

TCC



BG

Wickfire Media Kit 2026



Recognition and Awards



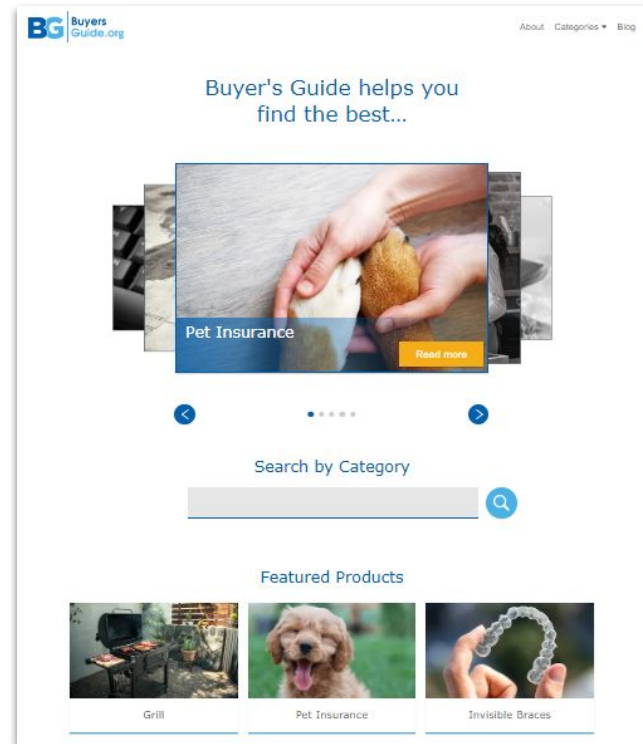
- Generated **over \$1 Billion in referred sales** for affiliate partners
- **Microsoft Advertising Elite Partner**
- **CJ High Commendation** for strategic cross-channel strategies
- **IMPA Finalist** three consecutive years for cutting-edge automation and technology
- Microsoft **Rising Star of the Year** Runner Up for 2021 and **Trailblazer of the Year** Finalist for 2022

Why BuyersGuide.org?



Buyer's Guide helps brands convert shoppers higher in the purchase funnel by targeting **early consumer interest search traffic** in Google and Bing (e.g. "best vacuum," "baby monitors," "best mattress").

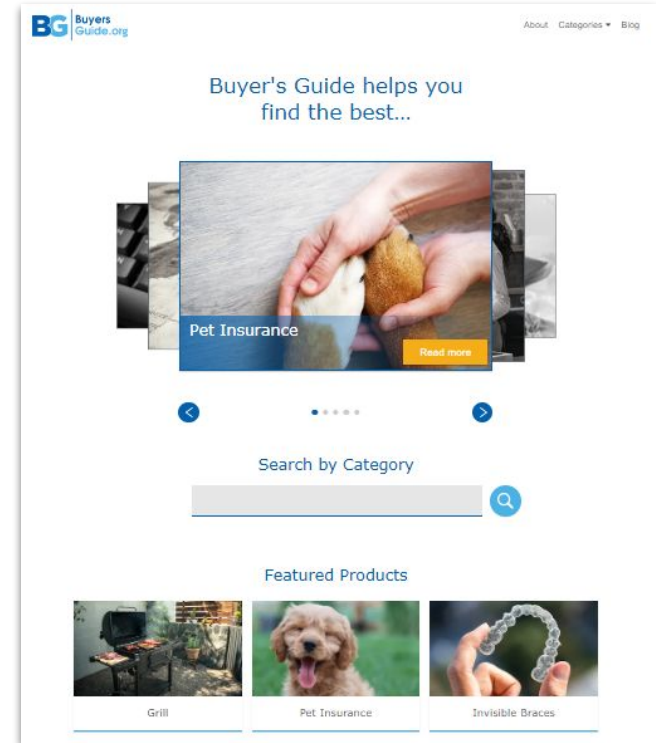
Traffic is directed to optimized comparison pages that use a **proprietary value index** to assist user decision-making and analyze user behavior. Using our algorithm, we are able to identify and boost top-performing products for our partners.



