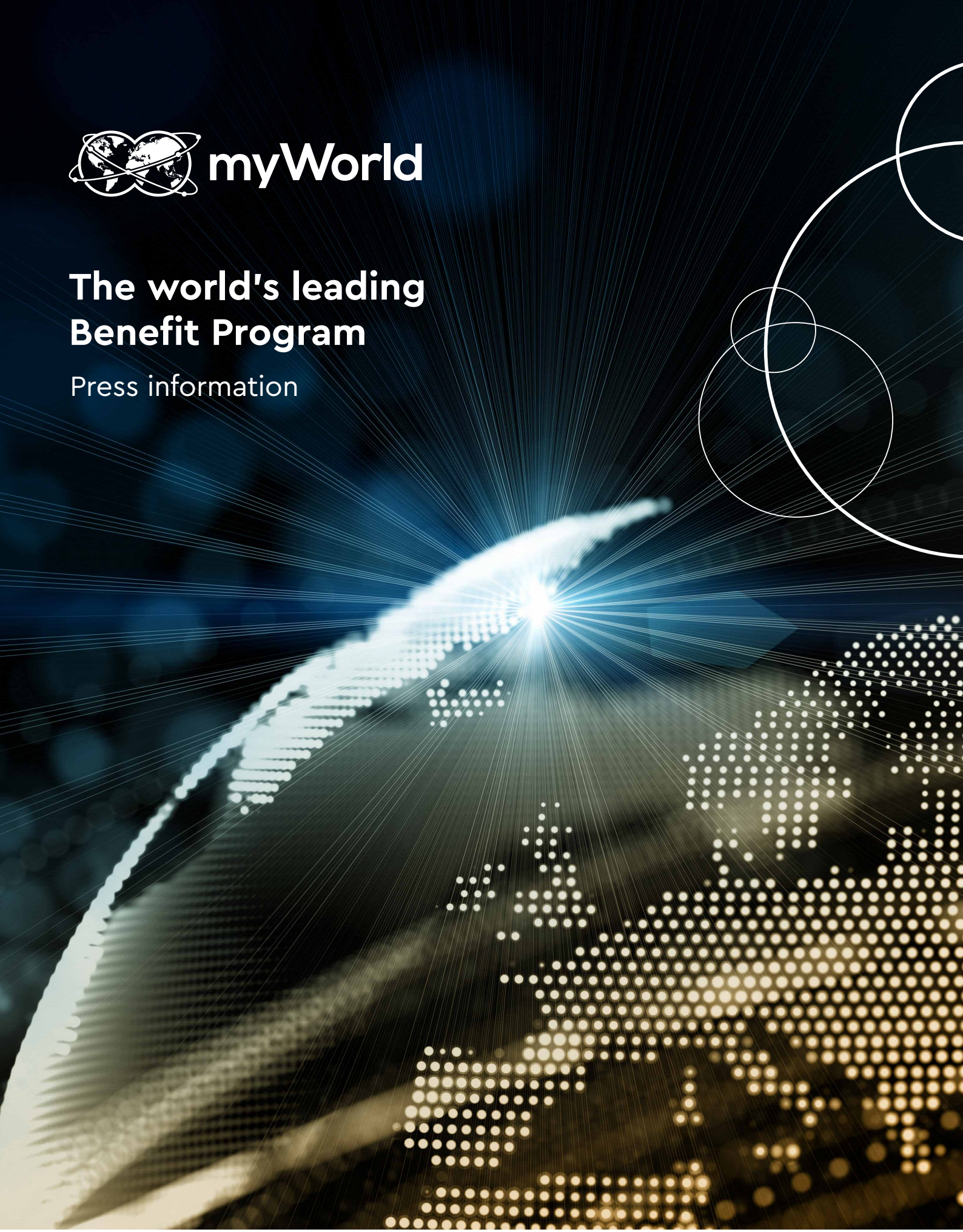
myWorld

The world's leading Benefit Program

Press information



Contact
mediaWorld agency GmbH
Corporate Communications & PR Department
Email: publicrelations@mediaworld.com

myWorld International AG

With locations in over 50 countries, myWorld International AG is a world-class company whose Benefit Program is enjoyed by thousands of Partners and millions of Shoppers.



