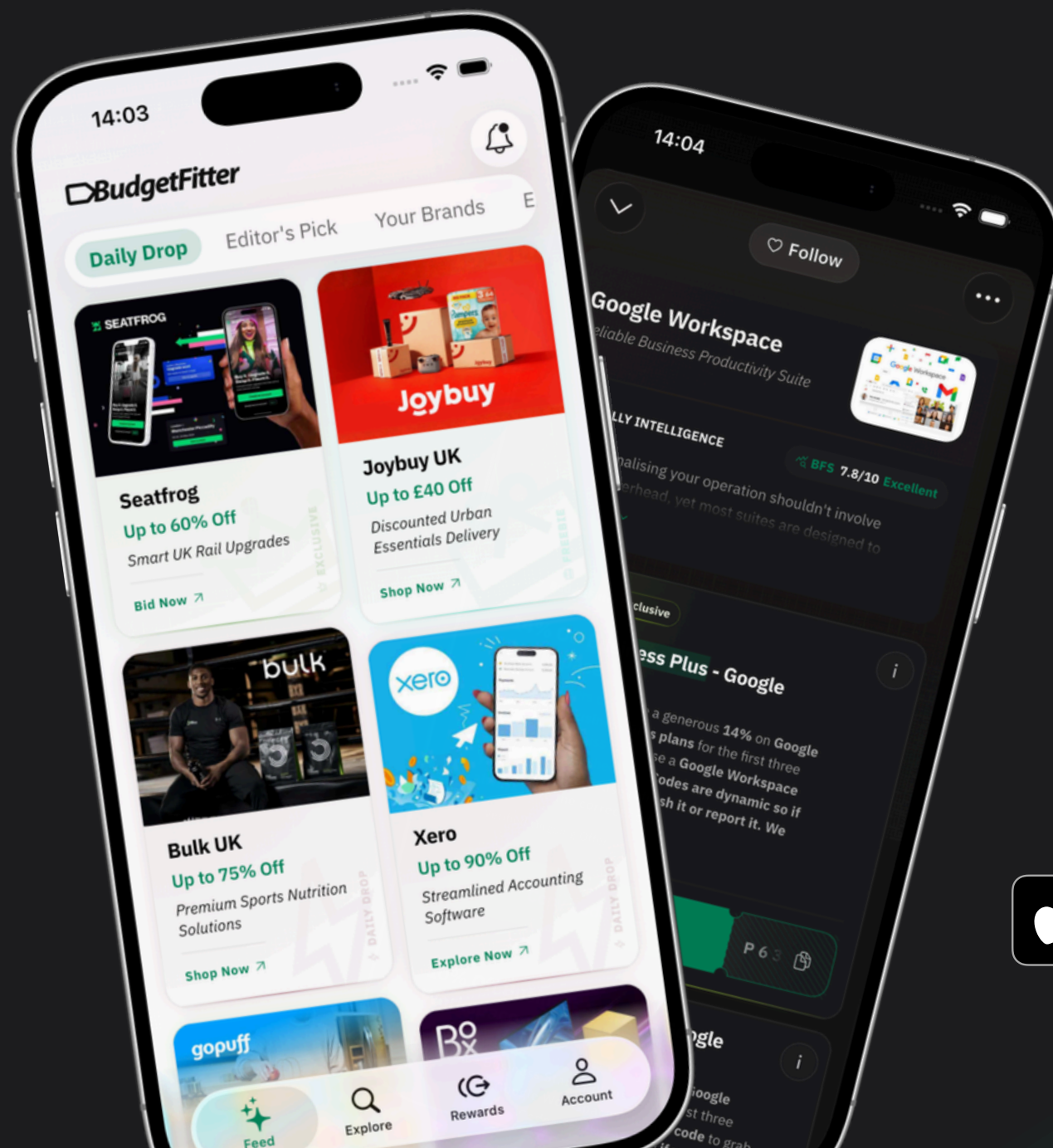




 BudgetFitter

Stop Paying the **Lazy Tax**.

BudgetFitter is your smart savings ally.
Everything you need to defeat the lazy tax and fit
your budget — in one place.

