# theButler.network Media Kit

As of 3 November 2026

## About theButler.network

theButler.network is a shopping concierge built on a price comparison. Its assistant, Edwin, answers a shopping question with products from merchant feeds, shows each merchant's current price and sends the buyer to the shop through the network's tracking link.

We launched on 29 October 2026. theButler.network is run by Sebastian Ott in Germany and works with Awin, CJ, Tradedoubler and Admitad.

## How a merchant appears

Every offer appears as a product card with the photo, the product name, the merchant's name and logo, the price in the local currency and the date of the last price update. One click takes the buyer to the product page in the merchant's shop, tracked by the network with our publisher ID and a sub ID.

When several merchants sell the same product, Edwin groups them under that product, so the buyer compares shops on one page. Inside AI assistants the same card appears in a carousel or, where a host shows only text, as a short card with image and link.

## Where Edwin works

On thebutler.network, in 36 languages. Each country has its own market with its own merchants and its own currency, so a buyer in Austria sees Austrian offers in euro and a buyer in the UK sees British offers in pounds. The site runs 20 country markets today and adds a country as soon as merchant feeds for it arrive.

Edwin is also an app for AI assistants, built on the Model Context Protocol. People who connect it in Claude, ChatGPT, Le Chat or Perplexity get Edwin's product cards inside the conversation, with the same tracked links as on the website.

## In numbers

The catalog holds 11.5 million products from 84 live merchant feeds, as of 2 November 2026.

| Figure | Value |
| --- | --- |
| Products in the catalog | 11.5 million |
| Live merchant feeds | 84 (Awin; CJ, Tradedoubler and Admitad being connected) |
| Country markets | 20 |
| Languages | 36 |
| Live since | 29 October 2026 |

We launched a few days ago, so we do not quote audience figures yet. We will add them here once they mean something.

## How we promote merchants

Buyers reach products through search on our site, through search engines and through AI assistants in which they have connected Edwin. Every click on a merchant link comes from a person who chose that product. No click is generated by a script, a bot or a hidden frame.

We do not run coupon or voucher pages, cashback or loyalty schemes, pop ups, toolbars or incentive traffic. We do not bid on brand names or trademarks, and we do not send merchant links by email or messenger.

## Data and rules

We import merchant feeds every night from the networks' official exports and APIs. Each price carries the time of its last import, and an offer that leaves the feed leaves our site with the next import. When a programme ends, we remove its offers and stop using its data.

Product descriptions written by Edwin are labelled as AI generated, following Article 50 of the EU AI Act. Commission never affects which products Edwin shows or in which order; the ranking follows the buyer's question and the product.

## Contact

Sebastian Ott, founder. Write to affiliate@thebutler.network or visit thebutler.network.