myWorld International AG operates the world-leading myWorld Benefit Program, which offers a wealth of attractive Benefits for Shoppers, retailers and service providers alike. Shoppers can enjoy Shopping Points and Cashback with every purchase from myWorld Partners - regardless of whether they shop online or in-store. In turn, Partners benefit from an efficient customer loyalty programme, which helps them increase their visibility and sales. More than 15 million customers and 150,000 Partners in over 50 markets already use the myWorld Benefit Program.

Located in Graz, Austria, myWorld International comprises over 50 myWorld subsidiaries. Consequently, myWorld International unifies all existing myWorld companies under one roof. Through intensive and efficient cooperation between these players, myWorld achieves a crucial goal: providing the best possible products and services to Shoppers and Partners around the world.

myWorld International AG
Headquarters: Graz
Open markets: 50+
Employees: 600+

myWorld Benefit Program
Shoppers: 15+ million
Partners: 150,000+
Points of acceptance: 400,000+
Reach: 50+ countries



Shopping with Benefits

Whether online, via the App or in-store, the myWorld Benefit Program introduces a unique world of Benefits to Shoppers.



Benefits for Shoppers:

- Valuable Shopping Points and Cashback
- 150,000 shops of all sizes and sectors
- eVouchers from top brands
- Shop in-store, online or via the App
- Benefits across countries and sectors



With its 150,000 participating retailers and service providers, the myWorld Benefit Program inspires Shoppers in over 50 countries with all types of modern shopping. Thousands of beloved online shops can be found on myworld.com and on the myWorld App. Those who prefer to shop in-store are sure to find what they are looking for at one of the numerous Local Partners. After making their purchase, customers only need to simply scan their bill with the innovative Scan & Go feature in the myWorld App in order to secure attractive Benefits from Local myWorld Partners. Alternatively, their personal barcode or QR code can be scanned at the checkout, which is displayed in the App.

As diverse as the shopping options are, they all have one thing in common: Shoppers collect Shopping Points and Cashback with every purchase at myWorld Partners. All they have to do is register for the myWorld Benefit Program - free of charge and non-binding, of course.

Cashback and Shopping Points
Every time Shoppers make a purchase in the myWorld Benefit Program, they receive Cashback. With the collected amount, they can continue shopping right away. Users always have an overview in their personal myWorld profile of the Benefits they have already collected.

In addition to Cashback, Shoppers receive Shopping Points on their purchases with myWorld Partners. Shopping Points are an obvious highlight of the myWorld Benefit Program because they can be converted into real money – on myworld.com as well as via the myWorld App or directly in-store.

All Shoppers must do is shop at one of the numerous Online or Local Partners that are currently offering a Cashback Deal and they receive even more Cashback without any additional effort.

myWorld App
For the best shopping experience on the go, Shoppers can use the free myWorld App, which is available for Apple and Android mobile devices. That way they always have an overview of Partners nearby, all online shops and millions of products as well as currently available coupon codes, digital vouchers (eVouchers), Cashback Deals and Benefits.Within the myWorld App, they can also use the Scan & Go feature, which will pop up just by shaking the smartphone. In addition, shoppers can find their personal barcode or QR code here, which they only need to have scanned at the checkout. If it is not possible to scan one of these codes, a four-digit Quick Code is also available, which quickly assigns the purchase and the Benefits to the Shopper.

myWorld Plug-in for Online Shoppers
So that Shoppers never again miss out on Benefits while shopping online, myWorld has developed its own browser plug-in. The practical extension for desktop browsers automatically indicates whether Shoppers are visiting a Partner's online shop and ensures Benefits are credited for the purchase with just a click. In addition, it lets you know when a Partner is among the results of an online search and whether this Partner is currently offering Cashback Deals.