// WEB • APP • EXTENSION • AI

Media **Kit**.

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budgetfitter.uk

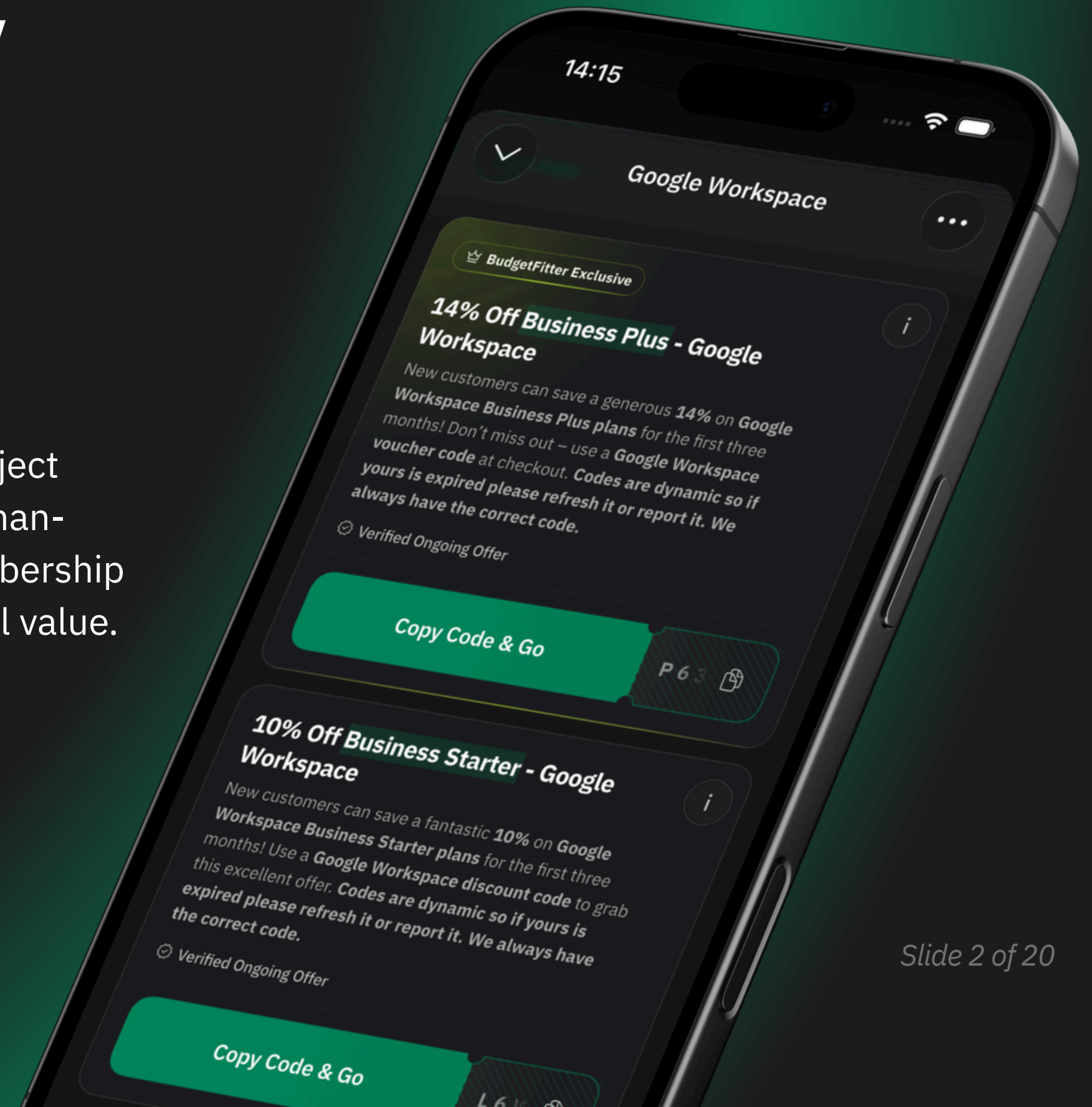


The Affiliate Strategy Re-Engineered.

High Fidelity. Verified Conversions. Zero Apathy.

