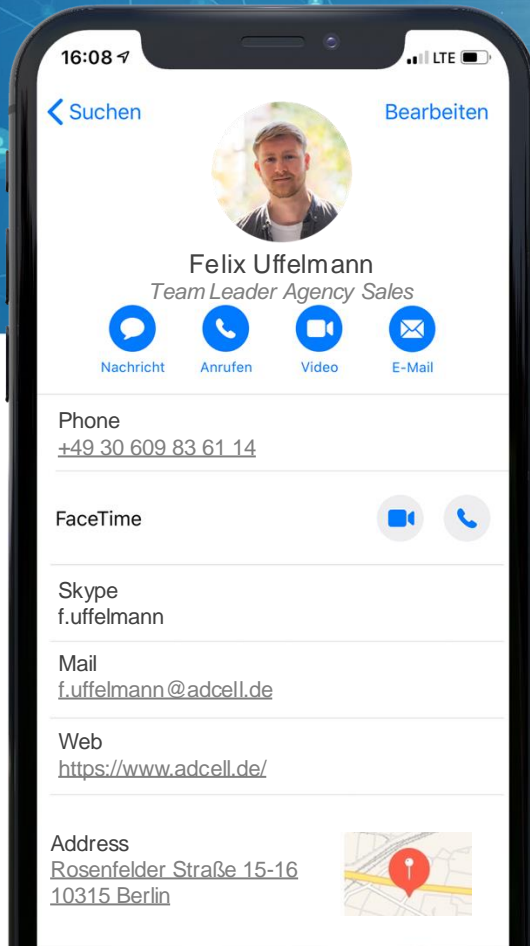


@ADCELL

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!