



PARTNER OVERVIEW · OCTOBER 2026

Product and price comparison for the Netherlands

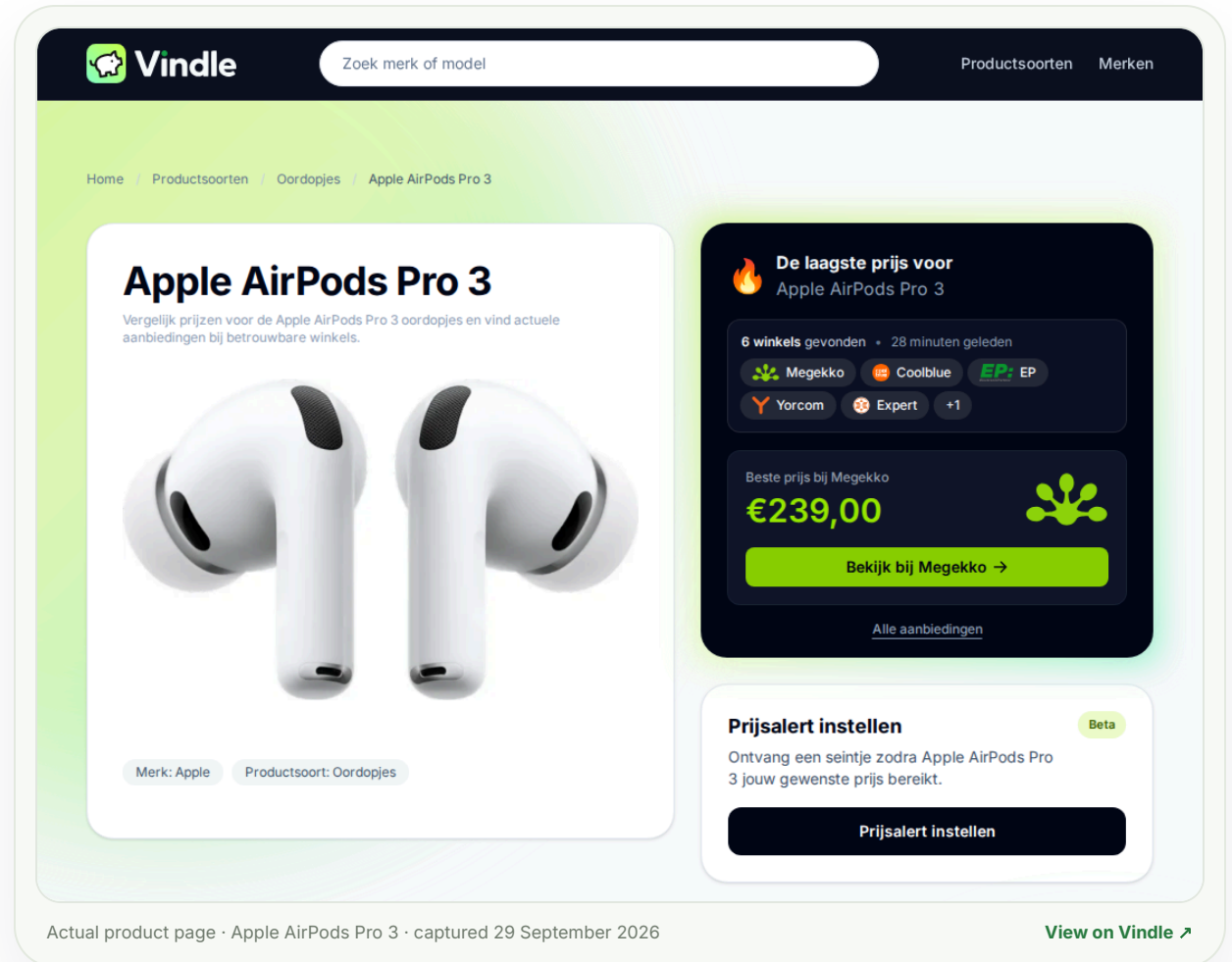
Compare current retailer offers on one product page.

