

Ecommerce Coffee Break



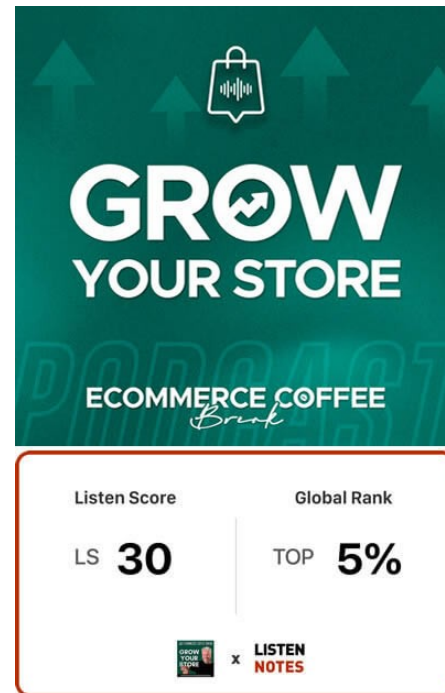
Podcast & Newsletter Media Kit | 2024

About: The Ecommerce Coffee Break Podcast

The Ecommerce Coffee Break is a top-rated podcast + newsletter for online sellers, merchants, and DTC brands using Shopify's ecommerce platform.

With over 20,000 monthly listeners, 6,000+ newsletter subscribers, and a ranking among the top 5% most popular global shows on ListenNotes, our podcast stands as the fastest-growing in the Shopify ecosystem.

Each week we interview top experts in ecommerce, marketing, and AI, about the latest trends and best practices on how to build a successful online business.



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 rolandgarrosthultimate, 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 ★★★★★

Top Rankings in Podcast Charts (Apple & Spotify)

Regularly, the show stands out among the top podcasts on Apple Podcasts and Spotify charts in the marketing category.

9  Claus Lauter
The Ecommerce Coffee Break: A Shopify Growth Podcast
▲56

10  On this show you'll get insider tips and actionable strategies to grow a successful business on Shopify. We talk traffic, conversions, sales, and profits. Subscribe now.
Ecommerce Coffee Break: Marketing Podcast for Online Sellers, Merchants & DTC Brands on Shopify
▼5

23  Claus Lauter
The Ecommerce Coffee Break: A Shopify Growth Podcast
NEW

What our guests and partners say

"Thanks Claus. You are real pro in what you do ... no one has ever be so thorough when I have been a guest and I've done 100+ guest-speakings. Keep on doing what you are doing." - Nick Penev, Founder at scayul.com

"Your post-production audio processing is EXCELLENT as is the production value. Well done, Claus." - Garry Egan, Founder at getinterlinks.com

"Hi Claus, It's greatly appreciated. What a fantastic production, turnaround time and efficiency! Absolutely fantastic to have been on your show and knowing you. I'll stay connected in your communities by using the various links you have shared." - Veda Konduru at VectorScient.com

"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

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

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.

