

**NZ COMPARE**  
COMPARE.SAVE.REPEAT



**MEDIA PACK**





A Kiwi based business



Over 2 million Kiwi consumers have used our websites in 2021, resulting in over 1 million retailer site visits.



Rapidly expanding - PriceMe acquired by NZ Compare in December 2021



Over 50,000 Kiwis have switched providers and plans with our help



Over 400 key retailer relationships across power, broadband, retail, finance and mobile



Westpac Business Award finalists for 4 years straight across Customer Service, Emerging Business and Strategy and Planning



A Deloitte Technology Fast 500 Asia Pacific Company

## As featured in:



The Authority since 1970



# Who are the PriceMe community?

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**2M+**

unique users



**250K+**

recipients  
of the newsletter



**55%**

mobile users

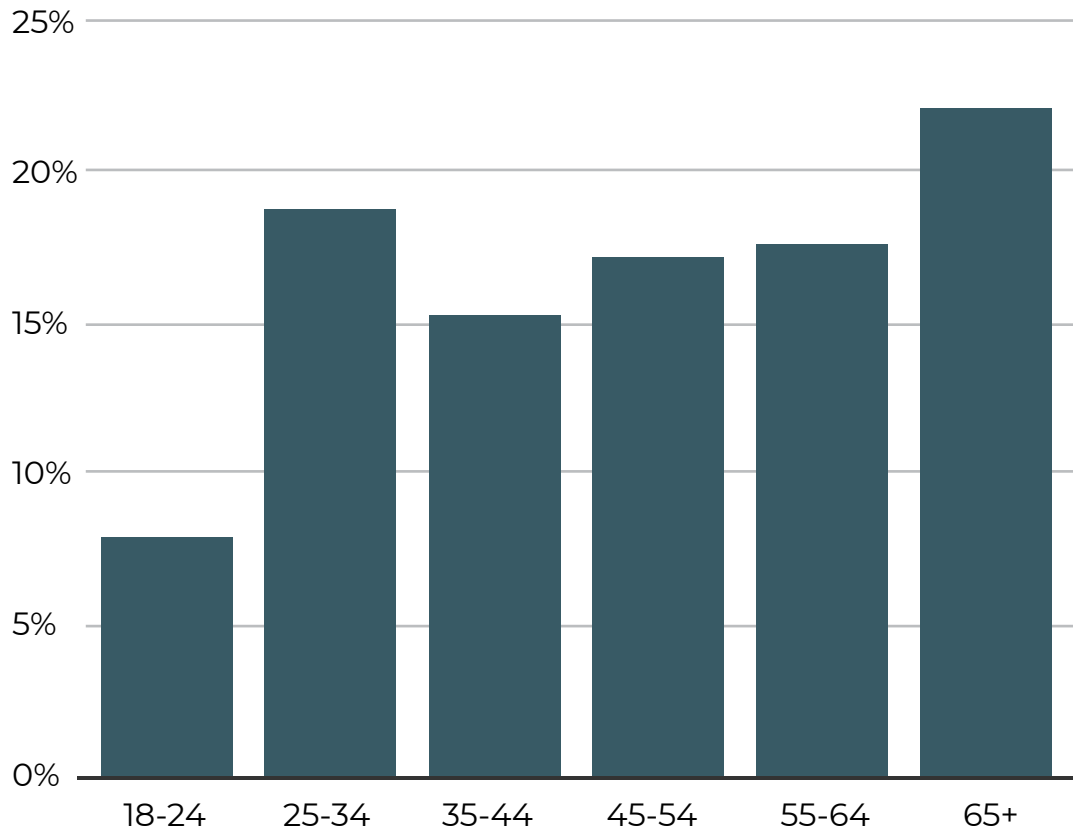


**45%**

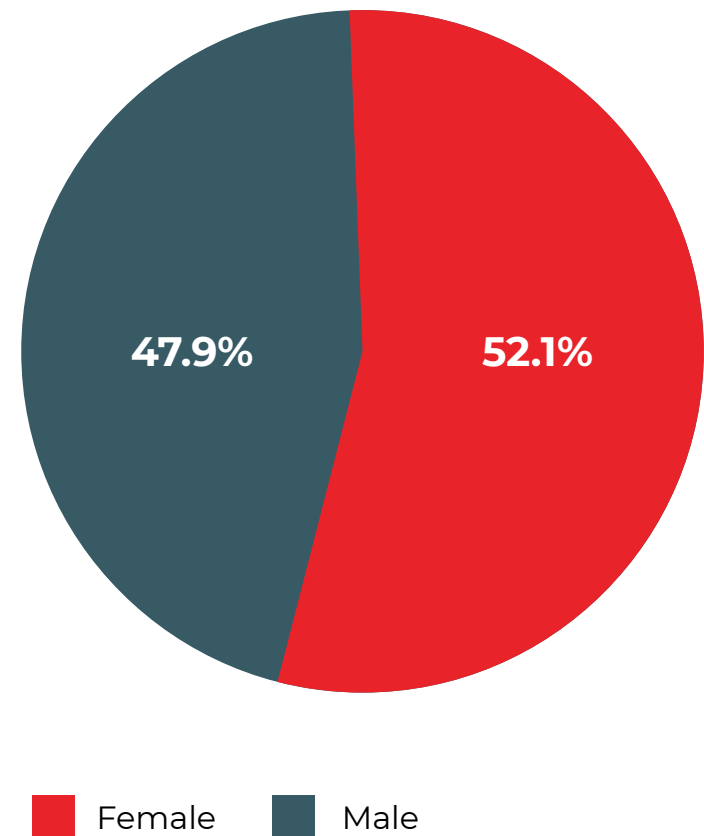
desktop users

# Who are the PriceMe community?

## Age



## Gender



# What are the community shopping for?

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## Affinity category (reach)

- 4.25%** Cooking Enthusiasts
- 3.95%** Shoppers
- 3.08%** Business Professionals
- 2.71%** Shutterbugs
- 2.68%** Do-It-Yourselfers
- 2.65%** Outdoor Enthusiasts
- 2.63%** Green Living Enthusiasts
- 2.58%** Avid Investors
- 2.56%** Travel Buffs
- 2.51%** Frequent Salon Visitors

## Other category

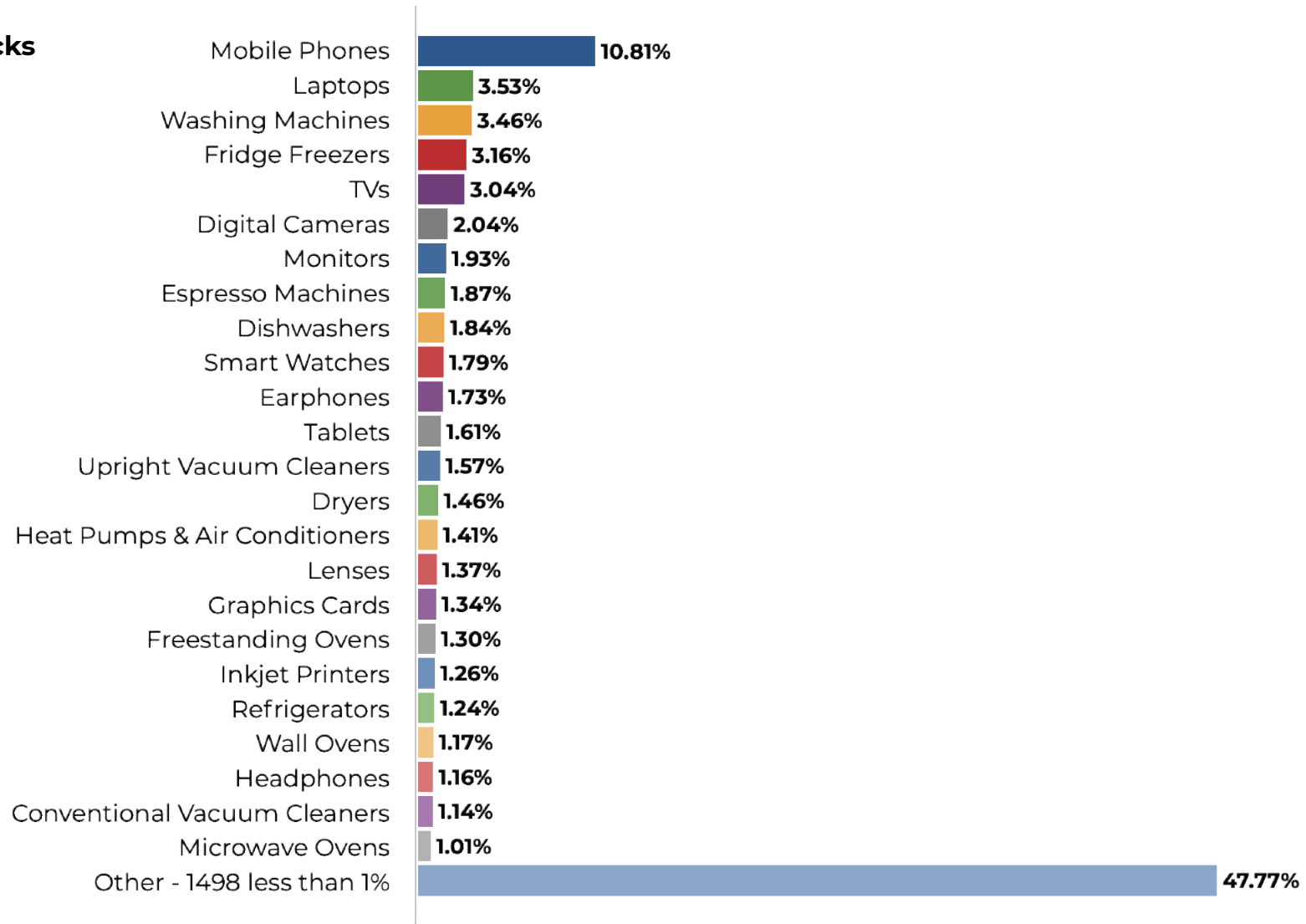
- 5.50%** Arts & Entertainment
- 3.86%** Shopping
- 3.16%** News
- 2.44%** Internet & Telecom
- 1.77%** Food & Drink & Cooking
- 1.69%** Real Estate
- 1.35%** Sports

