

Ecommerce Coffee Break



Podcast & Newsletter Media Kit | Q4 2023

About: The Ecommerce Coffee Break Podcast

The show is a top-rated podcast for ecommerce merchants, marketers, and founders looking to grow their Shopify stores.

With 15,000+ monthly downloads, the show is a Top 20 Shopify podcast on Feedspot, ranked Top 5% globally on ListenNotes.com, and the fastest-growing podcast in the Shopify ecosystem.

Each week we interview world-class ecommerce experts and thought leaders about the latest marketing trends and best practices on how to build a profitable business on Shopify.



What our listeners say

"Claus and his guests tackle any and everything you'd need to know about Shopify and the ever-evolving world of eCommerce in a friendly, almost unbusinesslike tone that is easy to follow and love." - ATzed, 5 Stars Review on Apple Podcasts ★★★★★

"If you are in e-commerce, this podcast is such a good place to get ideas about how to better run your business." - AndreiaRL, 5 Stars Review on Apple Podcasts ★★★★★

"A lot of interesting guests and very convenient format (25 min) Thanks Claus!" -Restgust, 5 Stars Review on Apple Podcasts ★★★★★

"Interesting podcast, easy to listen to. This is such a great resource, full of helpful advice. A must for any e-commerce business owners or for those interested in starting up an online business." - by rolandgarrostheultimate, 5 Stars Review on Apple Podcasts ★★★★★

"I really appreciate listening to your podcast. Its real & practical advice. Thank you!" -LuluUUSSAA, 5 Stars Review on Apple Podcasts ★★★★★

"Love this podcast for entrepreneurs, not just those starting out!" -CT001UK, 5 Stars Review on Apple Podcasts ★★★★★

The podcast host: Claus Lauter

Hi, I am Claus, I am the producer and host of the Ecommerce Coffee Break Podcast, voted as Top 20 Shopify Podcast on Feedspot.

I'm a Marketing Optimization Expert with over 20 years' experience, official Shopify & certified Klaviyo Partner, award-winning eCommerce store owner, and certified Google expert. I was named one of the Top 20 Shopify Experts to follow in 2022.

Using the Ecommerce Coffee Break Podcast, I provide sponsoring companies and interview guests with a platform for advertising that offers consistent production, great content, and a loyal global audience.

My listeners value my opinion, so if I believe in your product/ service, they will too!

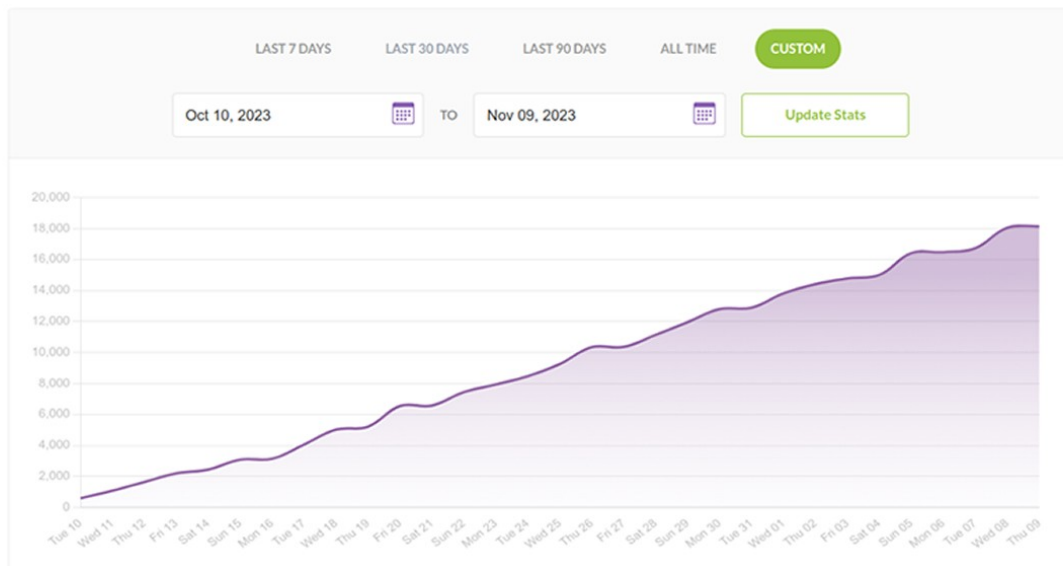


Interests, reach, and engagement

250+ episodes, with 8-10 new episodes per month, Available on 30+ podcast listening platforms and apps.

Over 15,000 monthly listeners (growing month/month), up to 1,000 episode downloads in first 30 days.