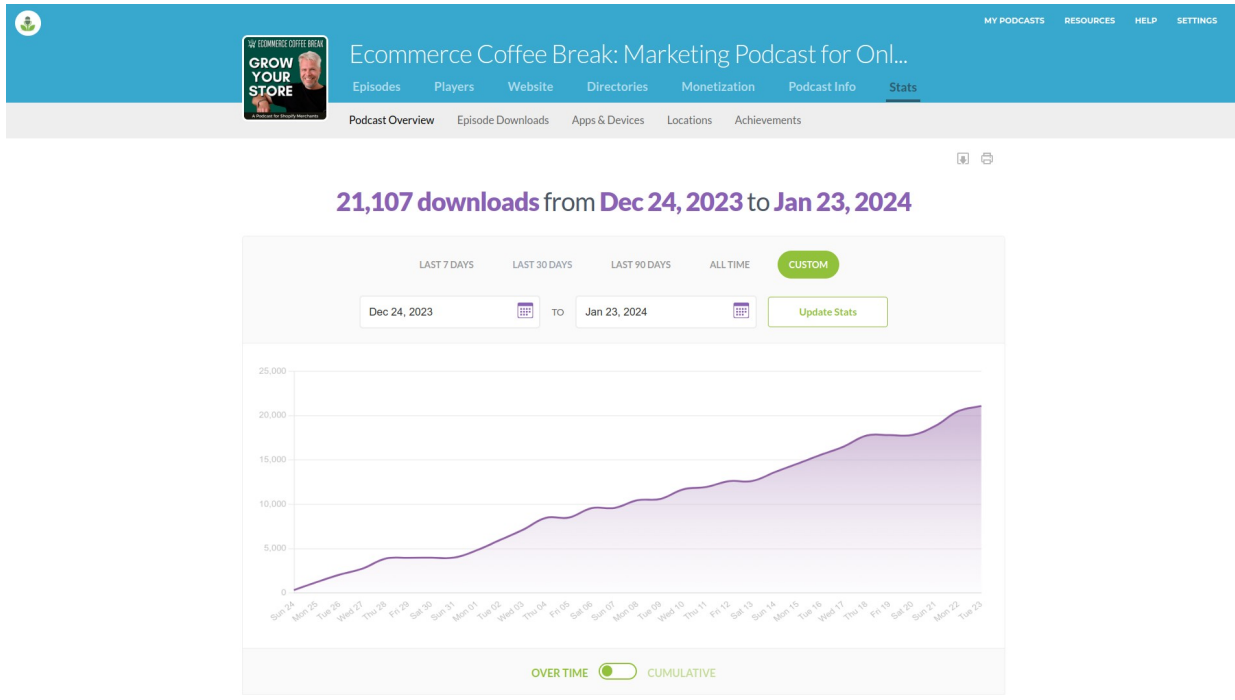
My listeners value my opinion, so if I believe in your product/ service, they will too!



Interests, reach, and engagement

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

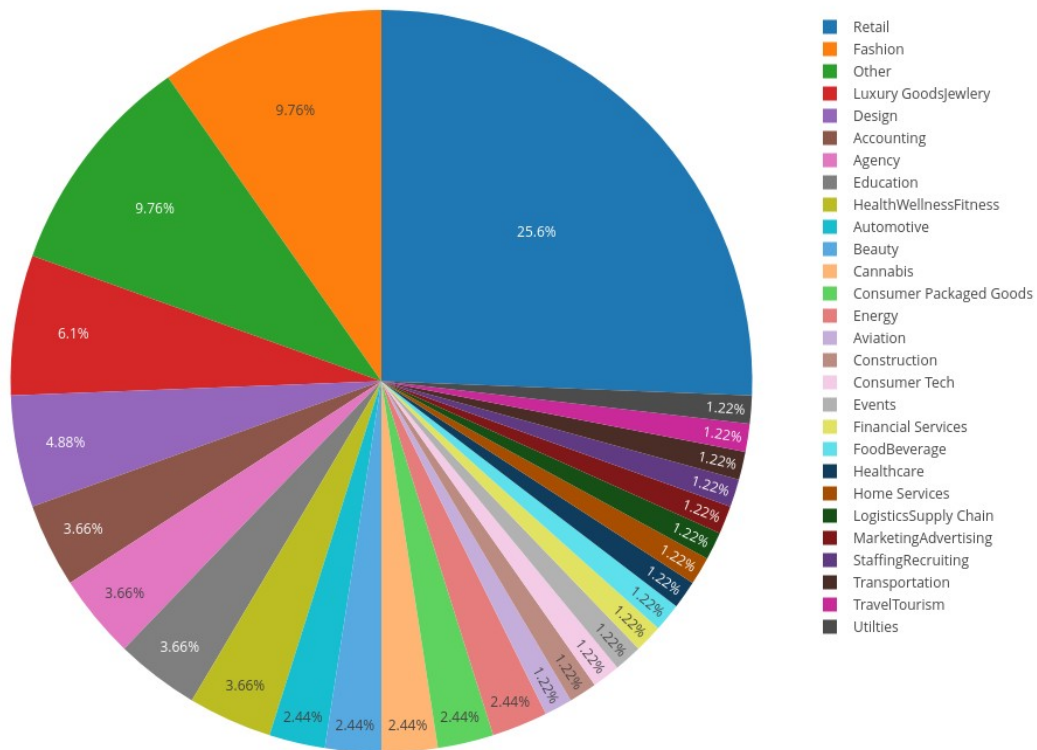
Over 20,000 monthly listeners (growing month/month), up to 1,000 episode downloads in first 30 days.