myworld.com

All Benefits in one App

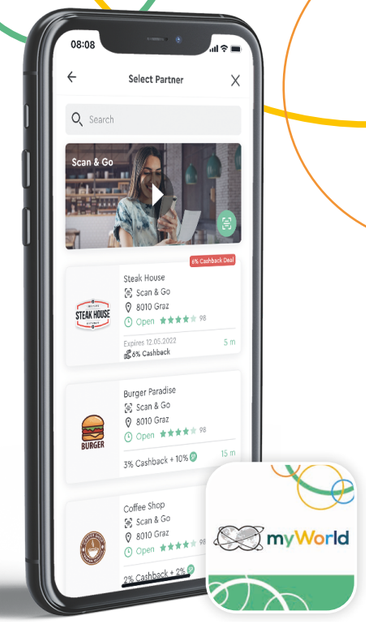
The myWorld App is pivotal to the myWorld Benefit Program. Shoppers can immerse themselves in the myWorld adventure anytime and anywhere.



The myWorld App is available for Apple and Android devices and offers Shoppers the possibility to browse through a huge range of Benefits on the go - from exciting Cashback Deals of the myWorld Partners to eVouchers from top international brands.

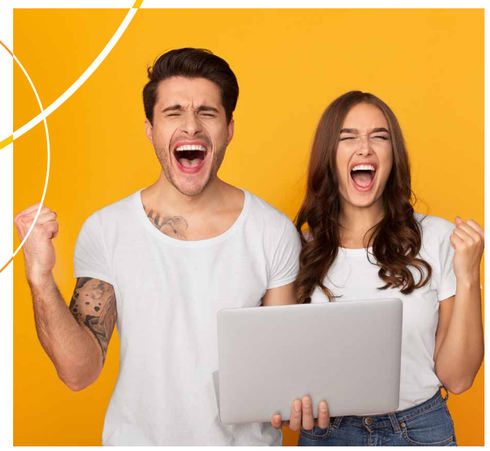
Cashback Deals
The value of the Shopping Points collected is revealed to Shoppers as soon as they secure a Cashback Deal when shopping with myWorld Partners: The Shopping Points are converted directly into Cashback. The same number of Shopping Points is automatically deducted from the user's myWorld profile. This way, Shoppers can redeem their Shopping Points for numerous products and services from myWorld Partners as well as for eVouchers while also enjoying even more Cashback without any additional effort.

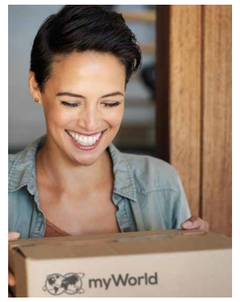
Scan & Go
Thanks to the Scan & Go feature, Shoppers can secure their myWorld Benefits even after shopping with Local Partners – and with just a few clicks directly in the myWorld App. All they have to do is scan the payment receipt with the myWorld App and choose the Partner in order to receive Cashback and Shopping Points at a later time. This makes saving money with myWorld easier than ever.