18,155 downloads from **Oct 10, 2023** to **Nov 09, 2023**



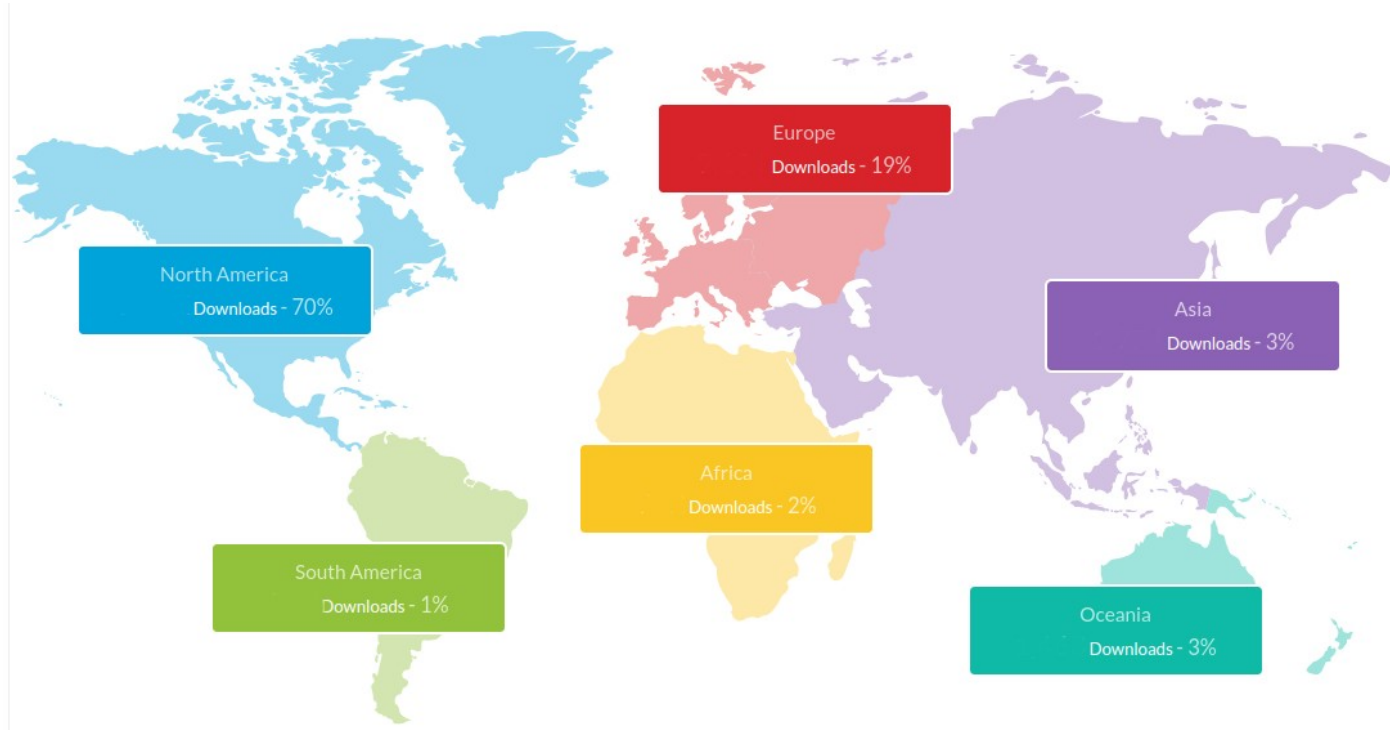
Interests, reach, and engagement

Audience/Readers profile: Merchants, Founders, Entrepreneurs, and Marketers looking to grow their DTC / ecommerce stores

