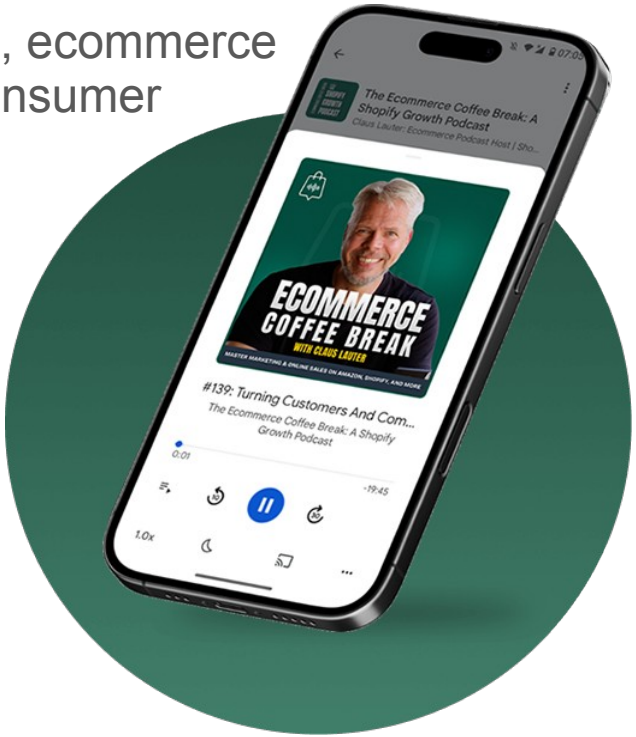
Ecommerce Coffee Break

A top-rated podcast + newsletter for online sellers, ecommerce operators, merchants, marketers, and direct-to-consumer (DTC) brands.

Media Kit 2025



The Ecommerce Coffee Break

Leading companies in the ecommerce, MarTech, and DTC space win new customers by featuring their products, solutions, and services on the Ecommerce Coffee Break.

With over 25,000 monthly listeners, 9,000+ newsletter subscribers, the show is ranked as a Top 10 Apple Podcasts Marketing & Ecommerce Show, is among the Top 2% of podcasts globally according to Podscan.fm, and featured as a top Shopify podcast on FeedSpot and Million Podcasts.

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!" -Restguest, 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 ★★★★★

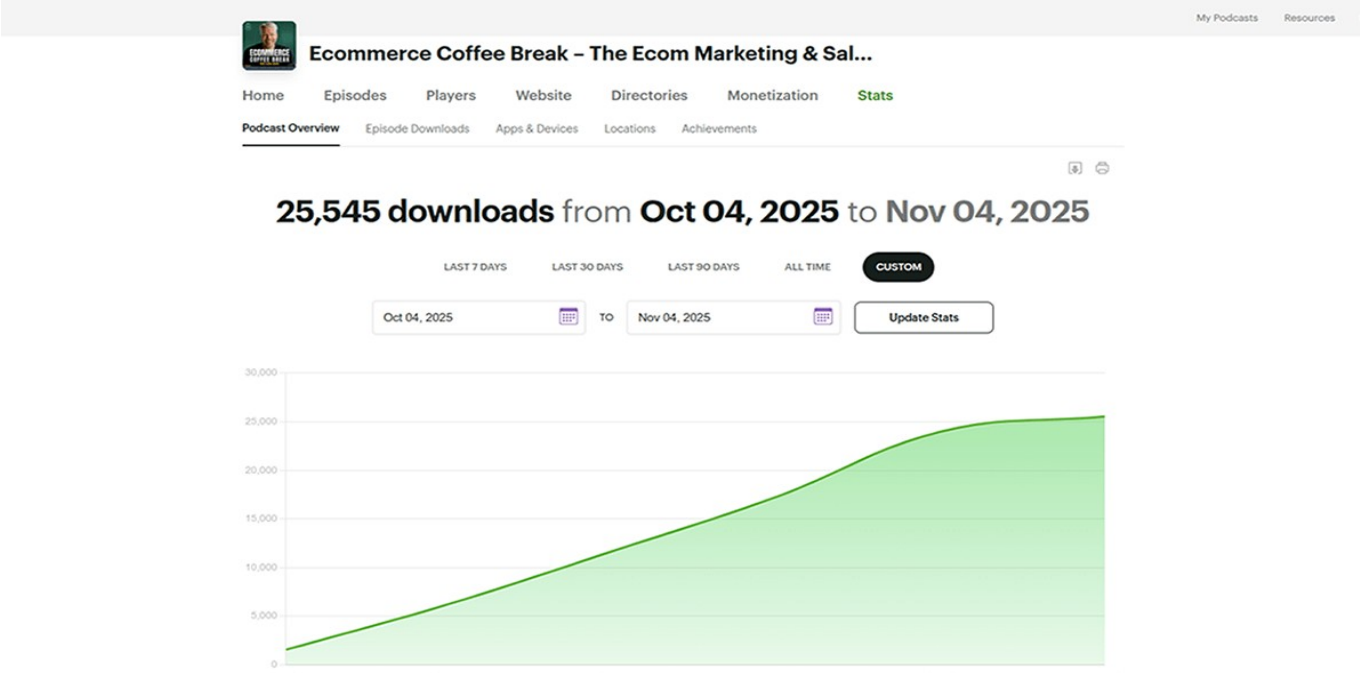
"I really appreciate listening to your podcast. Its real & practical advice. Thank you!" -LuluUUSSAA, 5 Stars Review on Apple Podcasts ★★★★★