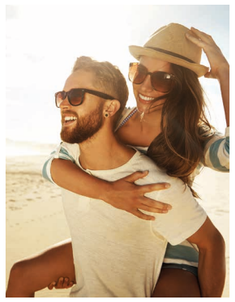


GET IT ON Google Play

Download on the App Store



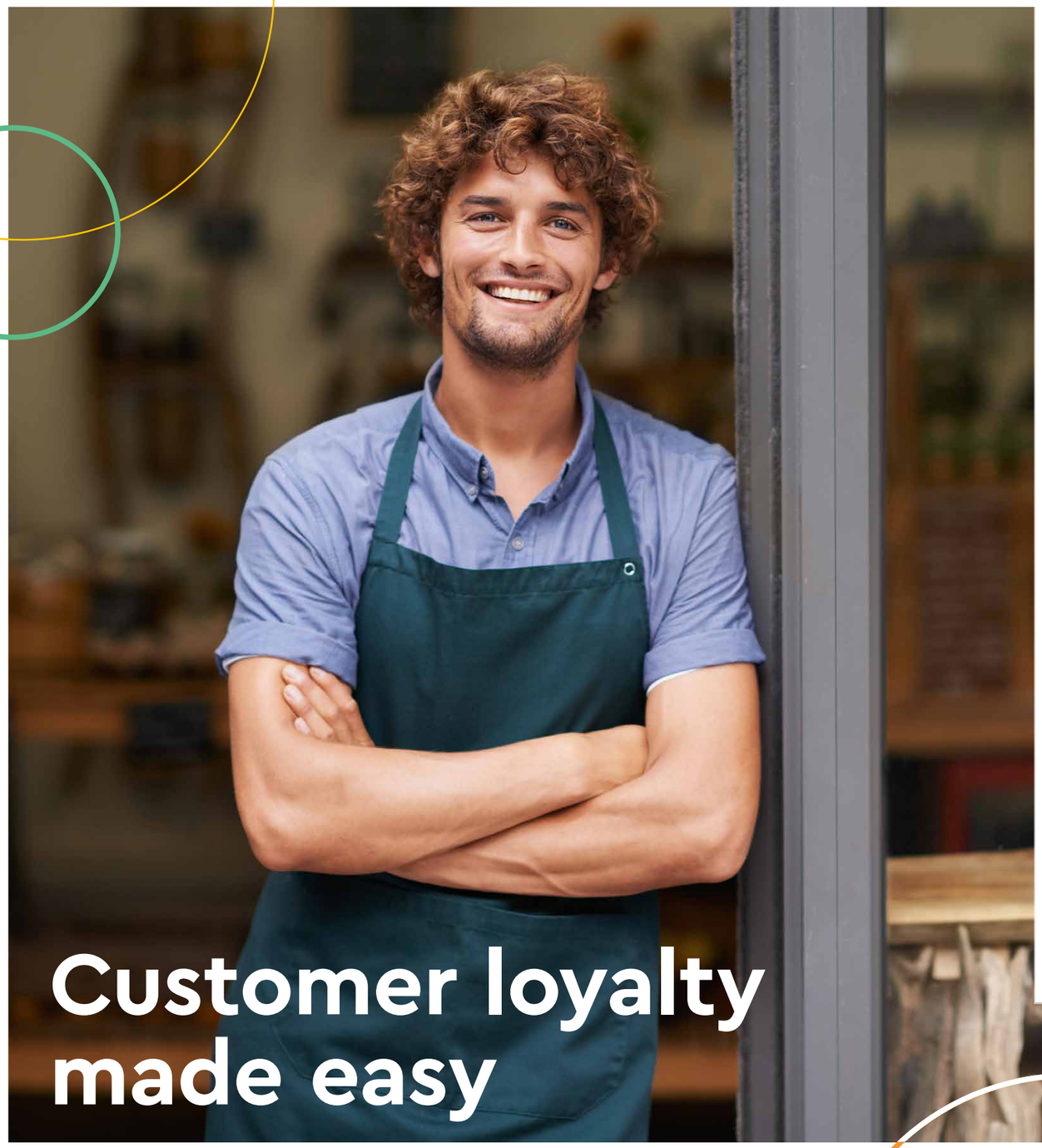




Partner Products
In the myWorld App, Shoppers will find a rapidly growing range of products from myWorld Partners. Millions of items are already available to choose from – and in over 40 countries by now. Shoppers can thus search for their favourite product directly in the App and start their shopping tour with myWorld Partners. A state-of-the-art AI search engine ensures that they find what they are looking for quickly and reliably.

travelWorld
As an additional Benefit, myWorld also introduces its Shoppers to the rapidly growing travel offers of its exclusive Partner, travelWorld. Whether it be a business trip, a city getaway or a family holiday, users can choose from over 3 million accommodations on the international online booking platform. The booking process is very simple. In just a few steps, you can book your flights and favourite accommodation at the best price using the website or your mobile app and collect Shopping Points and Cashback at the same time - a combination that is unique in the travel market.

eVouchers
Especially practical about the myWorld App is the mobile availability of eVouchers from well-known brands, which myWorld makes available to its customers in abundance. Using the App, Shoppers can buy these digital vouchers in seconds, redeem them at the checkout and benefit from Shopping Points and Cashback. The Benefits will be credited once the eVoucher order has been completed.