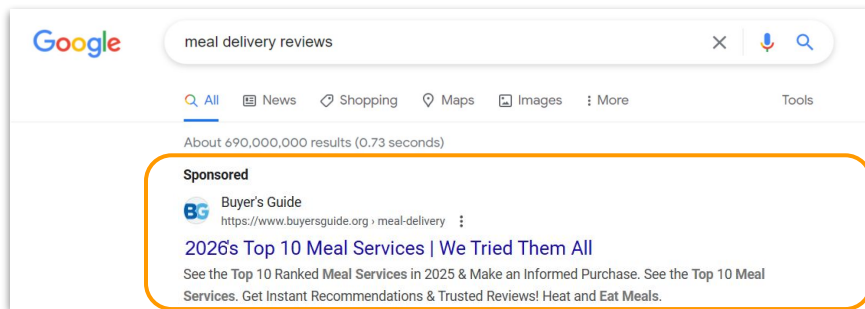
Buyer's Guide Overview

Buyer's Guide drives **\$50 Million** in Revenue to Partners Every Month

- 80M monthly search impressions
- 6M+ monthly unique visitors
- 3,000 comparison pages
- Over 30,000 products and services compared in one place.

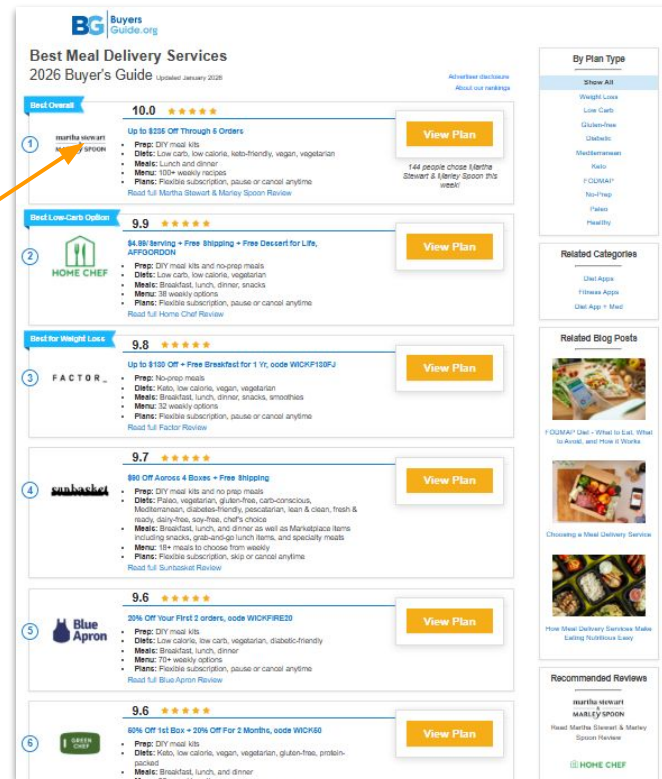


Purchase Funnel



Consumer Path:

- Wickfire runs advertising on **review- and comparison-related search queries**, targeting shoppers still in the research phase of the shopping funnel
- Customer types in search query, clicks on Buyer's Guide ad, and is taken to a review vertical **optimized to drive sales**



Landing Pages

- Our traffic sends users to a product **comparison page** optimized to provide relevant information to potential customers and aid decision-making to help them conclude research and make a purchase.
- Each vertical can have as many as 20 **individual templates**, allowing us to offer exposure in the keywords most relevant for our strategic brands.
- Merchants are ranked according to Wickfire's proprietary **Review Merchant Index**, which takes into account user engagement, conversion rate, and CPA for each brand, among other factors

The screenshot displays a landing page titled "Best Meal Delivery Services 2026 Buyer's Guide" from BG Buyers Guide.org, updated in January 2026. The page features a list of six meal delivery services, each with a rating, a brief description of its offerings, and a "View Plan" button. The services listed are:

- Martha Stewart & Marley Spoon**: 10.0 rating. Up to \$208 Off Through 6 Orders. Includes: Prep: DIY meal kits; Diet: Low carb, low calorie, keto-friendly, vegan, vegetarian; Meals: Lunch and dinner; Menu: 100+ weekly recipes; Plans: Flexible subscription, pause or cancel anytime. 144 people chose Martha Stewart & Marley Spoon this week.
- Home Chef**: 9.9 rating. \$4.80 Serving + Free Shipping + Free Dessert for Life, AFFORDABLE. Includes: Prep: DIY meal kits and no-prep meals; Diet: Low carb, low calorie, vegetarian; Meals: Breakfast, lunch, dinner, snacks; Menu: 38 weekly options; Plans: Flexible subscription, pause or cancel anytime.
- Factor**: 9.8 rating. Up to \$100 Off + Free Breakfast for 1 Yr, code WICKF100FJ. Includes: Prep: No-prep meals; Diet: Keto, low calorie, vegan, vegetarian; Meals: Breakfast, lunch, dinner, snacks, smoothies; Menu: 32 weekly options; Plans: Flexible subscription, pause or cancel anytime.
- Marble**: 9.7 rating. \$90 Off Joines 4 Boxes + Free Shipping. Includes: Prep: DIY meal kits and no prep meals; Diet: Paleo, vegetarian, gluten-free, carb-conscious, Mediterranean, diabetes-friendly, pescatarian, lean & clean, fresh & ready, dairy-free, soy-free, chef's choice; Meals: Breakfast, lunch, and dinner as well as Marketplace items including snacks, grab-and-go lunch items, and specialty meals; Menu: 18+ meals to choose from weekly; Plans: Flexible subscription, skip or cancel anytime.
- Blue Apron**: 9.6 rating. 20% Off Your First 2 orders, code WICKFIRE20. Includes: Prep: DIY meal kits; Diet: Low calorie, low carb, vegetarian, diabetic-friendly; Meals: Breakfast, lunch, dinner; Menu: 70+ weekly options; Plans: Flexible subscription, skip or cancel anytime.
- Green Chef**: 9.6 rating. 60% Off 1st Box + 20% Off For 2 Months, code WICK60. Includes: Prep: DIY meal kits; Diet: Keto, low calorie, vegan, vegetarian, gluten-free, protein-focused; Meals: Breakfast, lunch, and dinner.

On the right side of the page, there are sections for "By Plan Type" (listing various diet types like Weight Loss, Low Carb, etc.), "Related Categories" (Diet Apps, Fitness Apps, etc.), "Related Blog Posts" (with images and titles), and "Recommended Reviews" (featuring user testimonials).

Buyer's Guide Next Steps

Looking to launch a campaign?

- We evaluate opportunities for new verticals all the time. Contact us to see if your brand is a fit!

Already running a campaign with us but looking to optimize?

- Please reach out to us directly and we can put together a recommended optimization strategy.
- In exchange for commission rate increases, specialized offers or exclusive partnerships, we can offer added increased exposure and content placements.



Contact Us



**Have a question about working with
Wickfire on Buyer's Guide?
We'd love to hear from you!**

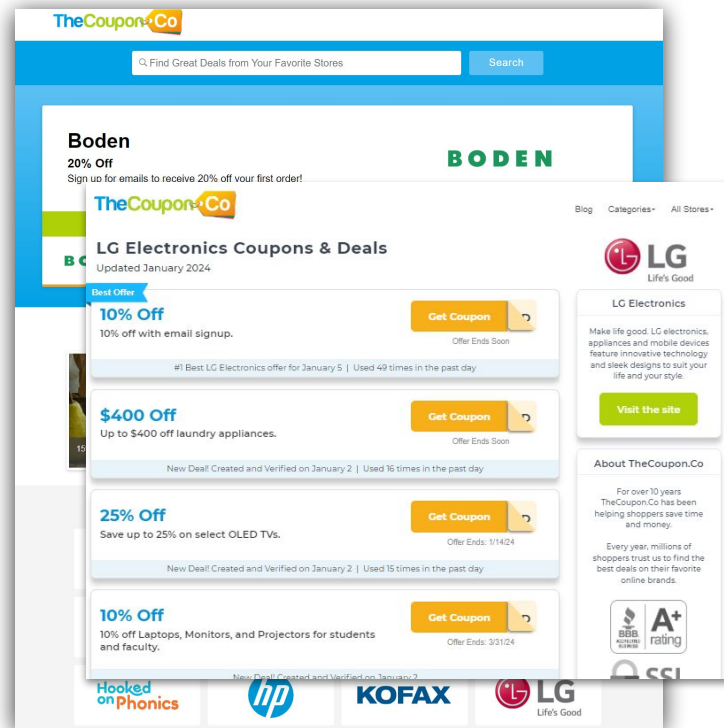
partners@buyersguide.org

TheCoupon.Co: Discount Shopper Targeting



TheCoupon.Co drives conversions for deal-sensitive shoppers by directing coupon search traffic to dedicated merchant page on TheCoupon.Co by **focusing on brand+coupon** and discount queries.