We believe urbanites shouldn't pay a premium by default. We reject broken coupon lists, expired links, and checkout friction. By human-verifying every promo code, cashback reward, signup trial, membership deal, freebie, and travel hack, we connect smart buyers with real value. No visual clutter. No fake promises. Just active optimisation.

TARGET: The savvy UK urbanite who values time as much as money.





Briefing Directory **Map.**

THE DIRECTIVE

- 04 //** The Origin Story
- 05 //** The Directive
- 06 //** System Metrics
- 07 //** Target Profile
- 08 //** Core Verticals

THE TECHNOLOGY

- 09 //** Visual Intelligence
- 10 //** The Code
- 11 //** The Architect
- 12 //** Product Ecosystem
- 13 //** The Flagship: Mobile App

SPECIAL OPS & ACCESS

- 14 //** Ghost Protocol: Extension
- 15 //** Core Intel
- 16 //** The Loyalty Engine
- 17 //** Special Ops
- 18 //** Brand Safety & Attribution
- 19 //** The Placements
- 20 //** The Trajectory



We Engineered **a Fix.**

The Glitch In The System

The "Lazy Tax" is real. The system is designed to make urbanites overpay by default—banking on the fact that you are too busy to search. We realised that the old way of couponing (expired codes, spam, clutter) was part of the problem.

The Alliance Today

*Today, **BudgetFitter** is a multi-platform savings utility (Web, App, Extension) facilitating millions in transactions, built for speed and value.*

Disrupting Checkout Apathy

From Passion To Protocol

*In 2023, **Fatih Ozdemir** didn't just want to save money; he wanted to hack the process. What started as a personal mission in London to verify every single deal has evolved into a tactical ecosystem. We replaced luck with logic.*



THE LAZY TAX DEFINED

The extra premium paid by consumers who don't have the time or tools to find the hidden discount code. We exist to erase this margin.

Slide 4 of 20

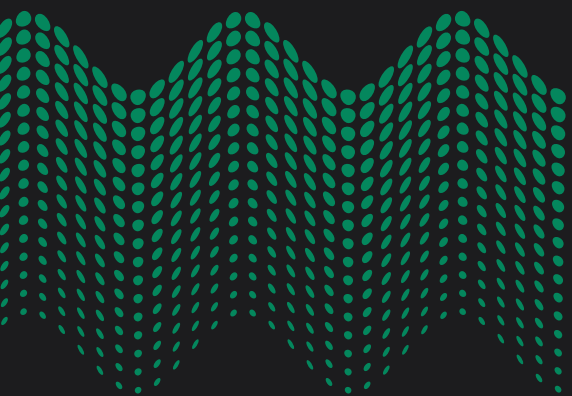


We are not here to offer discounts. We are here to fix the market.

The Mission

Eliminate The Lazy Tax.

To equip the modern urbanite with verified intel and tactical tools. Our mission is to ensure that paying full price becomes a conscious choice, not an expensive mistake caused by a confusing voucher system.



The Vision

The Default Operating System For Savings.

To build a globally recognised ecosystem where trusted technology meets human verification. We envision a world where BudgetFitter is the first step of every transaction—seamless, invisible, and essential.

Data Doesn't Lie. The Lazy Tax is falling.

The standard affiliate system banks on customer apathy. Other networks chase clicks with expired voucher codes and fake alerts, generating high bounce rates and damaging brand equity.

"Thousands of monthly active users converting high-intent traffic into real revenue for our brand partners."

TRANSACTION VALUE

£1M+

Annual GMV Driven

ACTIVE ASSETS

1K+

Active Brands

OPERATIONAL STATUS

4K+

Active Deals

The Savvy **UK Urbanite.**

DEMOGRAPHICS

Age: 24 - 45 (Prime Spending Years)

Location: London & Major UK Cities

Income: Medium to High Disposable Income

Profile: Tech-Savvy Professionals

KEY INTERESTS

Fintech, global travel, active wellness, online security, career optimization, and modern urban mobility.

