

MEDIA KIT · 2026

OLLIS DARTGARAGE

Independent purchase decision platform · Darts

While most creators sell reach, ODG sells trust – and trust converts.

27.8K+

SUBSCRIBERS ACTIVELY
DECIDING WHAT TO BUY NEXT IN
DARTS

+81%

GROWTH YEAR-OVER-YEAR 2026

2.35M

TOTAL VIEWS DRIVEN BY
PURCHASE INTENT QUERIES

10%+

CLICK-THROUGH RATE · RECENT
PEAKS AT 19% AND 15%

up to 33%

CONVERSION RATE · TRACKED PARTNER CAMPAIGNS

Amazon industry average: 3-5%. ODG delivers up to 10x that – on darts products, accessories, and autoscoring setup components alike.

"We work exclusively with trackable formats.

Ask us for conversion data from active partnerships – and feel free to ask other channels the same question."

YouTube DE **27.8K+**

YouTube EN **growing**

Instagram **11K+**

TikTok **3K+**

WhatsApp + NL **1.5K**

#1 DE · LARGEST GERMAN-LANGUAGE DARTS REVIEW CHANNEL – BY FAR

WHAT ODG ACTUALLY IS

THE LANGUAGE HAS CHANGED

I have 27,800 subscribers.

I reach 2.35 million views.

I test products.

WHAT IT MEANS

I influence purchase decisions at scale.

My community consists of ready-to-buy darts players.

I reduce purchase uncertainty.

WHAT BRANDS ACTUALLY BUY

Purchase intent

An audience actively researching what to buy next – not casual browsing.

Product trust

Earned through independent, reproducible testing and the OBRI rating system.

Conversion

Measurable, attributable, documented. Up to 33% CR on tracked links.

Long-term visibility

OBRI scores and reviews live beyond the algorithm – permanent search traffic.

**Views can be purchased.
Conversion rates cannot.**

We work exclusively with trackable formats.

Ask us for conversion data from active partnerships – and feel free to ask other channels the same question. Views can be purchased. Conversion rates cannot. Every link we place is tracked. Every partnership produces a verifiable performance report.

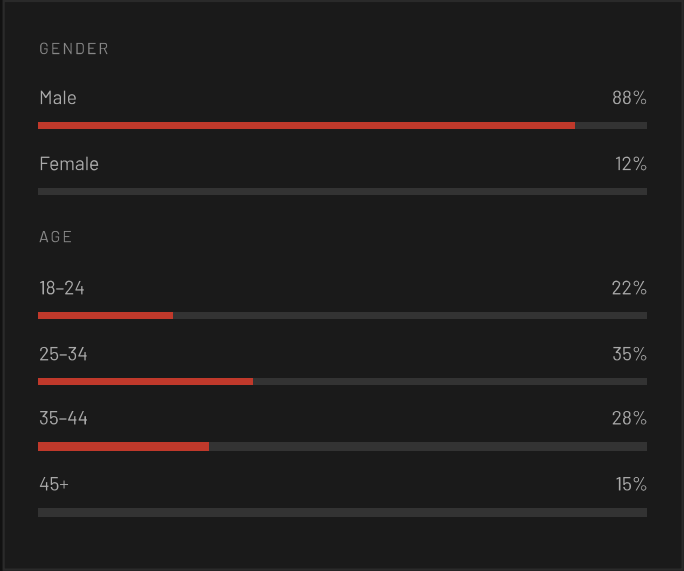
ODG in one paragraph. ODG is the independent purchase-decision platform for darts in the German-speaking world. Through rigorous product testing, community feedback, and proprietary rating systems like OBRI and Value Check, ODG gives manufacturers and retailers direct access to an active, purchase-ready audience – and the intelligence to understand what that audience actually thinks. ODG does not just reach viewers. ODG shapes what they buy.

REACH & AUDIENCE

Numbers that support the argument – not the argument itself.

<p>27K+</p> <p>YouTube subscribers (DE + EN combined)</p>	<p>2.35M</p> <p>Total views</p>	<p>+81%</p> <p>Year-over-year growth 2026</p>	<p>10%+</p> <p>Click-through rate · recent peaks 19% & 15% · industry avg 2-5%</p>
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<p>27K+</p> <p>YOUTUBE DE</p>	<p>EN</p> <p>YOUTUBE EN</p>	<p>11K+</p> <p>INSTAGRAM</p>	<p>3K+</p> <p>TIKTOK</p>	<p>1.5K</p> <p>WHATSAPP + NL</p>
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TOP MARKETS

<p>54%</p> <p>GERMANY</p>	<p>14%</p> <p>AUSTRIA</p>	<p>12%</p> <p>SWITZERLAND</p>	<p>20%</p> <p>WORLD (EN)</p>
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The EN audio track opens D/A/CH content to an international buyer pool within the same niche – same product interest, broader reach.

The 25-44 core: 63% of the audience – working-age, disposable income, active players. This is the demographic that researches before buying. They are not passive consumers. They are decision-makers.

PERFORMANCE CASES

Real partnerships. Real numbers. No projections.

CASE 01 · AUTOMATENWAGNER · INDEPENDENT DARTS RETAILER · BOARD OF SILENCE SETUP

1,022 shop clicks in 5 days – stock replenishment required

19,000

VIDEO VIEWS

1,022

SHOP CLICKS · FIRST 5 DAYS

+490

ADDITIONAL PRODUCT CLICKS · SAME SESSION

Reorder

STOCK REPLENISHMENT REQUIRED BY PARTNER

"Sales increased noticeably – we had to reorder stock."