Customer loyalty made easy

Attracting new customers is essential to company success. The myWorld Partnership offers precisely this - at a low cost.

Small and medium-sized enterprises are normally limited when it comes to the possibilities of gaining new customers and boosting sales. This is where the myWorld Partnership comes in.

Growth for SMEs
The myWorld Partnership offers SME Partners effective tools for a successful business. They can use these tools to quickly and easily register customers or create Cashback Deals to increase sales and thus gain a crucial competitive advantage - cost-efficiently and in a time-saving manner. After a one-time payment, they can enjoy the Benefits of the myWorld Partnership - without limits or additional costs. A monthly commission is only payable to myWorld if myWorld Shoppers have actually generated sales with the Partner.

Part of a worldwide shopping network
The myWorld Partnership also opens the door to the myWorld Benefit Program and to 15 million Shoppers who are looking to collect Shopping Points and Cashback on their purchases at myWorld Partners. As part of the myWorld Benefit Program, Partners are extensively promoted, which makes them particularly attractive to Shoppers and draws new customers to the shop.

Affordable B2B purchases
The opportunities to acquire new and loyal customers are not the only Benefits that myWorld Partners enjoy. As part of the myWorld Benefit Program, they can also expand their B2B business relationships by making their company purchases from other Partners and thus benefit from favourable conditions and special offers. And of course, companies can also offer their own products and services to other myWorld Partners and thereby increase their sales.

Customer loyalty for online shops and large branches
The myWorld offering around customer acquisition and retention is by no means limited to SMEs. myWorld also offers the right e-commerce solution for online shops. Using simple connectivity via an affiliate network, they gain direct access to a pool of 15 million potential customers and can use this network to actively market themselves. Even companies that have more than ten branches can rely on myWorld's years of experience when it concerns tapping into new sales channels and customer groups and increasing sales.

How to become a myWorld Partner
Businesses interested in an efficient and at the same time cost-effective customer loyalty solution, can register for the myWorld Partnership on [partner.myworld.com.](partner.myworld.com)