Store pages are optimized for the highest conversion rate by dynamically ranking coupons based on performance and exclusively promoting the featured brand.



TheCoupon.Co Overview

Monthly Visitors

400,000 Unique Visitors



Monthly Views

500,000+ Pageviews



Average Age

59% of Visitors Are Aged
Between 18-44



Gender Breakdown

56% Female



Geography

88% North American



Device Usage

52% Mobile,
46% Desktop, 2% Tablet



TheCoupon.Co Partnership

TM+ Coupon Partnership:

- Wickfire will bid on **coupon-related search queries** in combination with brand name
- Placements will direct customers to a branded merchant page on TheCoupon.Co
- Focus on driving conversions, reducing shopping cart abandonment, and increasing AOV through targeted promotions
- We negative match exact brand name and can implement bid caps to ensure we aren't outranking internal paid search efforts or driving up search costs

Advertiser Name +

Coupon(s)	Promo Code(s)
Coupon Code(s)	Promotion
Discount Code(s)	Promotion Code(s)
Offer(s)	Promotional Code(s)
Offer Code(s)	Voucher(s)
Promo(s)	Voucher Code(s)

Why Should You Allow TM+ Bidding?

What are the costs involved with a TM+ campaign?

- Only paid when a consumer makes a purchase, so TheCoupon.Co is motivated to drive qualified traffic and advertise valid coupons
- Can work at the advertiser's base commission rate in the network

What is the benefit of you bidding on our TM+ keywords versus only doing it in-house?

- Allowing TheCoupon.Co to bid on TM+ helps to control advertiser's paid search space by keeping competitors out of top paid search positions
- Consumers are often looking for a reputable third party who can provide the best coupons available on the internet, not just what is featured on a merchant's website
- Merchant's won't have to waste their own paid search budget on traffic that doesn't convert

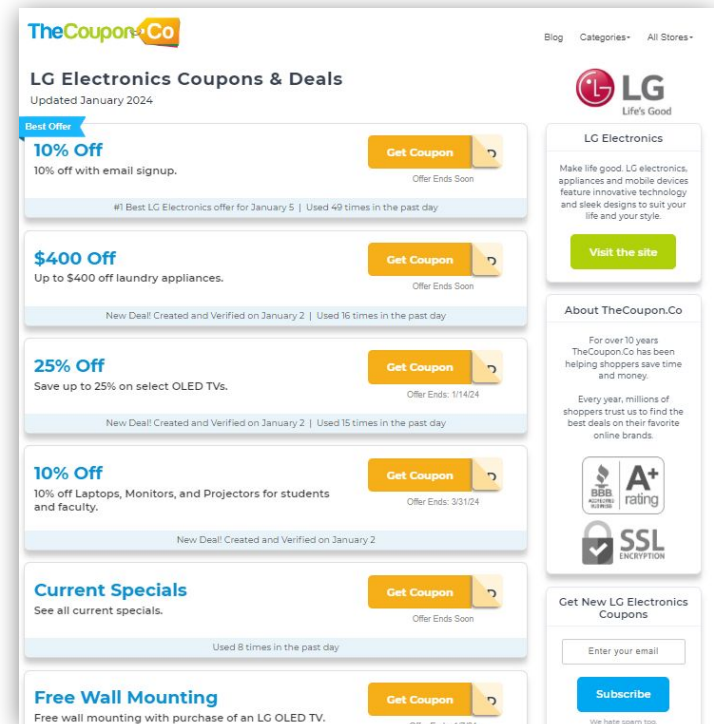
Coupon Research Tool

Let us do the coupon performance research!

We can work with you to test new coupons and provide metrics to see **which coupons perform best** on your customers.

You can use this data to only serve the most frequently used coupons on your other marketing channels.

Our proprietary system **dynamically resorts coupons daily** to ensure the highest performing coupons appear at the top of the coupon list.



