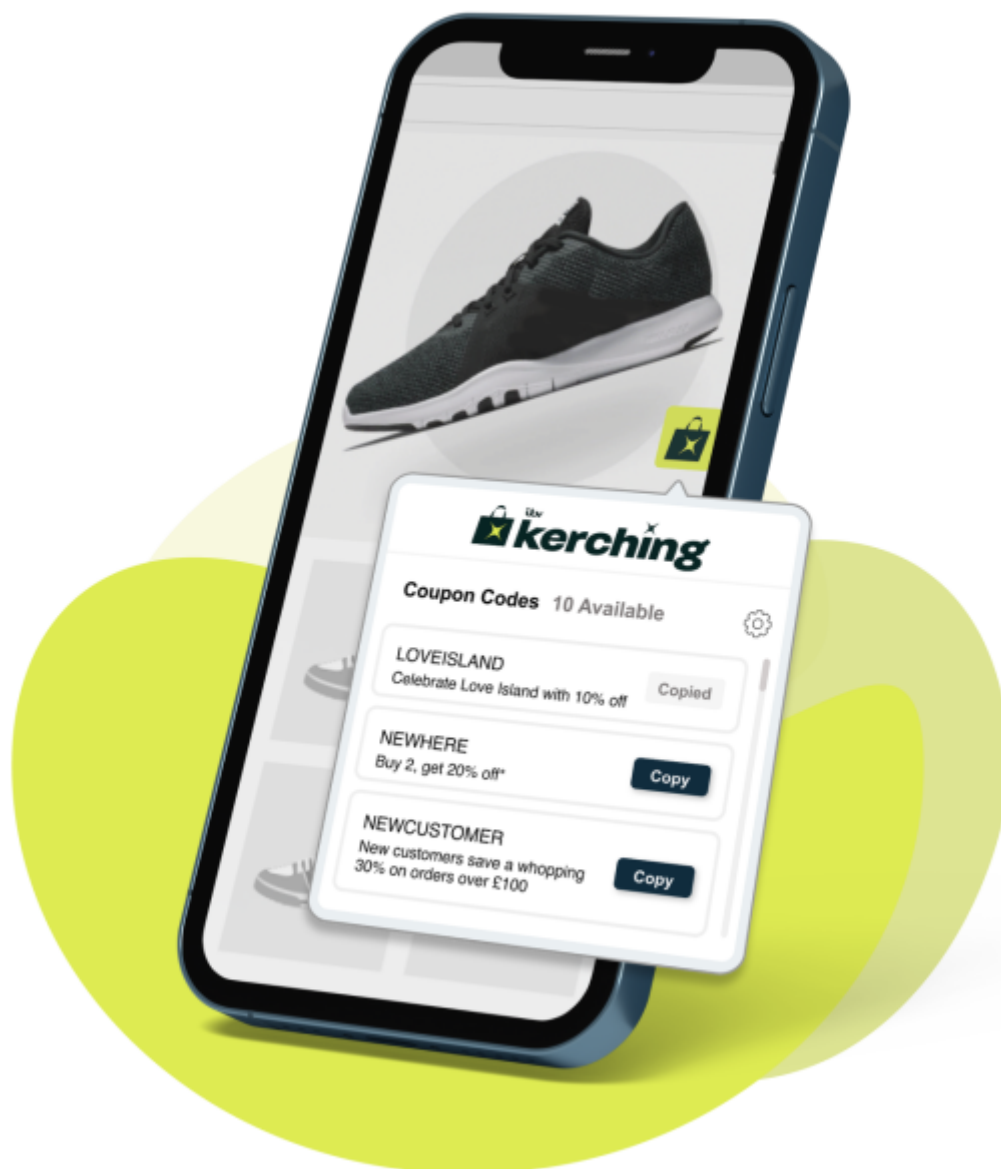


# ITV Launches ITV Kerching

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## [Corporate](#)

ITV today announces its new consumer-facing affiliate marketing brand 'ITV Kerching' designed to save online shoppers money.

ITV Kerching is a browser extension which simplifies the process of finding discount codes across hundreds of online retailers.

Available from the ITVX website and mobile app, ITV Kerching uses tech company Kindred's technology to search for discount codes from retailers to help consumers search for the best price available for their online purchases.

Following activation, when a user lands on a retailer's website, coupons are searched for, applied and redeemed with minimum effort.

ITV research\* found that 87% of ITVX viewers\*\* shop online at least once a month. Among these, 79% already use online discount codes or vouchers with nearly one-third of users saying their usage has increased in the last year. Among ITVX's online shoppers that don't always use discount codes, 49% say that not always knowing where to look is a blocker to further usage; a problem that ITV Kerching solves by doing the hard work for you.

The launch of ITV Kerching will be supported by marketing promotion across ITV's linear channels, ITVX, social media and email marketing.

In addition to the launch, ITV is also investing up to £8.5 million of advertising inventory across ITV's channels and ITVX in return for a minority equity stake in Kindred, the company powering ITV Kerching.

Kelly Williams, ITV MD, Commercial said: "ITV has a long history of championing personal finance and consumer affairs through our programming and the launch of ITV Kerching is brilliant news for our viewers. We know that consumers are making more of an effort to save money wherever they can, and this is a really smart bit of tech which scours the internet for eligible discounts and codes and presents them to customers on the sites where they shop."

Mike Gadd, Founder & COO Kindred said: "We are thrilled to embark on this visionary and strategic journey with ITV. This partnership signifies a revolutionary advancement in the way consumers engage with both shopping and entertainment. Together, we will create an unparalleled, immersive experience that sets a new standard for digital interaction."

The launch TV advert can be viewed [here](#).

Notes to editors:

Kindred is a commerce media company that delivers advanced customer engagement, data and loyalty solutions for global partners in the Media, Telco

and Mobile OEM space. Their device coverage is on track to grow to 1 billion devices by the end of next year. By combining their 100,000+ merchant network and device coverage, they drive purchases to merchants through their affiliate business, creating a mutually beneficial ecosystem that rewards partners, merchants, advertisers and users. The solution has helped partners like Samsung, CNN, O2, Xiaomi, Oppo, Vivo and others, offer curated and personalised advertising & discounts to consumers, all while supporting ESG initiatives. As a purpose-driven social enterprise, Kindred goes beyond technology to make a positive impact. With 51% of its profits dedicated to charitable and environmental causes, Kindred strives to create a better world for all.

The ITV Kerching browser extension is free to use. ITV will earn affiliate revenue from purchases and, alongside existing codes, advertisers have the opportunity to create discount codes specifically for ITV Kerching, investing media budget based on the number of click throughs generated.

\*based on a nationally representative sample of 1003 UK adults age 16+. Of these, 342 were monthly ITVX users. Fieldwork conducted via YouGov 12th-16th April 2024

\*\*defined as using the service at least monthly

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