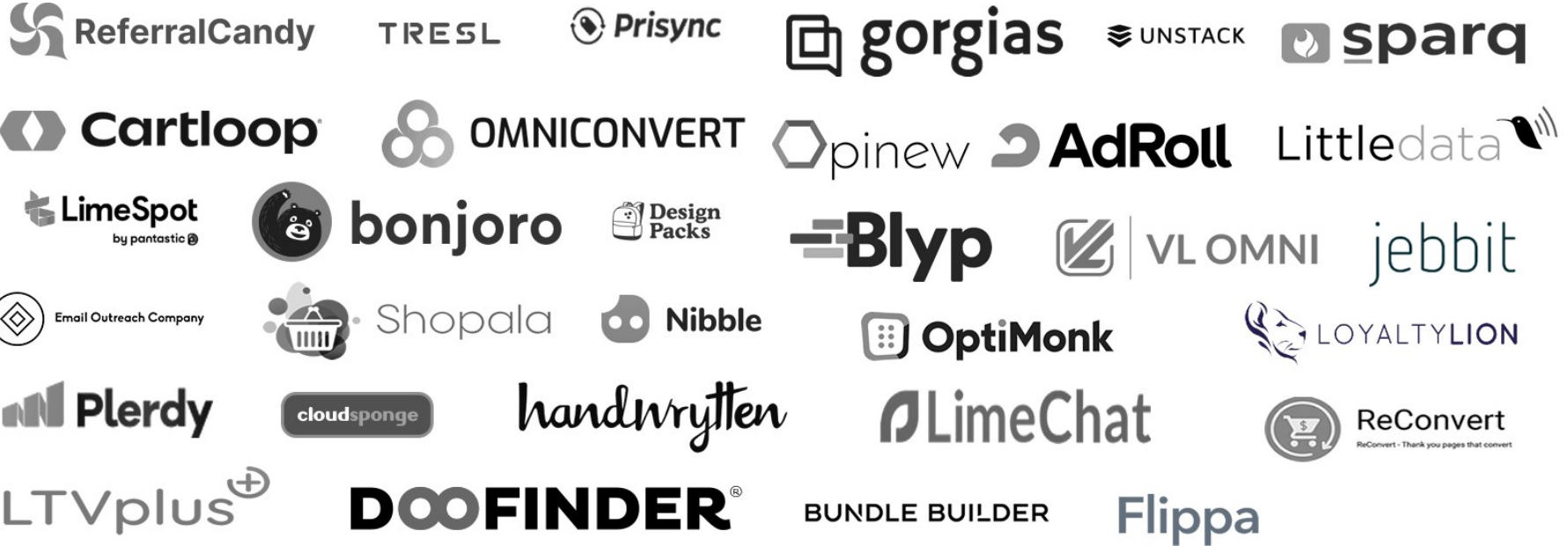
- Size of brands/stores (annual revenue): Under \$1M - 62% / \$1M-\$5M - 23% / over \$5M - 15%
- 78% of subscribers listen to most or all episodes
- 72% Average Consumption Percentage / Retention per episode (Spotify)
- 54% of listeners access the podcast on a mobile device
- Listener age range: 25-34
- 56% of listeners are male, 44% of listeners are female
- 36% of listeners have an income of \$75K+
- 61% act on podcast advertising
- 100% of listeners are ecommerce/Shopify savvy
- Newsletter Average open rate: 38%
- Percentage of subscribers who open at least once a month: 76%
- Average click rate 3-5%, depending on relevancy and sponsorship copy
- Monthly newsletter subscriber growth: 12%

Interests, reach, and engagement

The podcast has been heard in over 140 countries



Some of the companies we've already worked with...



Testimonial

"Our CEO, Robin H. Smith was a featured guest on eCommerce Coffee Break in 2022. We've had some excellent feedback on that episode and feel we reached our target audience.

VL OMNI is a Shopify Plus technology partner that is focused in 2023 on promoting education and thought leadership in the eCommerce space and with the sponsorship of the podcast we can reach the right audience who is looking for e-commerce knowledge and expertise.

The listeners of the podcast are Shopify eCommerce merchants who match our prospective base of customers who are looking for eCommerce integration, strategic consultation and guidance in navigating their growing businesses." - Robin H. Smith, CEO, VL OMNI

This is what some of our partners have said about working with us

"Was absolutely brilliant to appear on the Ecommerce Coffee Break Podcast speaking about Shoppable Ads and Express checkouts with Shopala" - Justin Campbell at Shopala

"Looking for your next podcast recommendation? I had a great time talking to Claus Lauter about ecommerce and connecting with customers in the opt out era." - Fiona Stevens, Head Of Marketing at LoyaltyLion

"A wonderfully refined podcast host and we are pumped about the results." - Tim Van Winckle at tinyEinstein

"Hey, Claus & thanks for having me! Always excited to share how eCommerce companies can improve CLV!" - Valentin Radu, Founder at Omniconvert

"I had a great chat with Claus Lauter on the Ecommerce Coffee Break Podcast. We discussed all things server-side tracking, and how it can make the difference in your ecommerce analytics." - Edward Upton, Founder & CEO at Littledata

Your Advertising & Sponsoring Options

- Featured Podcast Guest Interview - \$220
- Episodes Sponsorship incl. Audio Ads - starting at \$980
- Podcast Sponsorship incl. Audio Ads - Please inquire for a quote and availability.
- Audience Retargeting Sponsorship - starting at \$1,250
- Email Newsletter Advertisement - starting at \$240

All prices in US Dollar

For more information on what's included and pricing [download the rate sheet here](#) or email hello@clauslauter.com

Frequently Asked Questions

We do not offer affiliate commission-based sponsorships or revenue-sharing partnerships. It doesn't fit our business model, hurts newsletter delivery and doesn't account for branding value.

There are no discounts or exceptions, so please do not apply unless you're willing and able to make this investment.

We only accept sponsors for products and services that are in alignment with the philosophy and vision of the Ecommerce Coffee Break Podcast.

Ecommerce Coffee Break Podcast by IDUBE PTE. LTD.

Registered Office Address: IDUBE PTE. LTD. , Claus Lauter
10 Anson Road, #22-02 International Plaza, Singapore 079903