PSYCHOGRAPHICS

Digital Nomads: Heavy mobile utility users

Experience Seekers: Travel, dining, events

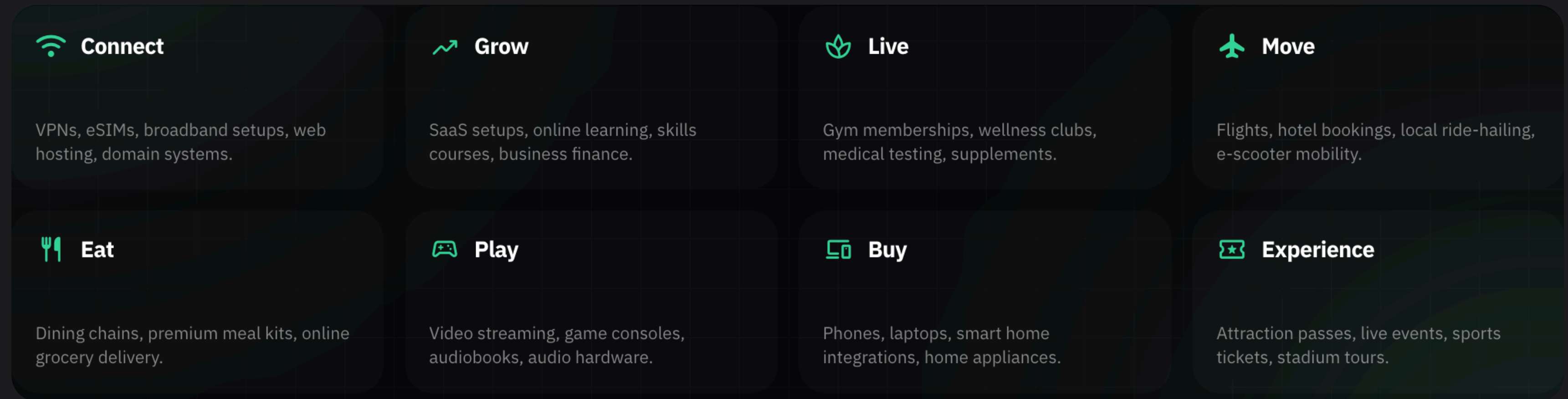
Tech Adopters: Uses VPNs, SaaS tools, eSIMs





Eight Pillars of Lifestyle Optimisation.

"We categorise optimisations across 8 parent pillars, actively excluding low-quality clutter to maintain an elite, utility-first ecosystem."





We Don't Clutter Screens. We Build Interfaces.

Browse

Collections

Toolkit

Search

Spring Sale

Extra 10% Off Madeira Hotels - Barcelo

Grab an extra **10% off** at **Barcelo** Madeira hotels for **Spring 2026**. Valid for stays until **31 December 2026**. Click to copy the **Barcelo promo code** and use it at the **payment page**.

Copy Code & Go

M A I

Verified Ongoing Offer

Some links are affiliate links. Offers are verified but subject to change. [Full Disclaimer](#).

VISUAL HIERARCHY

The Accent Badge System

We reject visual spam and flashing banner ads. Instead, our clean portal utilizes a proprietary "Badge System" to guide our users to the absolute best deals, not just the highest bidding merchant.

SMART POSITIONS

Meritocratic Ranking

Our AI and curation algorithms rank partner brands based on real performance, user engagement, and discount quality. If a brand fails to deliver value to our users, we remove it. We always prioritised user value over raw commissions.

BFS 6.8/10 GOOD

Qatar Airways Discount Code

Premium Global Airline Travel

Add to Watchlist

Remind Me

Ally Intelligence

Live Analysis

Qatar Airways stands as a premium global airline travel operator that delivers strong value for UK travellers seeking long-haul routes, especially when you apply the verified 5% [READ MORE](#)

UI/UX Architecture Philosophy

Slide 9 of 20



Our Core **Operating** Protocols.

PROTOCOL 01

Active Hygiene

Continuous Validation. We actively verify codes and prune expired assets to prevent checkout friction.

PROTOCOL 02

Radical Transparency

No hidden agendas. We are upfront about how we operate and earn our standard affiliate commission shares.

PROTOCOL 03

Tactical Superiority

We build weapons, not just webpages. Through AI and FitterTools, we give users checkout advantages.