THE PRODUCT

Compare products. Compare retailers. Choose where to buy.

Vindle is an independent product and price comparison platform currently focused on the Netherlands. We bring retailer offers together so shoppers can research products, compare prices and choose where to buy.

- Broad and growing product catalogue
- Prices and availability refreshed from partner data
- Purchases completed directly with retailers



How Vindle reaches shoppers

Publisher model

Product and price comparison

Vindle helps shoppers research products, compare current retailer offers and continue directly to the merchant.

Product discovery

Merchant offer comparison

Merchant-authorised promotions

Where permitted, merchant- or network-authorised promotions may be included in offer comparisons. Vindle is not a standalone voucher-code publisher.

Traffic acquisition

Vindle is primarily discovered through search-driven product research.

Organic search

Product and category pages surface when shoppers search for specific products, models or comparisons.

AI-assisted search & discovery

Vindle is also discovered through AI-assisted search experiences that direct shoppers to relevant product and comparison pages.

Not currently used

Paid search

Cashback / loyalty incentives

Promotional email campaigns

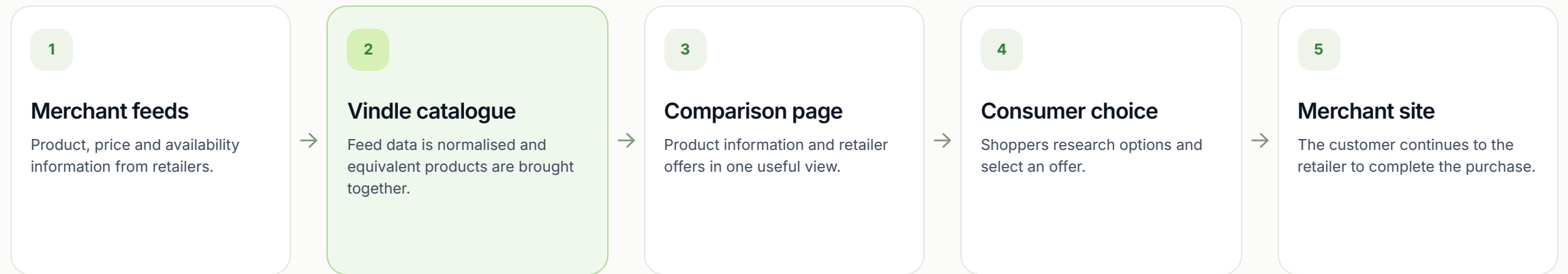
Retargeting

Subnetworks

Browser extensions / toolbars

From product feed to retailer visit.

Retailer data is organised into product and offer information shoppers can use to compare their options.



Useful product matching

Normalised attributes help shoppers compare equivalent products.

Feed-led freshness

Price and availability are refreshed through regular feed updates.

Merchant-owned checkout

The retailer remains the source of truth for the final offer and purchase.

A live catalogue across products, offers and merchants.

Live catalogue snapshot · 25 October 2026

38

product categories with public offers

2,359

product comparison pages

+76% over the last 60 days

9,470

live offer listings

+175% over the last 60 days

21

merchants represented

+12 merchants over the last 60 days

145,226

historical price observations

≈ +268% over the last 60 days

Examples of product coverage

Smartphones

TV & audio

Gaming

Computing

Home appliances

Cleaning

Personal care

Fragrance

Affiliate networks & partner programmes

AFFILIATE NETWORKS

Awinq

TradeDoublerr

TradeTracker

CJ

Daisycon

MARKETPLACE / PARTNER PROGRAMME FEED

bol.com Partnerprogramma



LET'S WORK TOGETHER

Bring your catalogue to Vindle.

Vindle is expanding retailer coverage for consumers in the Netherlands and welcomes partnerships with merchants offering structured product feeds and affiliate tracking.

- Clear product data. Relevant comparison. Direct retailer traffic.



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vindle.nl ↗

Vindle is operated by Browsly · KvK 97926841 · The Netherlands