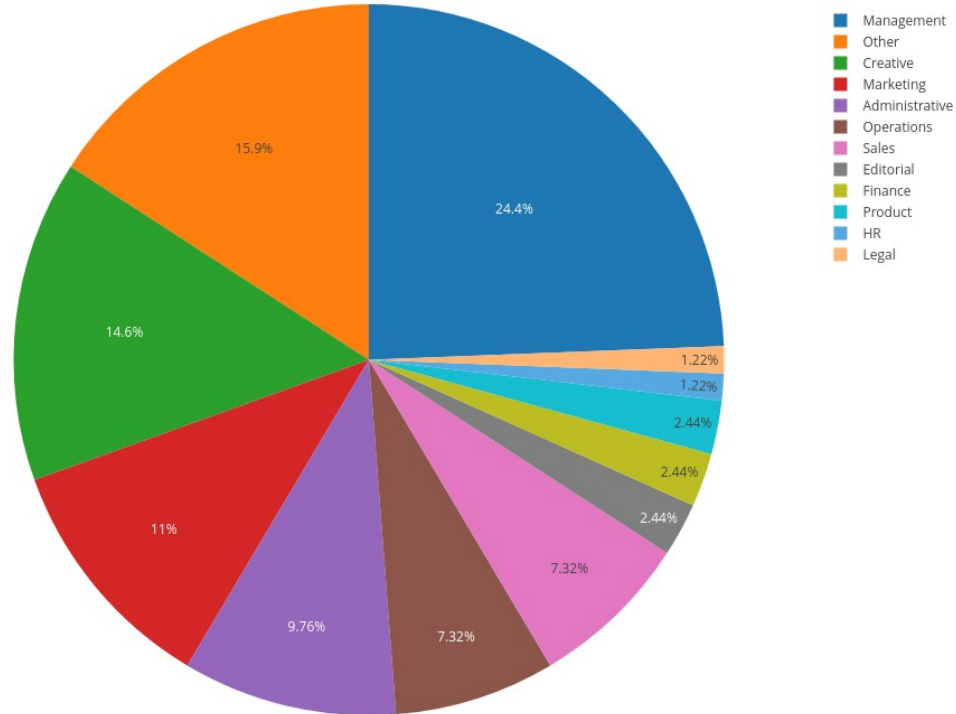
Audience Profile

- 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%
- 56% male, 44% female
- 36% of listeners have an income of \$75K+
- 100% of listeners/subscribers are ecommerce/Shopify savvy