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

Interests, reach, and engagement

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

Over 25,000 monthly listeners (growing month/month), up to 1,000 episode downloads in first 90 days.



Top Rankings in Apple's Podcasts Marketing charts (out of 17,500 in this category)

2
NEW

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

9
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Ecommerce Coffee Break: Marketing Podcast for Online Sellers, Merchants & DTC Brands on Shopify

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Ecommerce Coffee Break: Marketing Podcast for Online Sellers, Merchants & DTC Brands on Shopify

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Ecommerce Coffee Break: Marketing Podcast for Online Sellers, Merchants & DTC Brands on Shopify

What our guests and partners say

"Thanks Claus. You are real pro in what you do ... no one has ever been 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

I'm the founder, host, and producer of the Ecommerce Coffee Break. My journey into ecommerce started over 25 years ago (2001) when I launched my first online business (SaaS).

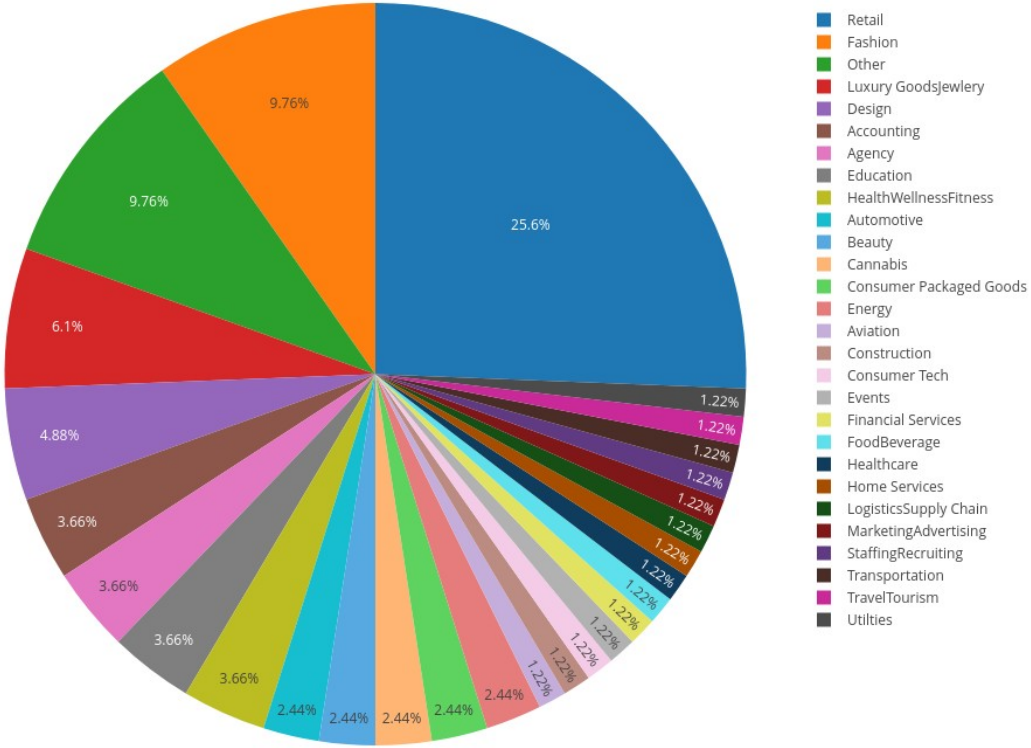
Using the Ecommerce Coffee Break Podcast & Newsletter, I provide sponsoring companies and interview guests with a platform for advertising that offers consistent production, great content, and a loyal global audience.