PROTOCOL 04

The Alliance First

Every UX decision and brand integration is focused on one goal: maximizing real savings for our community.

Re-Engineering the Landscape.

*Fatih didn't build **BudgetFitter** to be another voucher website. Realising that UK shoppers were losing millions to the "Lazy Tax" and fake expired codes, he engineered a platform prioritizing verification over volume.*

"The system relies on your apathy. We built the tools to disrupt that. BudgetFitter isn't just about saving pennies; it's about reclaiming value through intelligence."

FATIH OZDEMIR

Founder & Lead Strategist • London, UK

FOUNDER OPERATIONS Operational Command

Leading design architecture, platform strategy, and key merchant integration flows from our headquarters in London, UK.

Active Since 2023



Total Savings Coverage. **Zero Escape.**

We don't just wait for web traffic. We deploy tools that capture the user at every stage of their purchasing mission, guaranteeing merchant checkouts happen.



SEARCH & DISCOVERY

The Command Centre (Web)

Fast-loading brand dossiers acting as single sources of truth. Detailed guides, custom cards, and GEO/SEO-targeted layouts.



POINT OF ACTION

The Agent (Browser Extension)

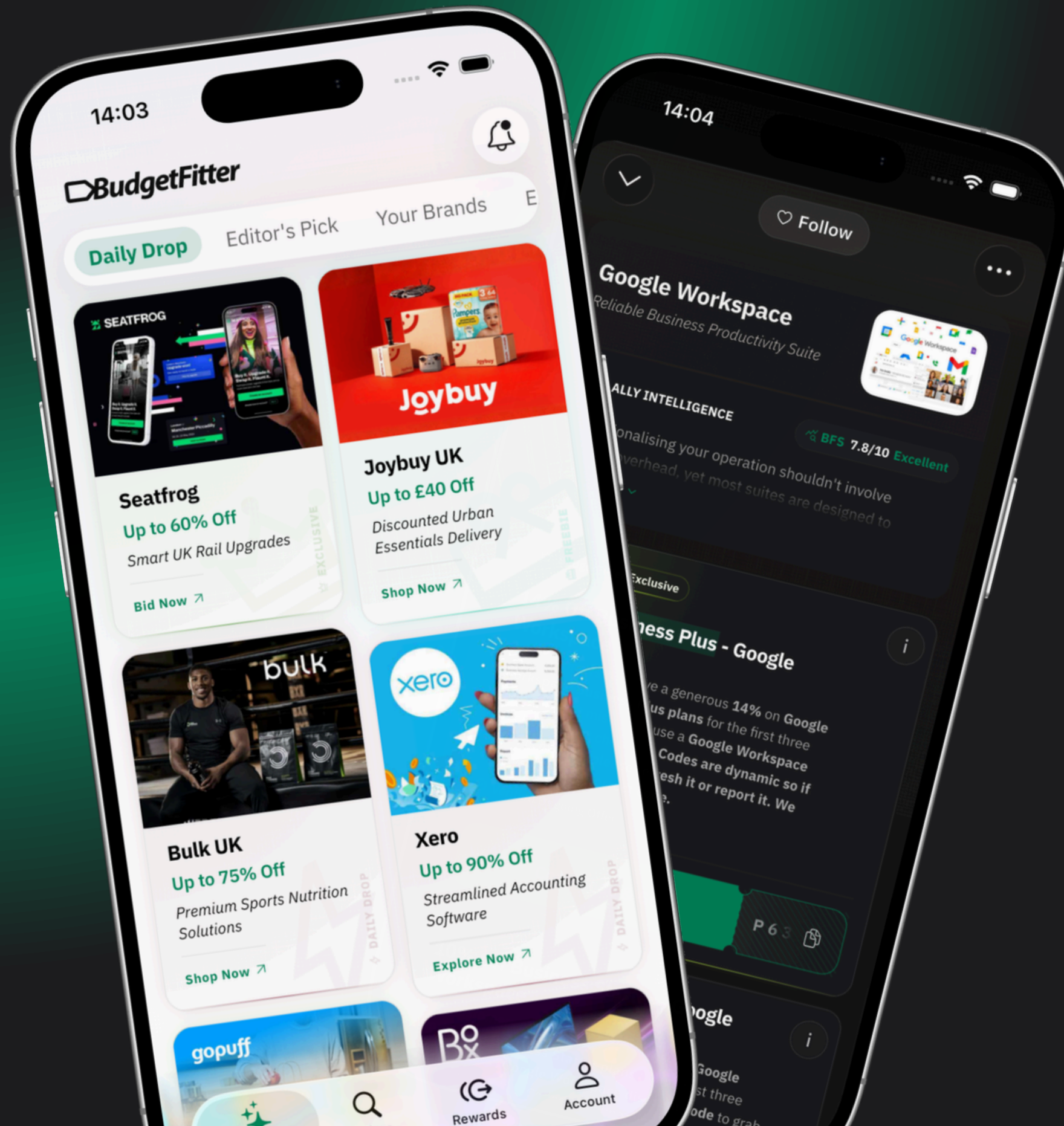
Fully hybrid mobile command tools featuring instant watcher notifications, location stats, and integrated loyalty dashboards.