## In-Market segment

- 7.94%** Real Estate
- 7.86%** Home & Garden
- 4.30%** Travel
- 2.94%** Autos & Vehicles

# Traffic analysis by category

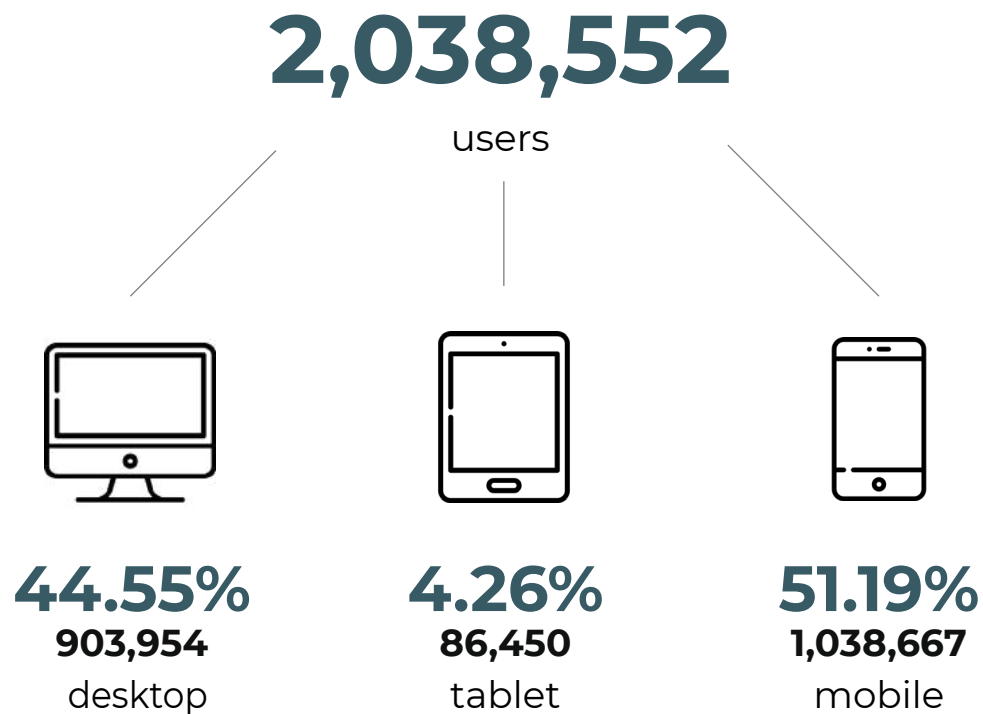
## Percent of clicks



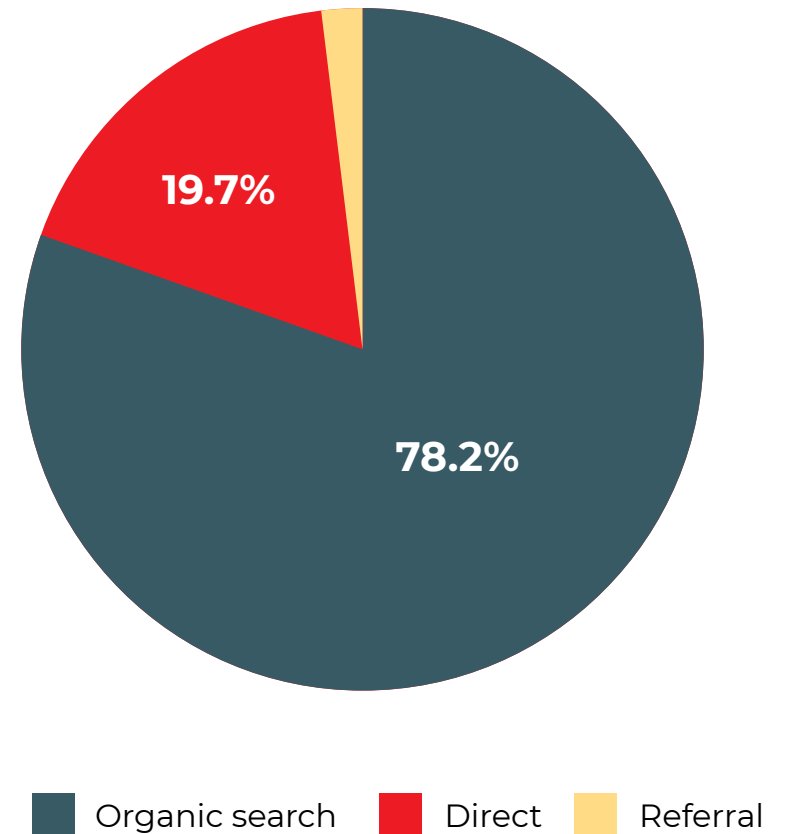
Data Collected across 2021 full year on PriceMe.co.nz

# How do the community use our platform?

## Devices



## Top channels



# Why partner with us?

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## NZ Compare & PriceMe exist to help people make the right choice!

The average Kiwi finds the process of researching major household purchases, from broadband and power to dishwashers and televisions, difficult, time consuming and confusing. This is why NZ Compare was founded, we're Kiwis helping Kiwis.

Our brand, PriceMe is a comparison tool that allows our customers to easily compare products, retailers and prices to make an informed choice about which purchase is best for them.

We're passionate about creating a world where a fully informed choice is the only choice.

At PriceMe we aim to provide our customers with an accurate, fair and informative way to compare retailers stocking the product they are looking to buy. This allows them to feel confident when they choose the best product and retailer for their needs.

We understand that the process of choosing isn't a one-size-fits-all situation, it's not always about the

price point battle. Our comparison websites compare far more than just price. Comparison features vary by product type and retailers and product listings include hundreds of user generated reviews to help consumers make their choice.

As a trusted source of information to a large established customer base, we are well-placed to partner with New Zealand retailers. By increasing the number of products and exposure across the PriceMe website you will have greater opportunity for growing market share versus your competitors, retaining customers and increasing brand awareness and recognition in target vertical markets.

**It's time for your brand to fully engage with PriceMe and NZ Compare, so Kiwis can be served with every option when making any purchase.**



**We believe that fair, easy-to-use comparison services should be available to everyone to help them make fully informed purchasing decisions.**

## **We are a discovery platform helping to create a nation of informed Kiwis**

We aim to provide our visitors with the tools and information they need to easily compare all products or services available on the market. Our easy-to-use websites create a discovery platform to help customers explore the products and options available to them, compare them side-by-side, and choose the one that's best for them.

## **A trusted source of information**

We are committed to building strong trust-based relationships with our customers, partners and retailers. This has allowed us to become a trusted source of information for our large established user base of over 2,000,000 Kiwis and over 400 key partners.

## **Overcome choice paralysis**

When faced with too much information, consumers can often experience choice paralysis and ultimately choose to make no decision (or a poor decision they are ultimately dissatisfied with). We remove that obstacle through our informative websites and customer support team.

## **Empowering consumers and partners is our BAU**

We engage with a large pool of Kiwis actively shopping, and in the purchase journey. This gives us invaluable data and information around pricing and additionally, about the features and benefits that are most important to consumers when making purchase decisions. PriceMe delivers great conversion rates and key insights. Customer and partner satisfaction is key to our success.