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

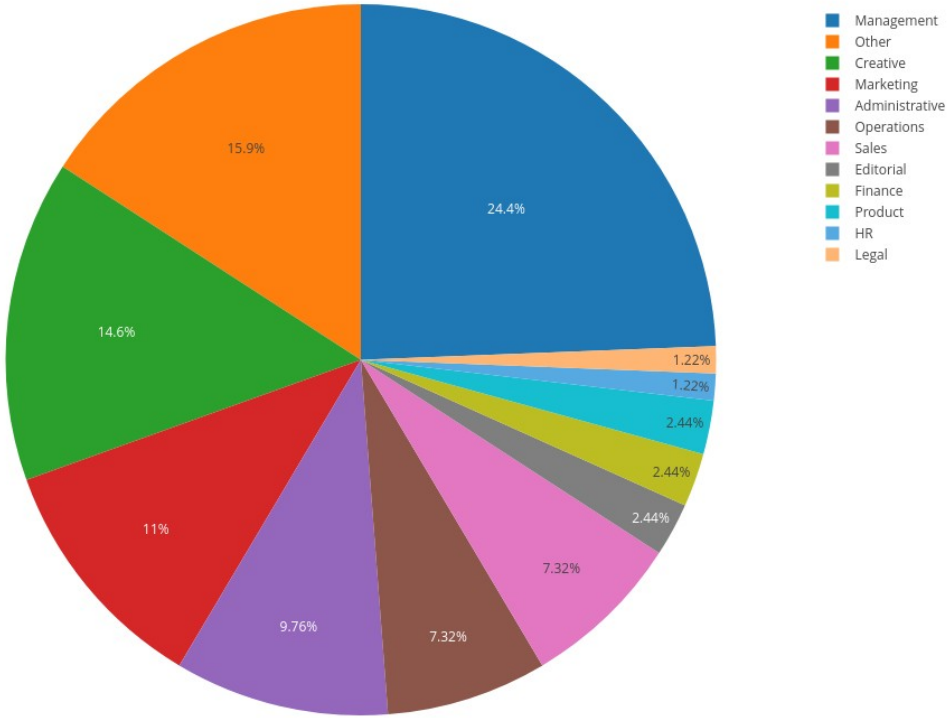
Audience Reach & Profile

- 50,000+ Total Audience
  - 25,000+ Podcast Listeners
  - 9,000+ Newsletter Subscribers
  - 18,000+ Social Media Followers
- Online Sellers, Merchants, Ecommerce Professionals, Founders, and Marketers looking to grow their DTC brands / ecommerce stores
- Size of brands/stores (annual revenue): Under $1M - 62% / $1M-$5M - 23% / over $5M – 15%
- 57% male, 43% female
- 36% of listeners have an income of $75K+
- 100% of listeners/subscribers are ecommerce savvy