The screenshot displays the 'TheCoupon.Co' website interface for 'LG Electronics Coupons & Deals', updated in January 2024. The page features a list of active coupons, each with a 'Get Coupon' button and performance metrics. The coupons include:

- Best Offer:** 10% Off (10% off with email signup). Offer Ends Soon. Metrics: #1 Best LG Electronics offer for January 5 | Used 49 times in the past day.
- \$400 Off:** Up to \$400 off laundry appliances. Offer Ends Soon. Metrics: New Deal! Created and Verified on January 2 | Used 16 times in the past day.
- 25% Off:** Save up to 25% on select OLED TVs. Offer Ends: 1/14/24. Metrics: New Deal! Created and Verified on January 2 | Used 15 times in the past day.
- 10% Off:** 10% off Laptops, Monitors, and Projectors for students and faculty. Offer Ends: 3/31/24. Metrics: New Deal! Created and Verified on January 2.
- Current Specials:** See all current specials. Offer Ends Soon. Metrics: Used 8 times in the past day.
- Free Wall Mounting:** Free wall mounting with purchase of an LG OLED TV. Offer Ends Soon.

On the right side, there is an 'LG' logo with the tagline 'Life's Good', a 'Visit the site' button, and a section titled 'About TheCoupon.Co' which mentions over 10 years of service and BBB A+ rating. At the bottom right, there is a 'Get New LG Electronics Coupons' section with an email input field and a 'Subscribe' button.

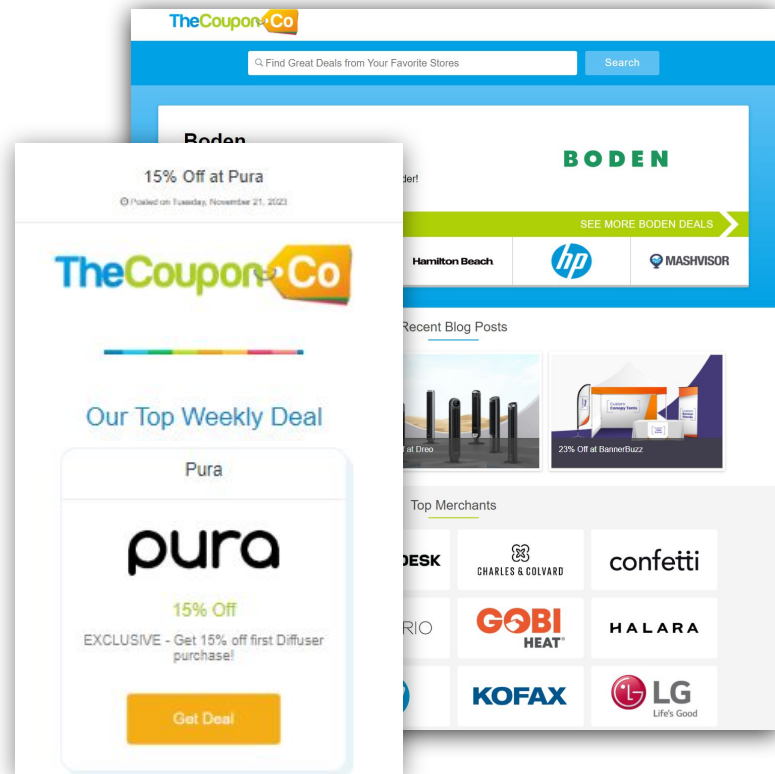
Content Placements

Exposure Placements

- Get seen by our coupon audience and highlight exclusive offers to boost brand awareness as well as conversions

TheCoupon.Co Blog

- On our blog we frequently post content from our advertisers, and content created by our internal team, to promote seasonal coupons or new product launches



TheCoupon.Co Next Steps



Looking to launch a campaign?

- We can run a TM+ coupon campaign for any advertiser, all we need is TM+ approval

Already running a campaign with us but looking to optimize?

- Please reach out to us directly and we can put together a recommended optimization strategy
- In exchange for commission rate increases, exclusive offers or bidding rights, we can offer added value placements ranging from placements on TheCoupon.Co to blog posts

Contact Us

**Have a question about working with
Wickfire on TheCoupon.Co?
We'd love to hear from you!**

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