



PRESS RELEASE

Savings United win Best E-Commerce Strategy at Digiday Media Awards Europe

Successful collaboration with Ringier Axel Springer Polska recognised by judges at prestigious event in London

London, UK – 06th June 2018 – Savings United are both delighted and honoured to have won the award for Best E-Commerce Strategy at the Digiday Media Awards Europe, held at The Brewery in London. The award looked for the best use of e-commerce to drive additional revenue for Ringier Axel Springer Polska that was seamless with its editorial content.

Savings United has developed a successful partnership with Ringier Axel Springer Polska to develop a market-leading voucher code solution for its premium media titles in Poland, leveraging content to drive revenue for hundreds of important brands.

“Our great partnership with Ringier Axel Springer Polska helps deliver incremental revenue through our best-in-class voucher code solution. We are naturally overwhelmed by the success of our collaboration, and for this to be recognised at such a respected ceremony attended by Europe’s most influential media partners. We look forward to building on this achievement together with Ringier Axel Springer Polska” said Panayotis Nikolaidis, Savings United’s CEO.

The delight was also shared by Maciej Stefański (Product Owner Newsweek, Forbes Paid Content Platform): *“We are extremely pleased with this award and distinction in such a relevant category such as the Best E-commerce Strategy. We could not have imagined a better long-term partner to operate and manage our voucher code platform, and this award has demonstrated this. We hope to achieve even greater accomplishments together in the future”.*



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This success reinforces Savings United's position as the global leader in delivering voucher code solutions for premium media groups.

About Savings United GmbH

Savings United is the leading provider of voucher code solutions for premium media publishing companies. By partnering with Savings United, media publishers acquire a significant additional revenue stream, attract new audiences and generate high-value e-commerce data. Thanks to our international portfolio, shoppers can connect with their favourite online brands in a trustworthy environment.

Founded in 2012, Savings United is a fast-growing German company with a global presence in 10 countries, including the UK.

[Savings United](#)

About Ringier Axel Springer Polska

Ringier Axel Springer Polska has been operating since 1994. Since 2010, it's been part of the international media company Ringier Axel Springer Media AG, which also operates in Hungary, Slovakia and Serbia.

Ringier Axel Springer Polska, part of Grupa Onet-RAS Polska, owns some of the leading publications and classifieds. The internet portal Onet.pl is visited by ca. 20 million users a month (data: Gemius/PBI) and is the largest of its kind in Poland. The newspaper Fakt is the largest daily in Poland. Also within their portfolio is: the national newspaper Przegląd Sportowy as well as the weekly Newsweek Polska, the business weekly Forbes Polska and computer and automotive magazines Komputer Świat and Auto Świat.



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A number of leading websites, such as FAKT.pl, Businessinsider.com.pl, przegladsportowy.pl and sport.onet.pl reach millions of users every day.

[Ringier Axel Springer Polska](#)

About Digiday Media Awards Europe

The Digiday Media Awards Europe is a new program that recognizes the companies working to modernize European media. While our other awards programs recognize companies on a global scale, the Digiday Media Awards Europe showcase work specific to the European market.

[Digiday Media Awards Europe](#)

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