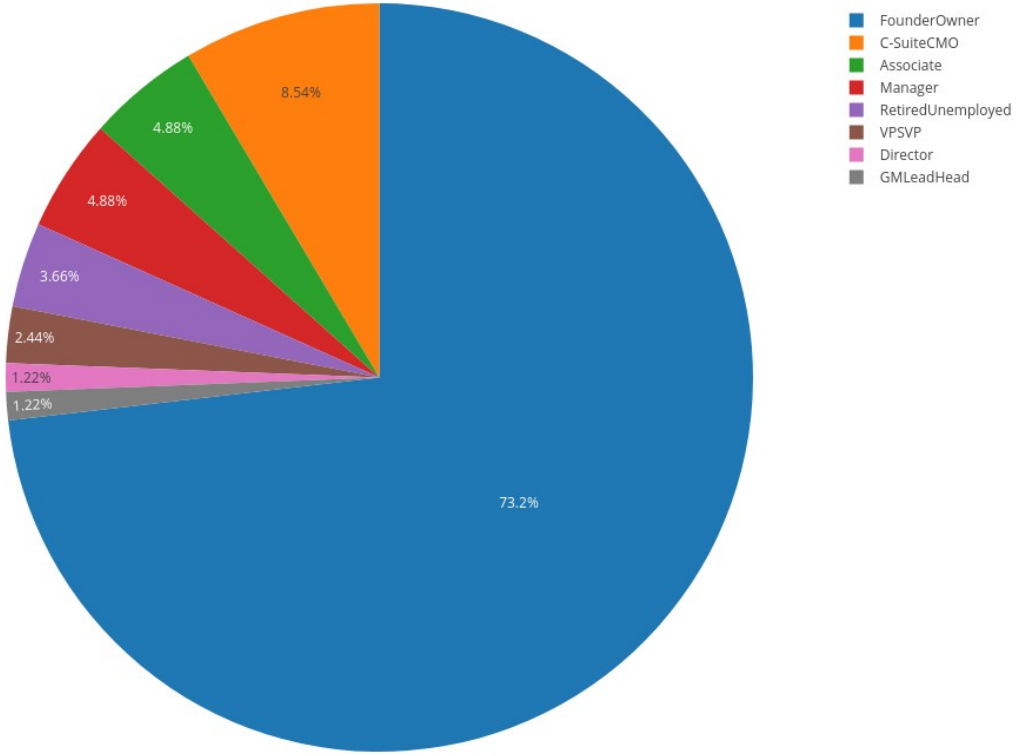
Audience Profile - Industry



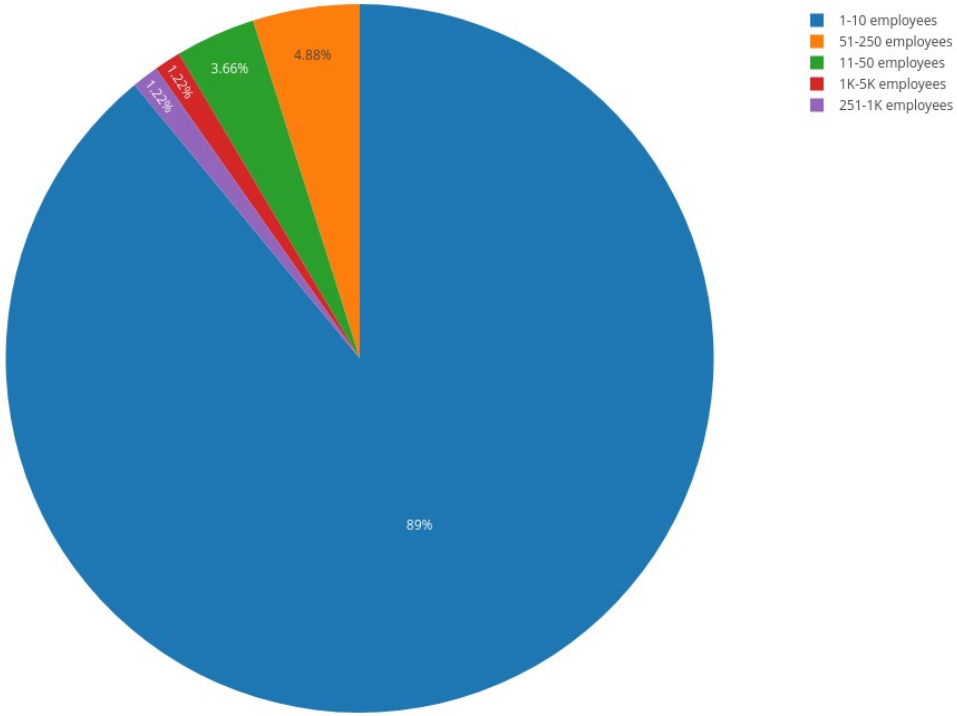
Audience Profile - Function



Audience Profile – Job Level



Audience Profile – Company Size



Podcast

Ecommerce Coffee Break – The Ecom Marketing and Sales Podcast

by Claus Lauter

PRS 70 — Top 2%

Verified

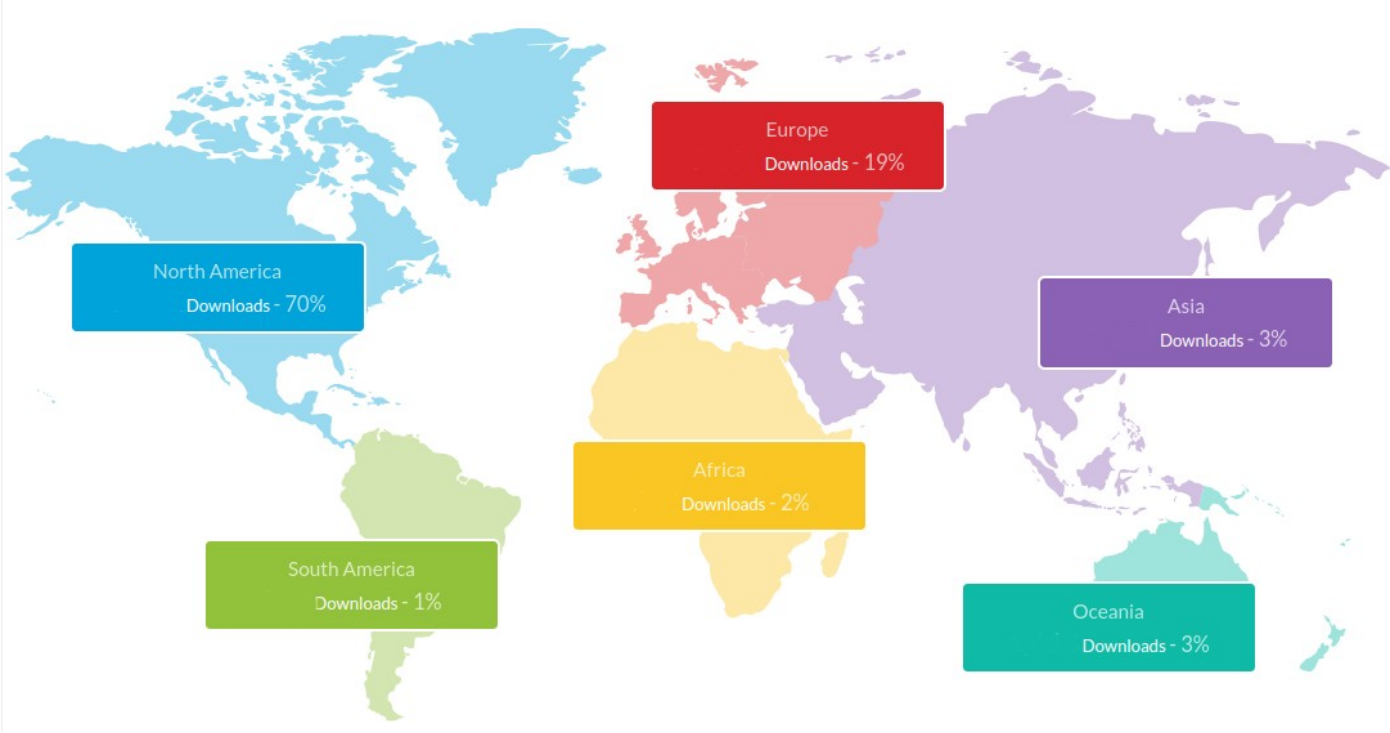
- The podcast delivers practical, bite-sized content for busy sellers who want quick wins.
- Covers multiple ecommerce platforms: Shopify, Amazon, TikTok Shop, WooCommerce, and more — broad appeal.
- Short, actionable weekly episodes — easy for busy sellers to consume.
- Large episode library (450+), covering a wide range of ecommerce topics.
- Timely topics like AI, ads, fulfillment, UGC, and emerging marketplaces.
- Strong reputation and fast growth in the ecommerce podcast space.
- Focus on practical tips and marketing strategies that listeners can apply immediately.