myWorld

GET IT ON Google Play

Download on the App Store

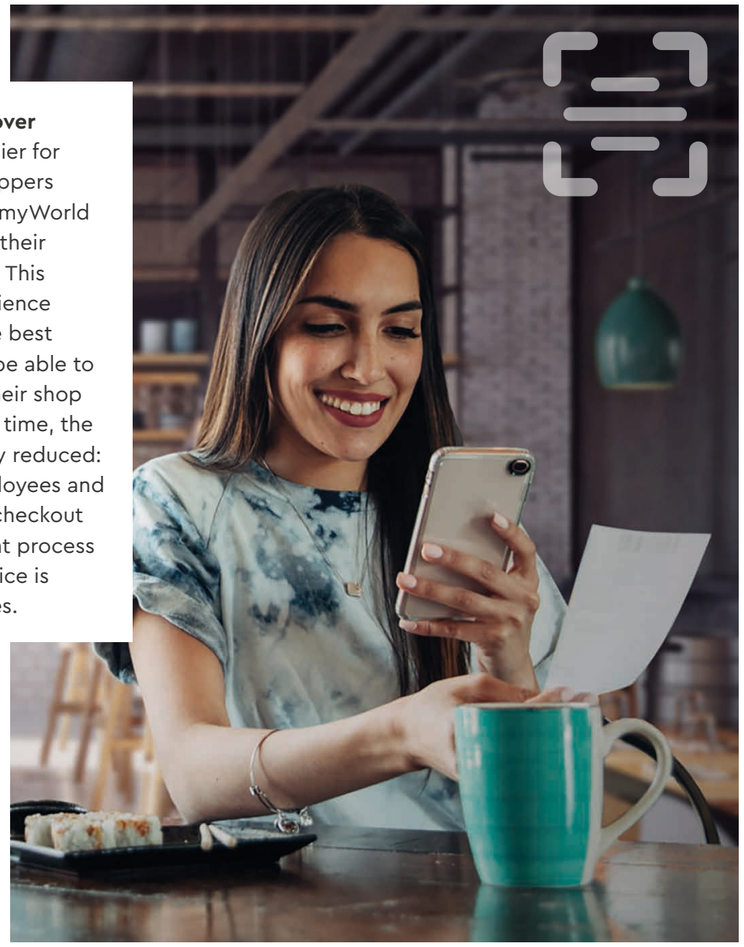


Benefits for myWorld Partners:
- New customers for companies of all sectors and sizes
- Tools for effective customer loyalty
- Expansion of market shares
- Higher customer frequency and increase of sales
- Exclusive multi-channel marketing
- Image and brand development
- Expansion of the B2B network
- Reinvigoration of the region

partner.myworld.com

Tools for business success

Big result for little money: myWorld offers its SME Partners a comprehensive myWorld Partnership that provides them with everything they need for business success - from being listed on myworld.com and in the myWorld App to highly efficient customer loyalty tools such as Cashback Deals or the Scan & Go feature.



Scan & Go - less effort, more turnover
The Scan & Go feature makes life easier for customers and companies alike. Shoppers can secure their Benefits from Local myWorld Partners after shopping by scanning their invoice directly in the myWorld App. This makes the myWorld shopping experience even easier and more attractive - the best conditions for myWorld Partners to be able to welcome even more customers to their shop and increase their sales. At the same time, the effort for the company is significantly reduced: The time-consuming training of employees and the registration of purchases at the checkout are no longer necessary, the payment process is accelerated, and the scanned invoice is approved automatically in most cases.



Cashback Deals - new customers for SMEs
Cashback Deals are a highly efficient tool for SMEs to get customers excited about their products and services. As the name suggests, they reward Shoppers with an increased amount of Cashback, which myWorld Partners can determine themselves. In order to secure the Cashback Deal of their choice, Shoppers only have to redeem a corresponding number of Shopping Points. The process is also extremely easy for SMEs: The Deals can be created within seconds and they are immediately visible to all myWorld Shoppers worldwide on myworld.com and in the myWorld App. This is a particularly effective way for SME Partners to draw attention to their business, gain new customers and boost their sales.

All Benefits of the myWorld Partnership at a glance
- Listing in more than 50 myWorld countries (Website and myWorld App)
- Registration of new customers via the App, tablet or PC
- Sales recording via Scan & Go, the App, tablet or PC
- Module for the creation of Cashback Deals
- Special B2B shopping opportunities
- Partner Suite for easy profile management
- Online shop connection (optional)



Corporate Social Responsibility

Corporate Social Responsibility is an integral part of the myWorld corporate philosophy. This is particularly reflected in the support of two charitable associations and their worldwide education and environmental projects.



myWorld International takes its social responsibility very seriously and has therefore been involved in CSR projects around the world for many years. At the heart of these efforts is the support of the Child & Family Foundation and the Greenfinity Foundation, which are dedicated nationally and internationally to making the world a better place - for present and future generations.

#wecare

- Over 300 education and environmental projects in more than 40 countries
- Over 57,000 beneficiaries worldwide
- Thousands of committed volunteers and donors



Child & Family Foundation
The Child & Family Foundation helps children, youth and families in need around the globe - in keeping with its motto "Education. Opportunities. Future.". Together with myWorld, the Child & Family Foundation has supported and implemented over 200 education and relief projects in more than 40 countries, thereby significantly changing the lives of thousands of children and their families for the better. The central focus has been on the long-term school projects in underdeveloped regions of the world, including Honduras, Mexico, Nigeria, Tanzania and India.

childandfamily.foundation

Greenfinity Foundation
The Greenfinity Foundation has fully committed itself to its motto "Together for our world. A future together.". Its goal is to reduce the negative impact of humans on the environment. Measures implemented to ensure the preservation of natural habitats and fair access to natural resources are intended to restore the global balance. More than 100 projects in over 20 countries have already been implemented with the support of myWorld, including humanitarian projects such as the construction of hundreds of wells in one of the driest regions of Brazil.

greenfinity.foundation

Shopping with Benefits



myworld.com

myWorld