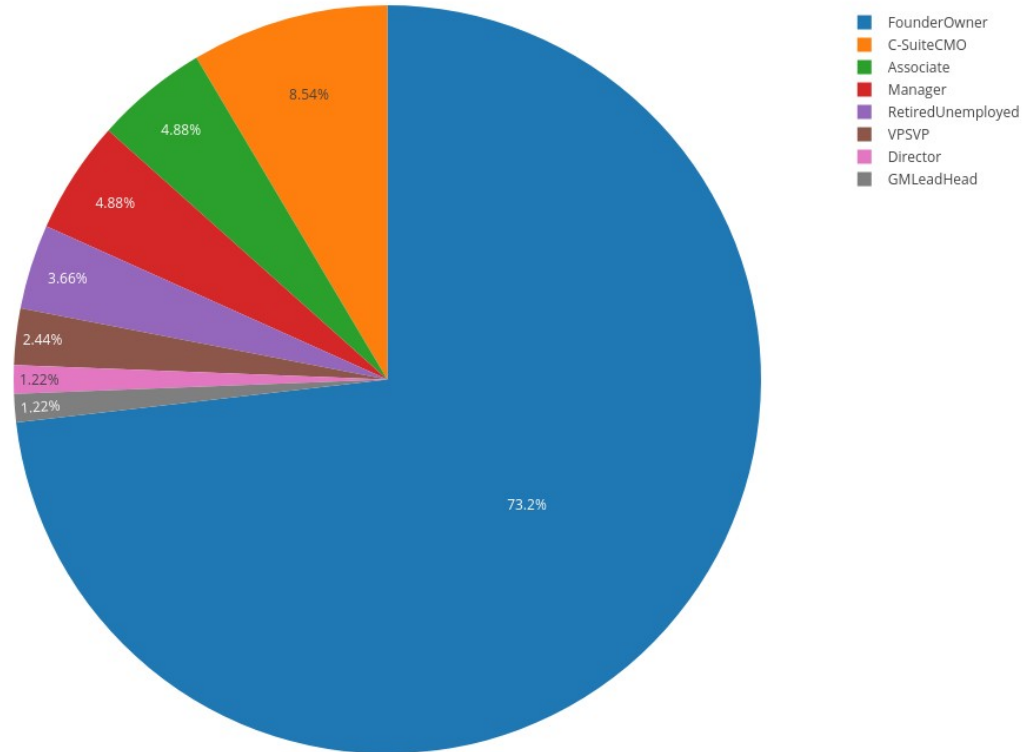
Audience Profile - Industry



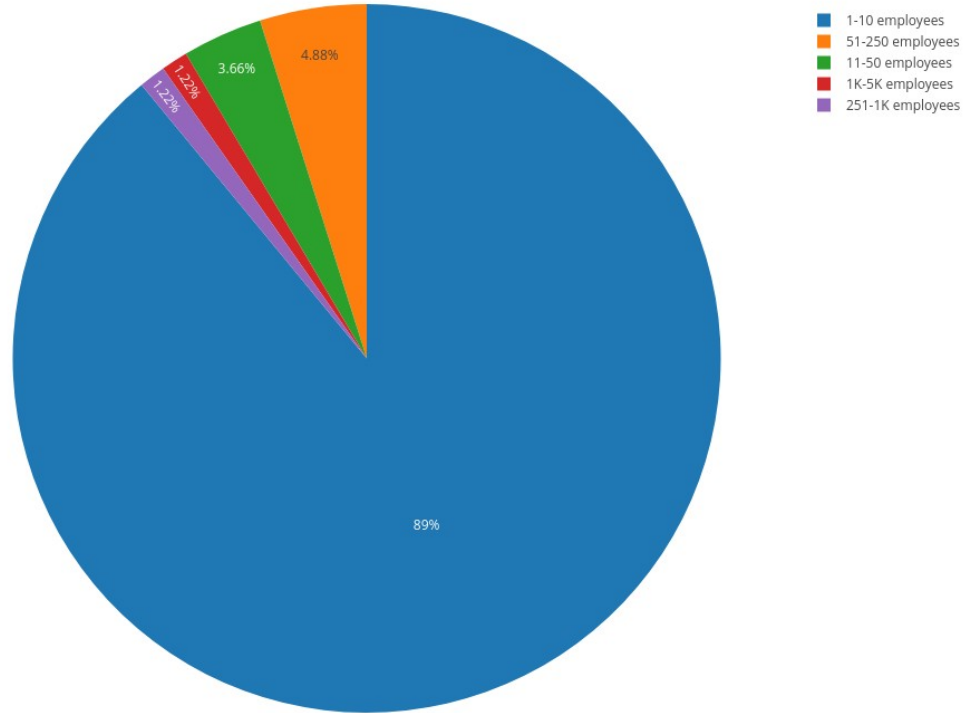
Audience Profile - Function



Audience Profile – Job Level



Audience Profile – Company Size



Podcast

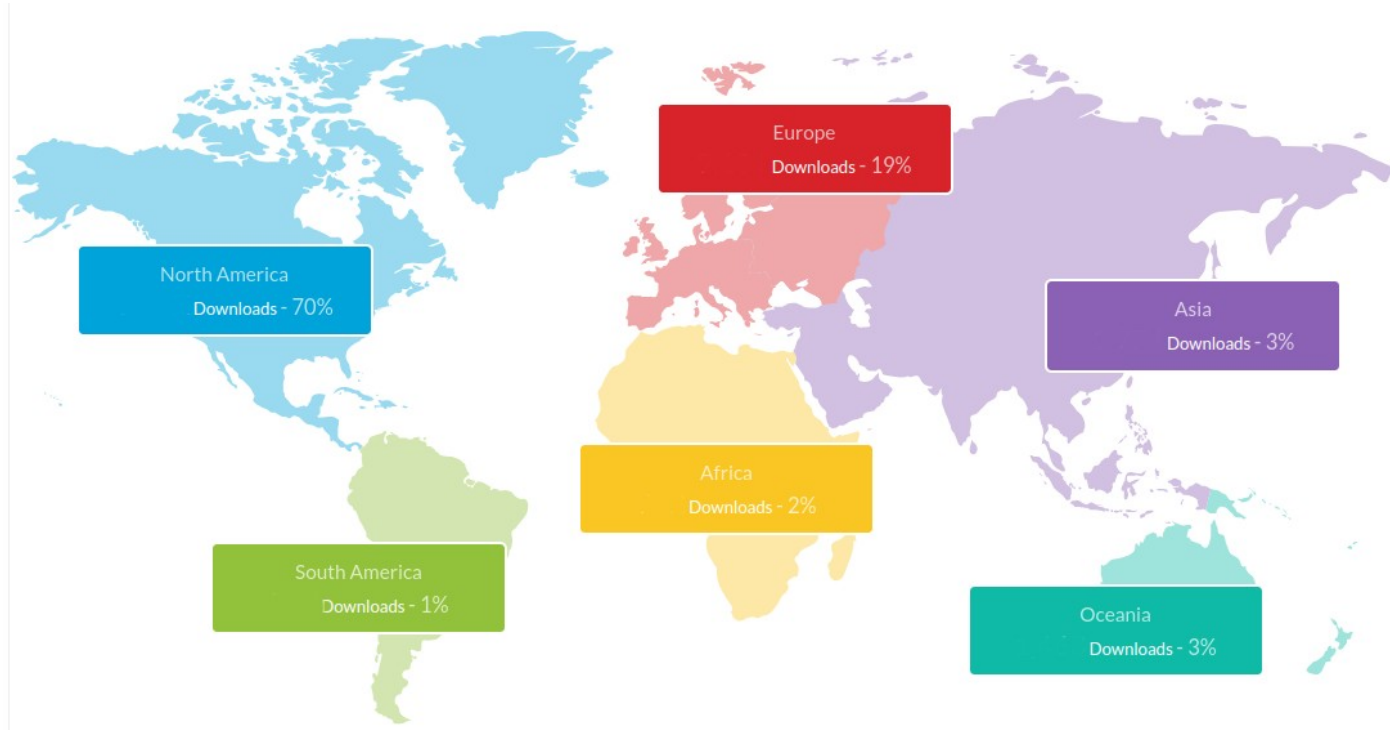
- 280+ Episodes, with 8-10 new episodes per month
- 20,000+ monthly listens/downloads
- 78% of subscribers listen to most or all episodes
- 72% Retention/Completion rate (Spotify)
- 60% Average Consumption (Apple Podcast)
- 54% of listeners access the podcast on a mobile device
- 61% act on podcast advertising

Newsletter

- Reach: 6,000+ active subscribers combined. We only keep those who engage within 90 days on the lists.
- Monthly Inbox Impressions: >16,000
- Newsletter Average open rate: 41.1%
- Percentage of subscribers who open at least once a month: 76%
- Average click rate 4.7%
- Typical Sponsor CTR: 1-5%, depending on relevancy and sponsorship copy
- Unsubscribe rate: <0.4% over 12 months
- Monthly newsletter subscriber growth: 13%

Interests, reach, and engagement

The podcast has been heard in over 140 countries



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

 ReferralCandy TRESL  Prisync  gorgias  UNSTACK  sparq

 Cartloop  OMNICONVERT  pinew  AdRoll Littledata 

 LimeSpot
by pantastic  bonjoro  Design
Packs  Blyp  VL OMNI jebbit

 Email Outreach Company  Shopala  Nibble  OptiMonk  LOYALTYLION

 Plerdy  cloudsponge handvrytten  LimeChat  ReConvert
ReConvert - Thank you pages that convert

LTVplus⁺ **DOOFINDER**[®] BUNDLE BUILDER Flippa

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

Your Advertising & Sponsoring Options

- Featured Podcast Guest Interview, starting at \$250
- Episodes Sponsorship incl. Audio Ads (16 episodes)
Please inquire for a quote and availability.
- Podcast Sponsorship incl. Audio Ads (full back catalog, 280+ episodes)
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@ecommercecoffeebreak.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