Podcast

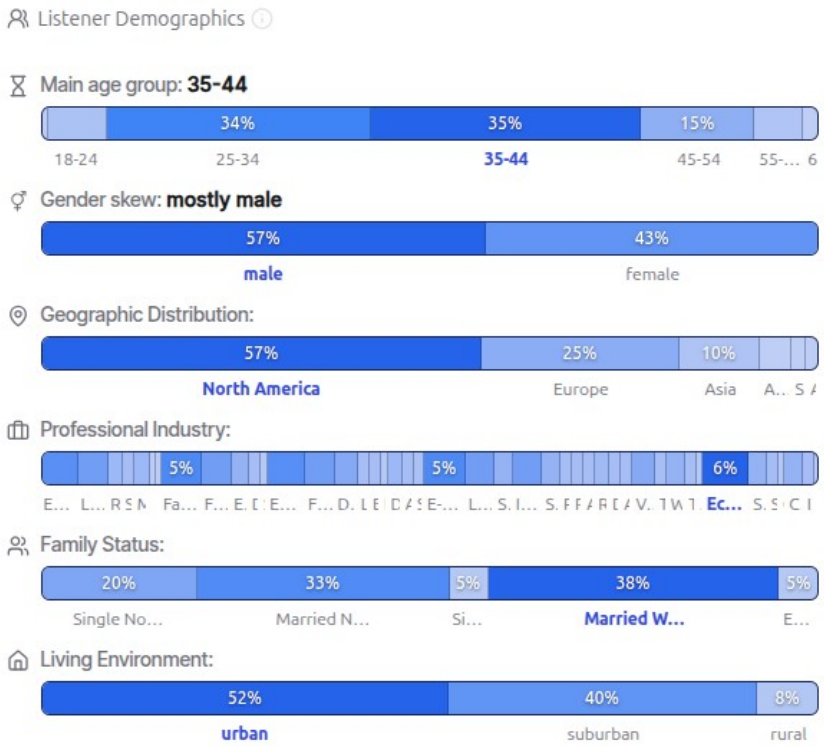
- 450+ Episodes, with 8-10 new episodes per month
- 25,000+ monthly listens / downloads
- 700k+ all-time listens, views, and downloads on all channels combined
- Up to 1,000 episode downloads in first 90 days
- 78% of subscribers listen to most or all episodes
- 72% Retention/Completion rate (Spotify)
- 60% Average Consumption (Apple Podcast)
- 54% of listeners access the podcast on a mobile device
- 61% act on podcast advertising
- Podscan Reach Score: 70/100 (Excellent). The universal metric that measures a podcast's reach, influence, and engagement across the entire podcasting ecosystem.

Interests, reach, and engagement

The podcast is listened to in over 160 countries and in the top 2% of podcasts globally.



Listener Demographics (by podscan.fm)



Content Habits: **weekly on**

LinkedIn | YouTube | Spotify | Podcasts | Industry Blogs

Preferred formats:

audio | articles | webinars | video | cheat sheets

Context:

professional development | working | industry research | business planning | commuting