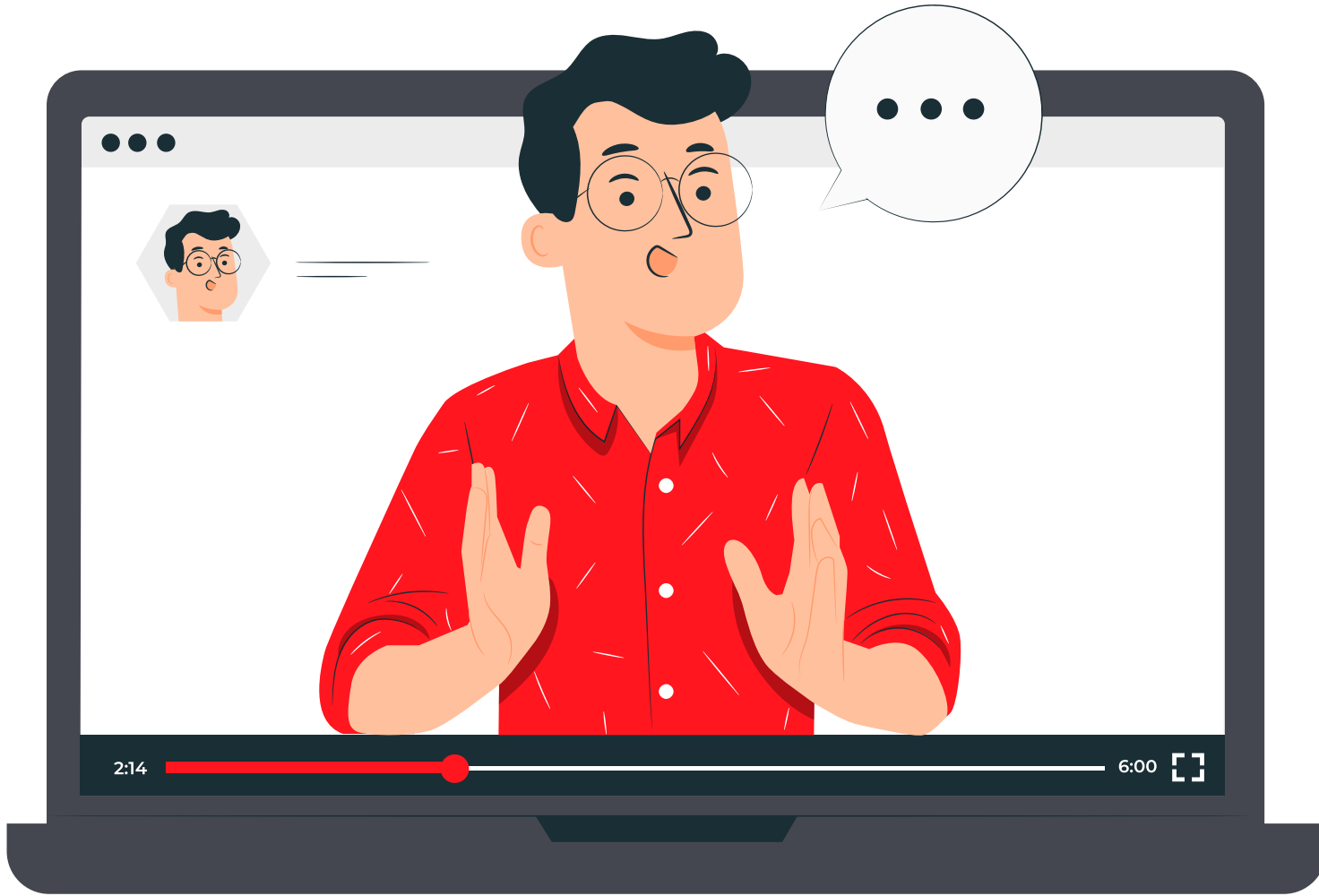
## NZ Compare & PriceMe exist to help people make the right choice.

Partner with us to support consumers making better buying decisions. Make an impact to households nationwide by helping them to fairly, and easily, compare your products.



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 **PRICEME**



# MEDIA AND INSIGHTS

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## Tackle your competition whilst remaining fair to the consumer's right to compare.



Grow your audience and brand with new consumer eyes on your products



Help reduce household debt by supporting consumers to select the right product for their budget and needs