ON-THE-GO ENGAGEMENT

Pocket Survival Kit (App)

Automatically finds, verifies, and alerts shoppers of available codes directly inside partner shopping carts without slowing pages.



The App: Pocket **Command Centre**.

The BudgetFitter App (iOS & Android) isn't just a wrapper for our website. It is a fully native, ad-free tactical tool designed for speed.

Brand Watchlist Tracking

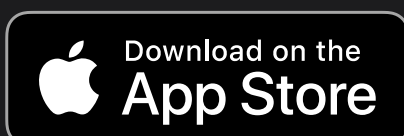
Users bookmark their favourite brands to receive instant notifications on new verified deal drops.

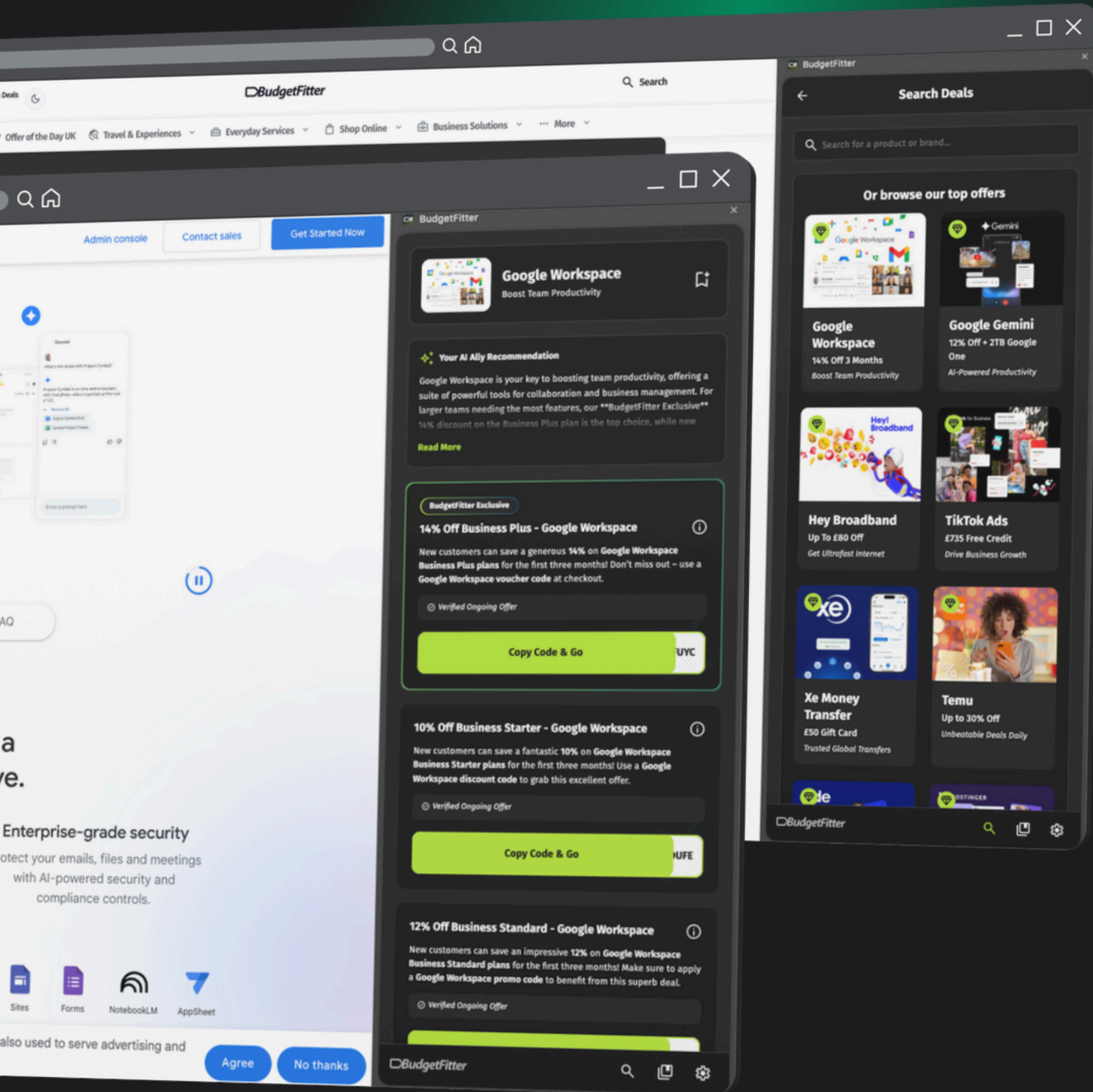
Reward Management

A clean, real-time dashboard to track Ally Rewards progress and cash out gift cards instantly.

Clean Interface

No distractions. Just the user, the code, and the mission.





Intelligence on Demand: **Passive Extension.**

Unlike intrusive extensions that hijack cookies or slow down browsers, The BudgetFitter Agent operates in "Ghost Mode."

User-Initiated

No cookie hijacking. We never auto-inject codes or steal attribution without permission.

Alerts Only

We simply alert the user if a verified active code is available for the merchant they are currently viewing.

Privacy First

We collect zero browsing history. We only track active clicks when users explicitly decide to copy a code.



Available in the
Chrome Web Store



Targeted Deployment

Brand Hubs & Cards

THE BRAND DOSSIER

Brand Pages

Dedicated dossier pages acting as single sources of truth. Detailed FAQs, guides, and custom cards designed to rank high in GEO/SEO searches.

 BudgetFitter Exclusive 

