

ADCELL

the affiliate network

for Publishers



SHORT FACTS ABOUT ADCELL

2003
founded

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

>2.440
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

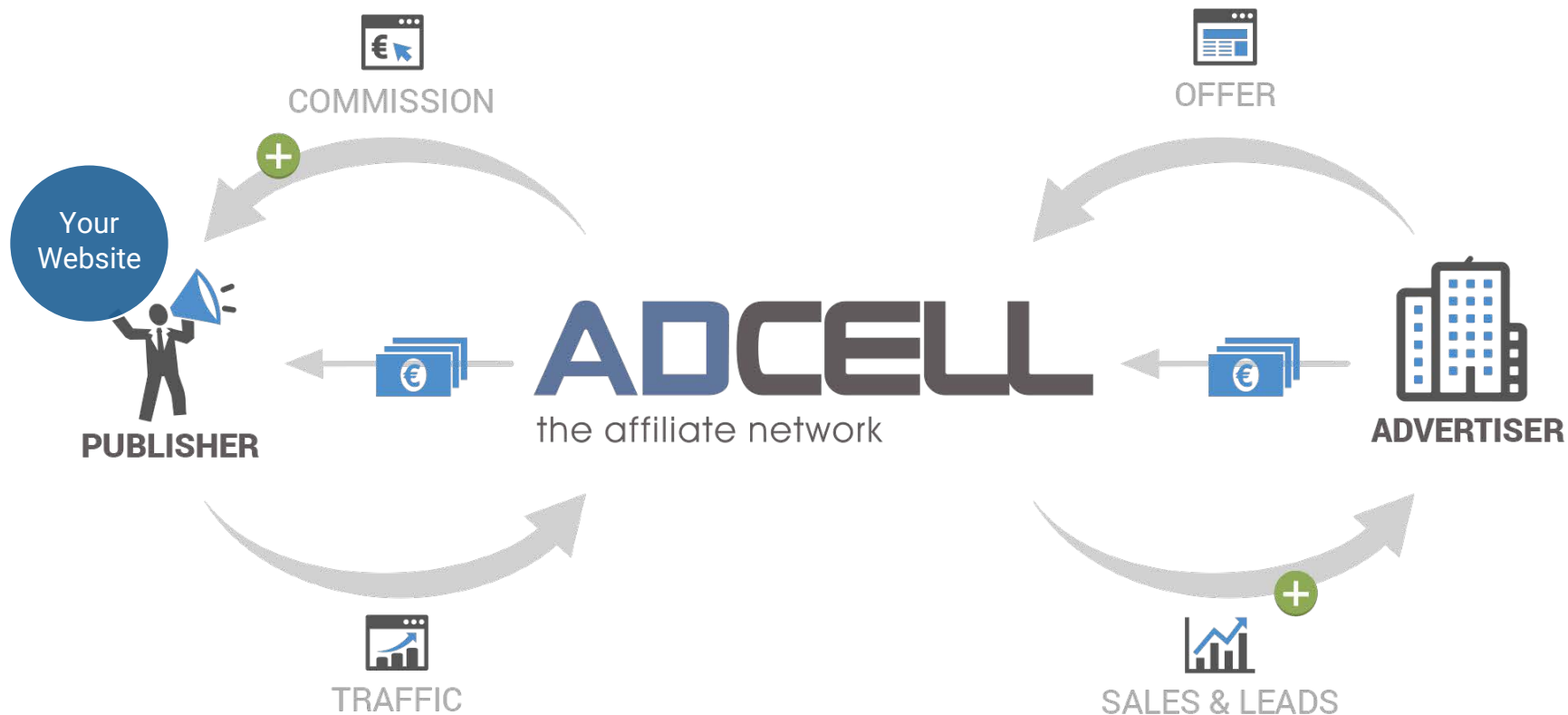
No setup fee or monthly fee, no hidden costs



RELIABLE

System with a failure ratio of 0,02%.