Increase customer satisfaction by allowing them to compare all and choosing you



Allow consumers the ease of a one stop shop experience when shopping



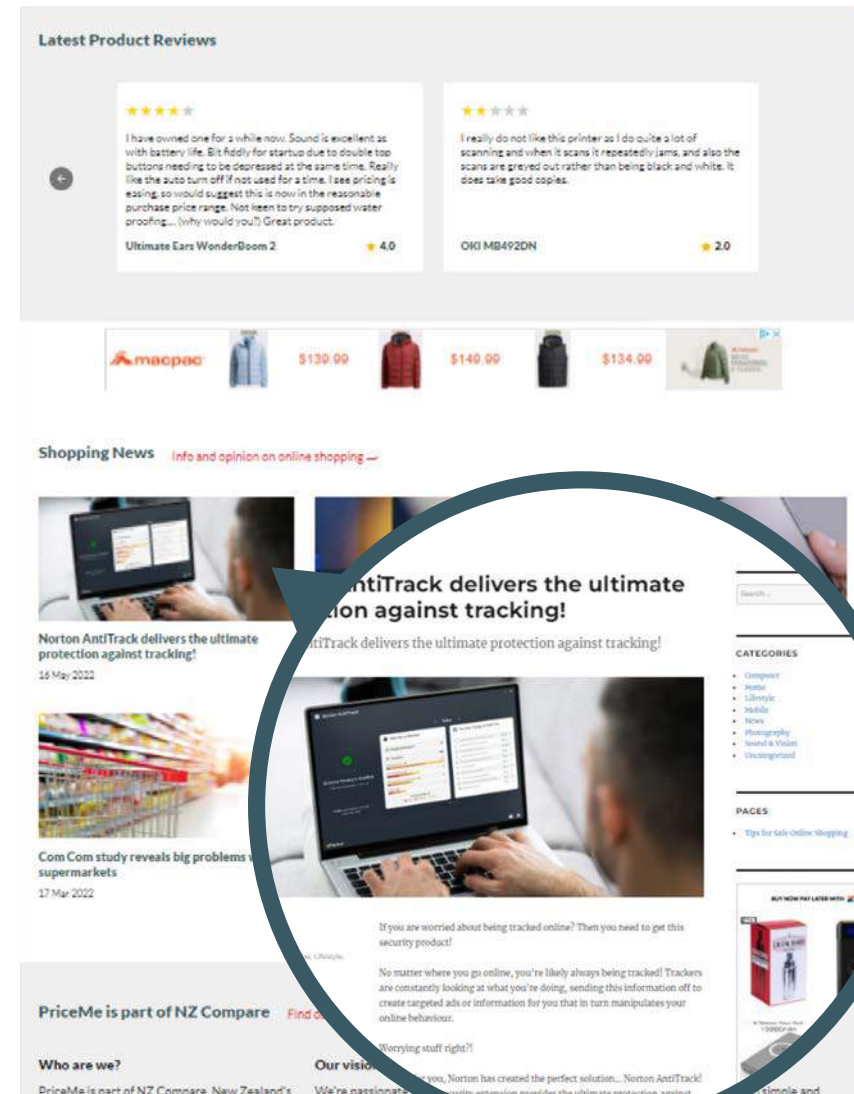
Grow your reach with our advertising assets

**Experienced in matching content and offers to our audience. Written for value not to promote, use our advertorial options to create brand awareness and help our audience solve a challenge with your product(s).**

**\$1,895 + GST**  
6 months

**\$2,995 + GST**  
12 months

- 📍 Home Page featured for 3 weeks
- 📍 Up to 1,000 words, 5 x images, logo, links, video (YouTube) and calls to action
- 📍 Option to edit or update the article over term and featured within relevant section of choice
- 📍 Promote informative content, brand and offers

