



# The big business marketplace

Business for sale more than 15 years

ID 26108

## Offer Corporate sales, firm sales, sales **Online Comparison Platform**

For sale: A 4-year-old comparison platform specializing in financial products, that has generated 1.5m€ in profit since its start in 2021 and an average monthly profit of €47,000 between January 2024 and February 2025.

### Key Highlights:

- On the platform, users can compare and apply for financial products such as credit cards and personal loans.
- The monetization strategy revolves around affiliate sales, with long-standing affiliate partnerships with major product providers
- Active in multiple European markets
- Primary traffic sources: Google Ads, TikTok Ads, Meta Ads, Snapchat Ads.
- Additional traffic from organic sources, including a newsletter and brand traffic.
- Proprietary lead scoring technology enhances lead acceptance rates and ad ROI.
- Tech platform with A/B testing capabilities
- Operated by a single full-time employee.
- European brand registered with matching high-value domain
- Growth potential through new traffic sources, product categories, and geographical expansion.

### Operations:

- Fully digital platform with no physical operations or customer support required.
- One FTE manages ad performance, creates video creatives with external agencies and tools, and maintains relationships with product providers and ad networks.
- Access to dozens of products per category through direct affiliate relationships and networks.
- Founders were able to run this platform while earning salaries and profits, allowing them to focus on new ventures.

### Opportunities:

- Expand into new product categories (e.g., brokerage), additional traffic sources (e.g., Google AdWords, Snapchat, YouTube Ads), and new markets (e.g., Northern Europe, Eastern Europe, UK).
- Save costs through use of AI in marketing

### Product Partners:

- Partnerships with diverse financial product providers to cover multiple customer segments.
- Direct relationships with key partners; the long tail is managed through affiliate networks.
- Premium payout rates negotiated with top product partners.

## Technology:

- Proprietary Components include:
  - Comparison website - Frontend website with comparison pages and product pages
  - Product application funnel - Frontend website with product application funnel with cross-, up- and downsells
  - Lead processing engine - Scores leads and forwards them to partners. API integrations with key partners allow instant feedback to users
  - Dashboard & monitoring tools - Ad and ROI monitoring
  - A/B testing tool - test changes anywhere in the product and track main KPIs
- Proprietary components are hosted on Google Cloud

## Reason for sale:

- The founders are shifting focus to a new business.
- Founders are prepared to support during transition period for a smooth handover

## Corporate sales

Region 90, Germany

Entry in own name

More informations and contact

[www.biz-trade.eu/ma-26108.htm](http://www.biz-trade.eu/ma-26108.htm)