HOW DOES AFFILIATE MARKETING WORK



OUR PORTFOLIO – TOP ADVERTISER



OUR PORTFOLIO – TOP PUBLISHER



360° ALL-ROUND CAREFREE

Publisher Support & Service

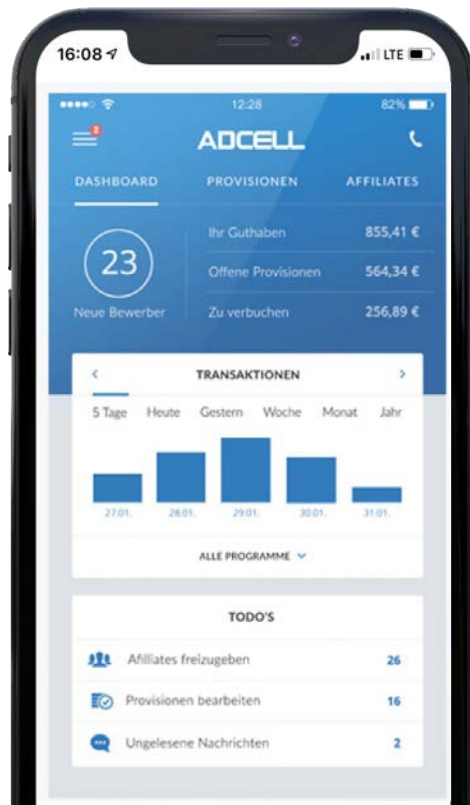


TOOLS & FEATURES FÜR PUBLISHER

Die ADCELL App

Mobil & kostenlos –
Als Publisher einfach
unterwegs optimieren

- ✓ Keep an eye on Sales
- ✓ Clear statistics
- ✓ Transparent insight into transactions and commissions
- ✓ Easy registration to advertisers
- ✓ Quick contact to the ADCELL team



Instant Payment

Full flexibility in the payout of authorised provisions: Automatically pay out your credit amount at any time or on a scheduled basis.



ADCELL dashboard & administration

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



CSV Mapper by ADCELL

With the CSV Mapper, simply customize the predefined CSV file of our advertisers with just a few clicks and adapt it to your own needs.



ADCELL seasonal calendar for publishers

The ADCELL e-commerce calendar with partner programmes and your campaigns for seasonal highlights.

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

MEET & GREET

ADCELL will also be present at a variety of online marketing events in 2023



OMR Festival

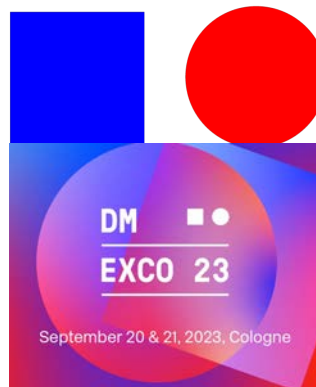
09.05.2023 – 10.05.2023, Hamburg



TactixX &
Affiliate NetworkXX

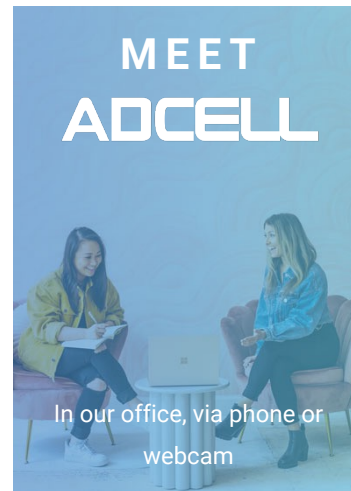
18.07.2023, München

DIGITAL MARKETING EXPO & CONFERENCE



DM EXCO 23

21.09.2023 – 22.09.2023, Köln

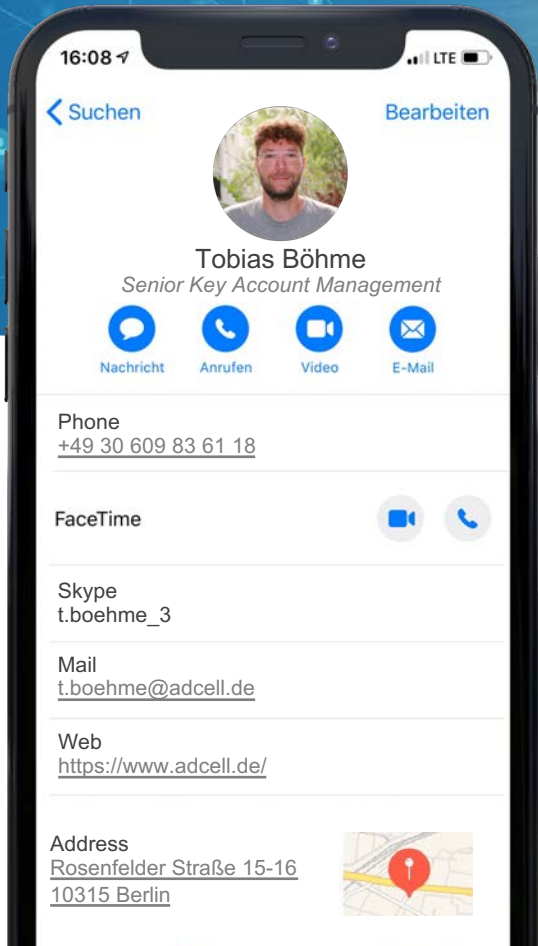


@ADCELL

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!