Technology Adoption: **Early Majority Adopter**

Political Leaning: **Center**

Polarization: **Low**

Brand Loyalty: **Moderate**

Price Sensitivity: **Medium**

Education level: **high**

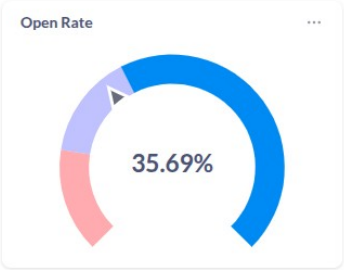
Engagement level: **high**

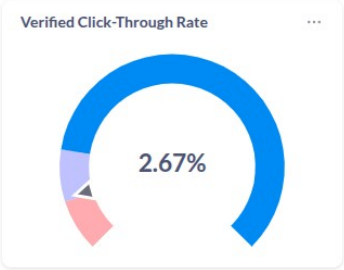
Purchasing power: **medium**

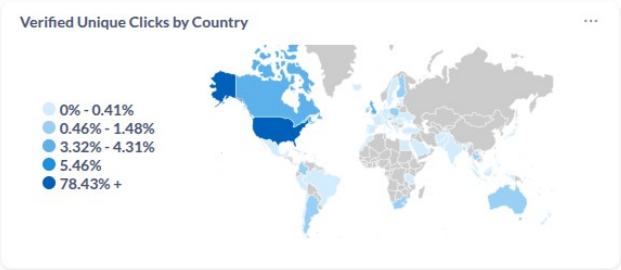
Newsletter

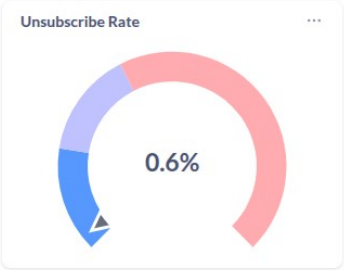
- Launched: April 2023
- Issues Published: 180+ (as of November 2025)
- Frequency: 2x per week (Tuesdays & Thursdays)
- Total Newsletters Delivered: 750,000+
- Active Subscribers: 9,000+ (engaged within the last 90 days)
- Monthly Inbox Impressions: 70,000+
- Open Rate: 33-37%
- Engaged Audience: 76% of subscribers open at least once per month
- Click-Through Rate (CTR): 2-3%
- Sponsor CTR: 0.8 – 1.5% (varies by relevance and copy)
- Unsubscribe Rate: 0.6%
- Subscriber Growth: 10% monthly
- See the full archive of newsletters here.