14% Off **Business Plus** - Google Workspace

New customers can save a generous **14%** on **Google Workspace Business Plus plans** for the first three months! Don't miss out – use a **Google Workspace voucher code** at checkout. **Codes are dynamic so if yours is expired please refresh it or report it. We always have the correct code.**

Copy Code & Go

T 4 

 Verified Ongoing Offer

Some links are affiliate links. Offers are verified but subject to change. [Full Disclaimer.](#)

ACTIVATED DEALS

Direct Links

No-Code activations directing users straight to the merchant's target landing page with discounts auto-applied at checkout.

ACCESS KEYS

Discount Codes

Verified coupons that users copy with a single tap to deploy in checkouts. Human-validated to decrease search clutter.

Ally Rewards: Cashback Re-Engineered.

ACTION = REWARD

Simple Logic

No complex percentages. Clear milestones (e.g. "Spend £50, Get £5 Gift Card") drive much higher average basket values.

WE SHARE OUR SLICE

Zero Cost

Costs you nothing extra. We fund the rewards by sharing our own affiliate commission with the user to secure conversions.

DIGITAL LOOT

Instant Payouts

We reward successful actions with digital gift cards from top UK brands. It's fast, tangible, and highly addictive for consumers.

INTEGRATION

"No technical integration needed. We track via standard affiliate links with smart tracking system."



We Don't Guess. **We Calculate.**



AI

Ally Intelligence

The Co-Pilot. Advanced AI agent that guides shoppers to the exact active coupon or product dossier in seconds. Prevents option fatigue.