– AUTOMATENWAGNER · INDEPENDENT RETAILER · UNSOLICITED PARTNER FEEDBACK

This is what separates ODG from reach-based metrics. An independent retailer does not reorder stock because of impressions – they reorder because customers walked into their shop and bought. An additional 490+ clicks distributed across other products in the same session demonstrates the basket-broadening behaviour typical of this audience. Not casual browsing. Purchase intent, acted on.

CASE 02 · DARTSNUT PIXELDART AUTOSCORING SYSTEM

€8,492 in attributable revenue within 72 hours of publication

10K

VIDEO VIEWS

22

CONFIRMED SALES · 3 DAYS · €386/UNIT

5.3%

CLICK-TO-SALE RATE · PREMIUM CATEGORY

✓ attributable revenue: €8,492 · 22 units × €386 · within 72h

5.3% click-to-sale on a €386 product. This is not an impulse-buy category. Every one of those 22 sales was a considered, researched purchase decision – driven by one video. Premium products convert because the audience researches before buying, and trusts the recommendation.

CASE 03 · AMAZON AFFILIATE · TRACKED LINKS – CONVERSION RATE BENCHMARKS

€49,355+ attributable order value generated through tracked links – Q1 2026

DARTS

PRODUCT	CLICKS	CONVERSION RATE
Calburn EZ-EVO Dart Tips	521	33.75%
WINMAU Blade 360	447	12.50%
Michael van Gerwen Signature Darts	632	11.70%
Bull's Advantage Dartboard	1,543	6.67%
Target Darts Hydro Steel Tip	1,242	6.12%

BEYOND DARTS

PRODUCT	CLICKS	CONVERSION RATE
iDSonix USB 3.0 Switch (autoscoring setup)	501	33.53%

ODG COMMUNITY AWARD

Germany's first community-driven darts product award – voted by active players, not by editors, not by algorithms.

No other channel can do this credibly. ODG can.

The ODG Community Award is an annual community vote across darts product categories – run transparently, evaluated independently, and awarded based solely on player verdict. Because ODG's independence is its currency, a nomination or win carries weight that paid placements cannot buy. Manufacturers and retailers take notice – not because of reach, but because of what a community of 27,000+ active players actually thinks.

CATEGORY 01

Best Dartboard

Voted by players who play every day. OBRI data feeds into community context.

CATEGORY 02

Best Dart

Across all weight and style categories. Community-driven, no editorial bias.

CATEGORY 03

Best Innovation

New products, formats, and technology that moved the game forward this year.

CATEGORY 04

Best Value

Price-to-performance – the question every buyer actually asks first.

CATEGORY 05

Best Autoscoring Solution

The fastest-growing product category in darts – voted by players building and using these systems daily. ODG is the leading voice in this category in the German-speaking market.

FOR BRANDS & PARTNERS

Category sponsorship is available – giving your brand direct association with the most credible independent product recognition in German-language darts. Not reach. Not impressions. A signal that the community trusts. **Ask us about availability.**

COLLABORATION PACKAGES

Choose the level of partnership that fits your goals.

ENTRY

Product Feature

€200-300

One-time placement · dedicated product mention within an existing video.

- Affiliate link + creator code integration
- Social media cross-post (Instagram / TikTok)
- Tracked link · post-publish conversion report
- Ideal for accessories and new market entrants

CORE · MOST BOOKED

Launch Review

€350-500

Full standalone video + OBRI or Value Check rating. The format with the highest conversion rates.

- Full independent review video
- Community Q&A integration where applicable
- Multi-platform distribution (YouTube DE + EN)
- Tracked affiliate link · conversion report
- Honest assessment – the independence is the value

RECOMMENDED · MIN. 3 MONTHS

Partner Integration

€700 / month

Ongoing brand presence across multiple videos per month.

- Regular placements across multiple videos/month
- Creator code + trackable affiliate management
- Priority scheduling & early access
- Monthly performance reporting
- Community feedback loop

PREMIUM · MIN. 3 MONTHS

Exclusive Partner

€900-1,200 / month

Category exclusivity – no competitor featured during partnership period.

- Category exclusivity
- Co-branded content & format development
- Beta testing access & pre-launch product feedback
- Priority across all platforms incl. WhatsApp
- Treated as a market research partner

A NOTE ON INDEPENDENCE

ODG's value to brands is built on one thing: the community's trust in ODG's independence. Paid partnerships are disclosed. Reviews remain honest – including OBRI and Value Check ratings. This is not a weakness. It is the reason ODG's conversion rates outperform creators with higher subscriber counts. You are not buying positive coverage. You are buying access to a trusted community.

READY TO REACH THE PEOPLE WHO ACTUALLY BUY?

EMAIL

ollisdartgarage@gmail.com

WEBSITE

dartsngear.com

YOUTUBE

[Ollis Dartgarage · DE + EN track](#)

INSTAGRAM

[@ollisdartgarage](#)

WHAT EVERY PARTNER RECEIVES

- Tracked affiliate or UTM link setup
- Shop click reporting (where available)
- Conversion data post-publish
- Honest, independent review (OBRI rated)
- Community amplification (WhatsApp, Newsletter)
- English audio track for international reach
- ODG is selective – we partner with brands we genuinely believe in

"We work exclusively with trackable formats. Ask us for conversion data from active partnerships – and feel free to ask other channels the same question."