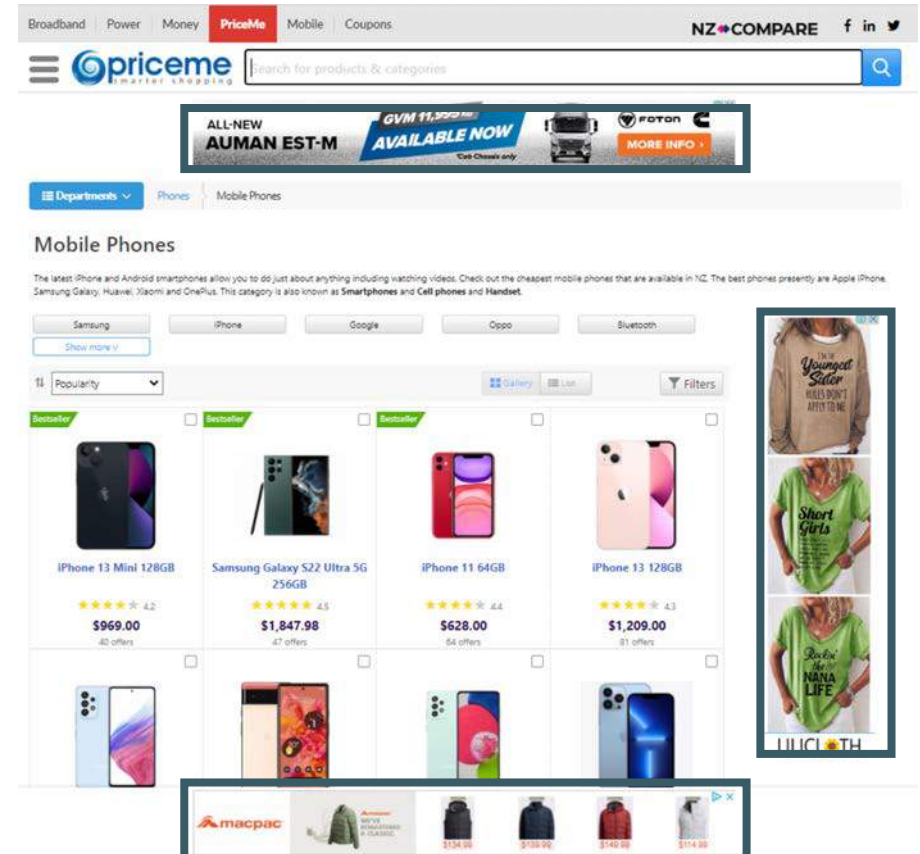


Ownership of a category section includes four display banners – including a ‘sticky’ banner, sponsorship of the category Buying Guide.

from **\$1,995\* + GST**  
per month

- 🏷️ Create interest in a category and then direct shoppers to specific products and/or offers within that category
- 🏷️ Include competitions and offers
- 🏷️ Includes promotion via social media posts and newsletter insert

\* Subject to category



The screenshot displays the PriceMe website interface for the 'Mobile Phones' category. At the top, there is a navigation bar with links for 'Broadband', 'Power', 'Money', 'PriceMe', 'Mobile', and 'Coupons'. The main header features the PriceMe logo and a search bar. A prominent banner at the top right advertises 'ALL-NEW AUMAN EST-M' with a 'GVM 11, 1702 NEW AVAILABLE NOW' offer. Below this, the 'Mobile Phones' section is titled, and a sub-header reads: 'The latest iPhone and Android smartphones allow you to do just about anything including watching videos. Check out the cheapest mobile phones that are available in NZ. The best phones presently are Apple iPhone, Samsung Galaxy, Huawei, Xiaomi and OnePlus. This category is also known as Smartphones and Cell phones and Handset.' The product listings are organized into a grid with filters for 'Samsung', 'iPhone', 'Google', 'Oppo', and 'Bluetooth'. The first row of products includes: iPhone 13 Mini 128GB (\$969.00, 4.2 stars, 40 offers), Samsung Galaxy S22 Ultra 5G 256GB (\$1,847.98, 4.5 stars, 47 offers), iPhone 11 64GB (\$628.00, 4.4 stars, 64 offers), and iPhone 13 128GB (\$1,209.00, 4.3 stars, 81 offers). A 'sticky' banner on the right side of the page features clothing items with humorous text like 'The Youngest Sister' and 'Short Girls'. At the bottom, there is a 'macpac' banner with various jackets and their prices.

# Email marketing: E-Newsletter

Have your brand reach our database of ~250,000+ subscribed active shoppers nationwide with a segment in our E-Newsletter.

**\$2,995 + GST**  
per feature

- Linking to dedicated promotional content page with up to 1,000 words, 3 x images, logo, links and calls to action
- Promote informative content, brand or offers



The **Noel Leeming** PRICE SMASH is on now and you can compare prices on a huge range of electronics with **Price Me** - compare prices on [TV's](#), [Computers](#), [Dehumidifiers](#), [Phones](#), [Audio Equipment](#) and more!

VISIT PRICE ME



# Email marketing: Single Branded EDM (Solus)



Have your brand target our database of ~250,000+ subscribed active shoppers nationwide with a solus E-Newsletter.