DECISION ENGINES

Fittertools

Complex Choices Simplified. Interactive calculator widgets helping users compare high-value verticals like Broadband, travel eSIMs, and utilities.



THE BRIEFING

Newsletter

Direct to Inbox. A weekly tactical newsletter packed with verified drops and exclusive codes, strictly curated for our community list.



Attribution Integrity. We Earn Our Commission.

No Cookie Stuffing

Unlike intrusive browser extensions that inject codes automatically to hijack session cookies, our extension remains strictly passive. It only claims attribution when a user actively clicks to copy an available code.

Incremental Conversion Value

We protect your margin by driving net-new (incremental) customers who would have otherwise abandoned their carts, rather than siphon commissions from your organic desktop checkout flows.

Active Cleanup & Validation

We do our absolute best to monitor and clean up dead or expired offers. We don't want empty placeholders or fake discounts damaging your brand image. While we cannot guarantee zero errors since code updates depend heavily on brand communications, we actively prune invalid assets.

Brand Curation Synergy

When brands provide accurate, updated info, we deploy it immediately to our network. If a brand's data is limited, we work together to deploy alternative value placements to ensure high CVR and customer engagement.

High-Intent Demographics

Unlike passive coupon sites relying on clickbait search results, BudgetFitter targets users who are actively planning their budgets or researching high-value purchases (Broadband, Travel eSIMs, Utilities). This translates into a low bounce rate and high average order value.

Quality Over Volume

We prioritise delivering a smaller, highly engaged group of conversion-ready buyers over massive volumes of untargeted, bouncing clickers. This secures clean attribution data and keeps customer acquisition costs optimized.



Exposure Placements: **Stand Out on the Grid.**

Daily Drops

Premium homepage spotlight cards dedicated to high-intent shoppers, driving massive visibility for flash sales and limited-time deals.

Push Notifications

Mobilise your deals. Direct alerts pushed straight to the mobile home screen of users watching your brand or category.

Active Cleanup & Validation

We do our absolute best to monitor and clean up dead or expired offers. We don't want empty placeholders or fake discounts damaging your brand image. While we cannot guarantee zero errors since code updates depend heavily on brand communications, we actively prune invalid assets.

Newsletter Features (Soon)

Direct to inbox. Dedicated spots in our weekly curated briefings targeting an active subscriber list.

Exclusive Brands

Stand out on the grid by generating a BudgetFitter branded discount code or landing page. This will significantly boost your position across our platforms.

Stories & Display Banners

Our platform features stories across its pages to visually attract users. Additionally, our website includes banner display areas for placements without disturbing the users.

We Are Early. But We Are Lethal.

BudgetFitter is in its active tactical deployment phase. We prioritise long-term vision and user trust over raw historical legacy traffic numbers. We build technologies legacy coupon sites cannot match. We work exclusively with professional affiliate networks to ensure total tracking accuracy and secure payout protocols. No barriers, setup, or monthly fees.

Secure Position

Enter our distribution algorithms early, securing permanent premium spots before the placement grid becomes crowded.

Founder Access

Direct communication channels to the platforms architects shaping the product roadmap and priority code integrations.

The Fix

Be part of the active solution to a broken affiliate model, prioritising conversion quality and brand integrity.

Network Keys & IDs

AWIN [Publisher ID: 1147331]

IMPACT [Media Partner ID: 2331864]

CJ AFFILIATE [CID: 5542173 - PID: 100641959]

RAKUTEN [SID: 3915214]

PARTNERIZE [Publisher ID: 11001165757]

TRADEDOUBLER [Partner ID: 2264680]

WEBGAINS [Site ID: 1536425]

CPA (Cost Per Action) Model

We only earn our commission once we deliver a verified completed checkout sale. Zero risk for your brand. Total conversion focus for us.

Not on a Network?

We do not engage in manual tracking links. If you need assistance setting up with Awin or Impact, contact our partnership desk.



Ready to Eliminate the **Lazy Tax**?

Connect your brand, deploy verified placements, and secure conversions
within the savings OS built for modern urban shoppers.

Direct Secure Line

partners@budgetfitter.uk • budgetfitter.uk