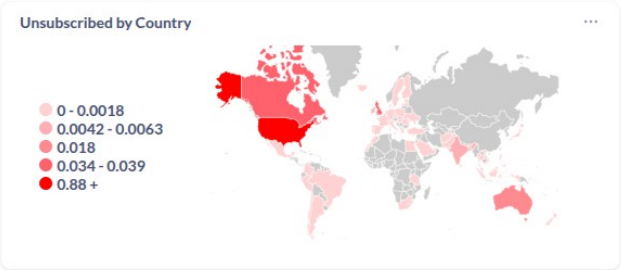
Subscribers Report



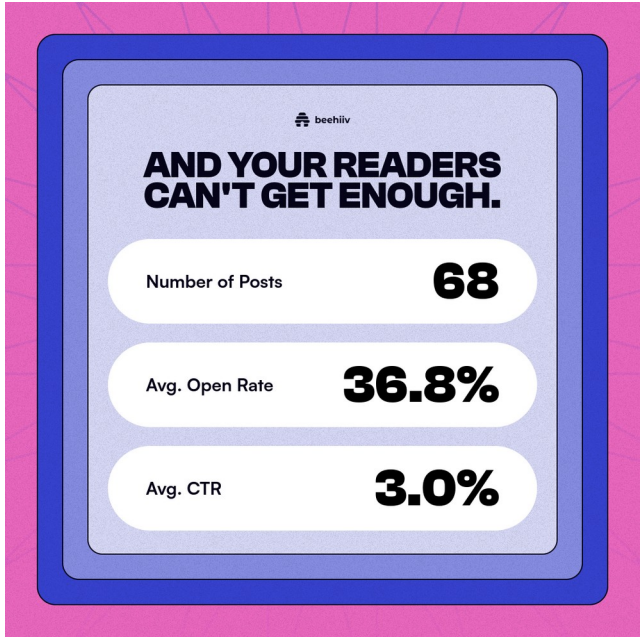


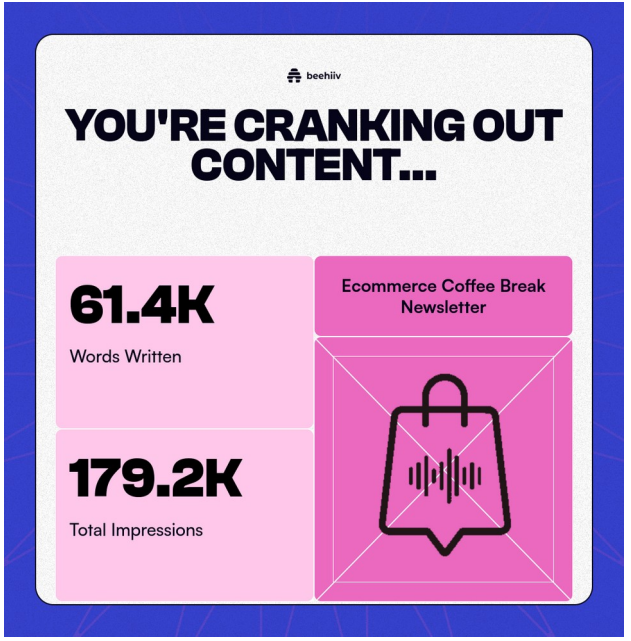




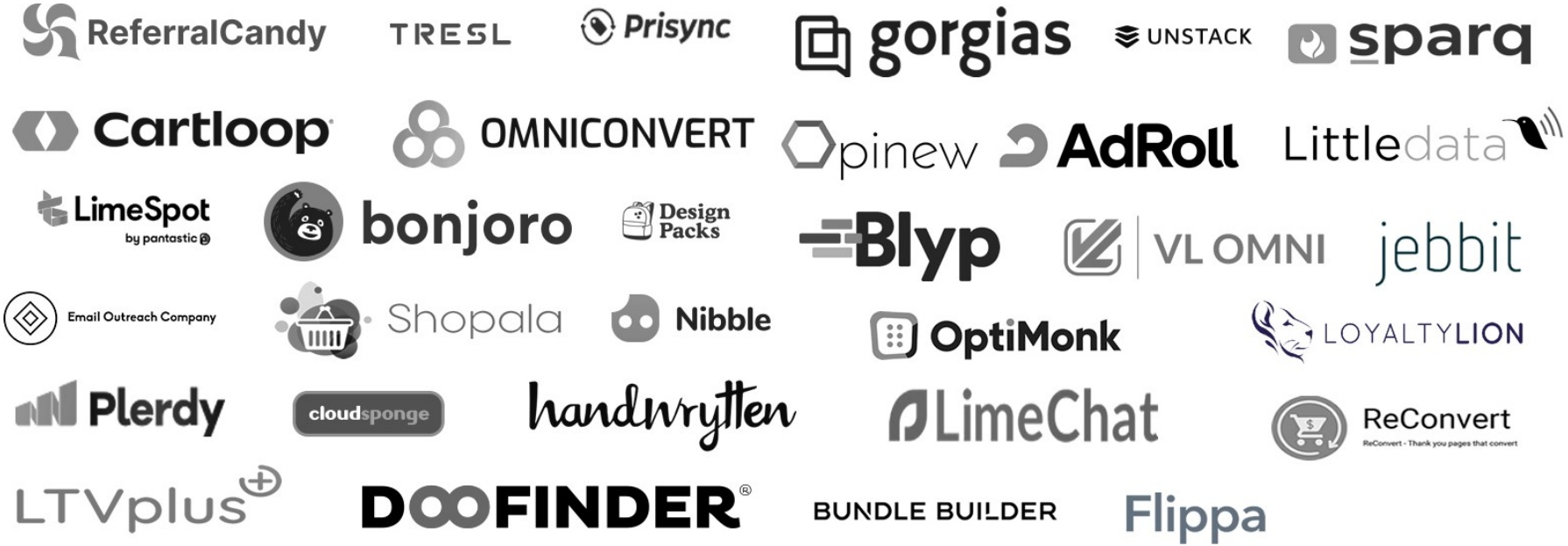


Newsletter Stats 2024





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

Your Advertising & Sponsoring Options

- Featured Podcast Guest Interview & Campaigns
- Episodes Sponsorship incl. Audio Ads (10 episodes)
- Podcast Sponsorship incl. Audio Ads (full back catalog, 450+ episodes)
- Audience Retargeting Sponsorship
- Email Newsletter Advertisements

Please inquire for a quote and availability.

For more information on what's included and pricing 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 accepts 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.

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10 Anson Road, #22-02 International Plaza, Singapore 079903

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