**\$0.20**

per recipient  
per email record\*

**\$3,000\*\* + GST**

minimum send value

- With average open rates in excess of 25%
- Promote an exclusive PriceMe / NZ Compare offer or standard branded call to action
- Some limited targeting options available

\* Additional costs for targeting filters

\*\* \$250 admin, set up, testing fee applicable





# Advertising option: Home Page Takeover

100% share of voice / fixed tenancy of our PriceMe home page with:

- 1 x Hero Image
- 5 x Dynamic Display Banners
- 1 x Sticky Banner

from **\$2,995\* + GST**  
per week

- 🏷️ Seek to create interest in a category and then push shoppers to specific products and/or offers
- 🏷️ Weekly impressions ~150,000+
- 🏷️ Daily and weekly placements available

\* Subject to seasonality/date range



The screenshot displays the PriceMe website home page with several advertising placements highlighted by red boxes:

- Sticky Banner:** Located at the top, it features a red background with the text "Your holiday is just a short drive away" and a small image of a car.
- Hero Image:** A large banner below the navigation bar with the text "Compare prices, read reviews and find the cheapest deal. Simplify your shopping experience." and an illustration of a man and a woman shopping.
- Dynamic Display Banners:** A row of five product cards for smartphones: Samsung Galaxy S22 Ultra 5G 256GB (\$1,648.00, 4.5 stars), iPhone 11 64GB (\$600.00, 4.4 stars), Google Pixel 6 5G 128GB (\$818.00, 4.1 stars), iPhone 13 128GB (\$1,304.00, 4.3 stars), and Samsung Galaxy A32 6GB 128GB (\$389.00, 3.9 stars).
- Dynamic Display Banners:** Two banners below the product cards. The first is for "GET YOUR BONUS FLYBUYS TODAY" with a "3x" multiplier. The second is for "SQUARESPACE" with the text "Seamlessly sync your online store inventory no matter where you sell it."

# Pricing information: Data & Analysis



Increase your sales growth & profit margins by uncovering your rival's prices & tactics through our Competitor Price Tracking & Monitoring Tools.

from **\$495\* + GST**  
per month

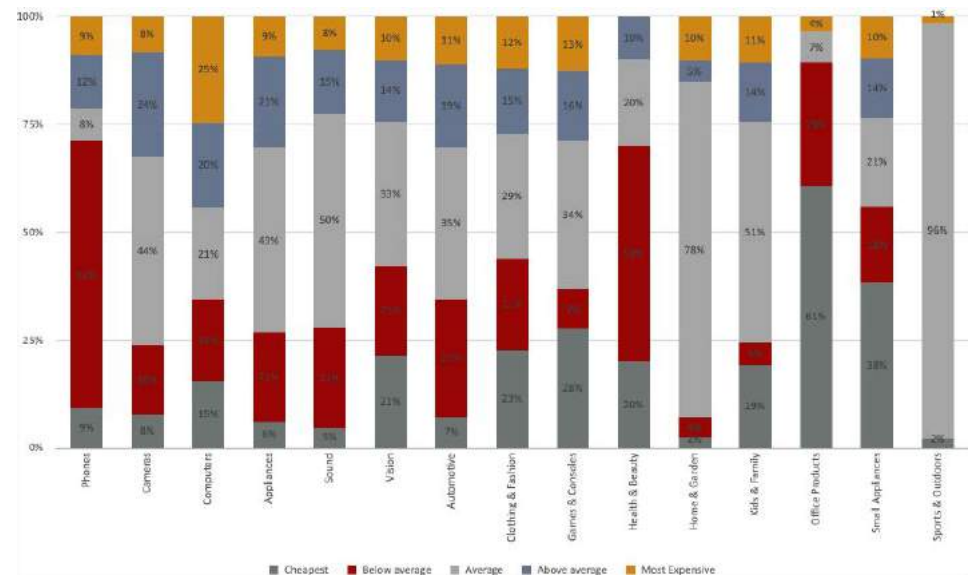
Our competitor price tracking technology gathers competitor product price and availability information into a single, easy to use report.

Save your team the stress.

With PriceMe and NZ Compare, gathering competitor prices is no longer a tiresome, labor-intensive, costly, nor inaccurate operation. We offer timely and reliable data delivered direct to you, along with your pricing and marketing teams.

\* Subject to data requirements

Category	Cheapest	Below average	Average	Above average	Most Expensive
Phones	6	41	5	8	6
Cameras	86	179	487	271	92
Computers	52	64	72	67	83
Appliances	8	27	56	28	12
Sound	6	30	64	19	10
Vision	182	177	285	121	86
Automotive	7	27	35	19	11
Clothing & Fashion	64	60	82	43	34
Games & Consoles	24	8	30	14	11
Health & Beauty	2	5	2	1	0
Home & Garden	10	18	314	21	41
Kids & Family	27	7	72	19	15
Office Products	17	8	2	0	1
Small Appliances	182	84	98	66	46
Sports & Outdoors	208	0	9116	1	137
Toys & Hobbies	0	0	31	0	0



# Partner with PriceMe and help Kiwis compare what's out there

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hello@nzcompare.com

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