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## **ICMA 2014 Athens**

Date: October 2014

# Chrono24 in 2010


**chrono24.com**  
 Die internationale Börse für hochwertige Uhren







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### chrono24.com - Die internationale Börse für hochwertige Uhren

- Uhren kostenlos privat anbieten und suchen
- Automatische Übersetzung Ihrer Angebote
- Bild-Vorschau in der Liste
- Jede Anzeige mit eigener Domain
- Kostenloser Test für Händler - ohne Verpflichtung!

#### Top-Angebote

	<b>Rolex Sea-Dweller Deep Sea</b> Stahl; Automatik; Schweiz <b>€ 5.499</b>		<b>IWC PORTOGHESE PERPETUAL CALENDAR</b> Weißgold; Automatik; Schweiz <b>€ 19.902</b>
	<b>Jaeger-LeCoultre Serie Unique Gelbgold 141.910.1</b> Gelbgold; Handaufzug; Deutschland <b>€ 4.990</b>		<b>Panerai Luminor Base Titan</b> Titan; Handaufzug; Österreich <b>€ 3.390</b>
	<b>Rolex Rolex Daytona black dial</b> Schweiz <b>€ 8.292</b>		<b>Audemars Piguet LIMITED EDITION ROYAL OAK TOURBILLON RO</b> Rotgold; Handaufzug; Schweiz <b>€ 96.500</b>

#### 47.754 Uhren

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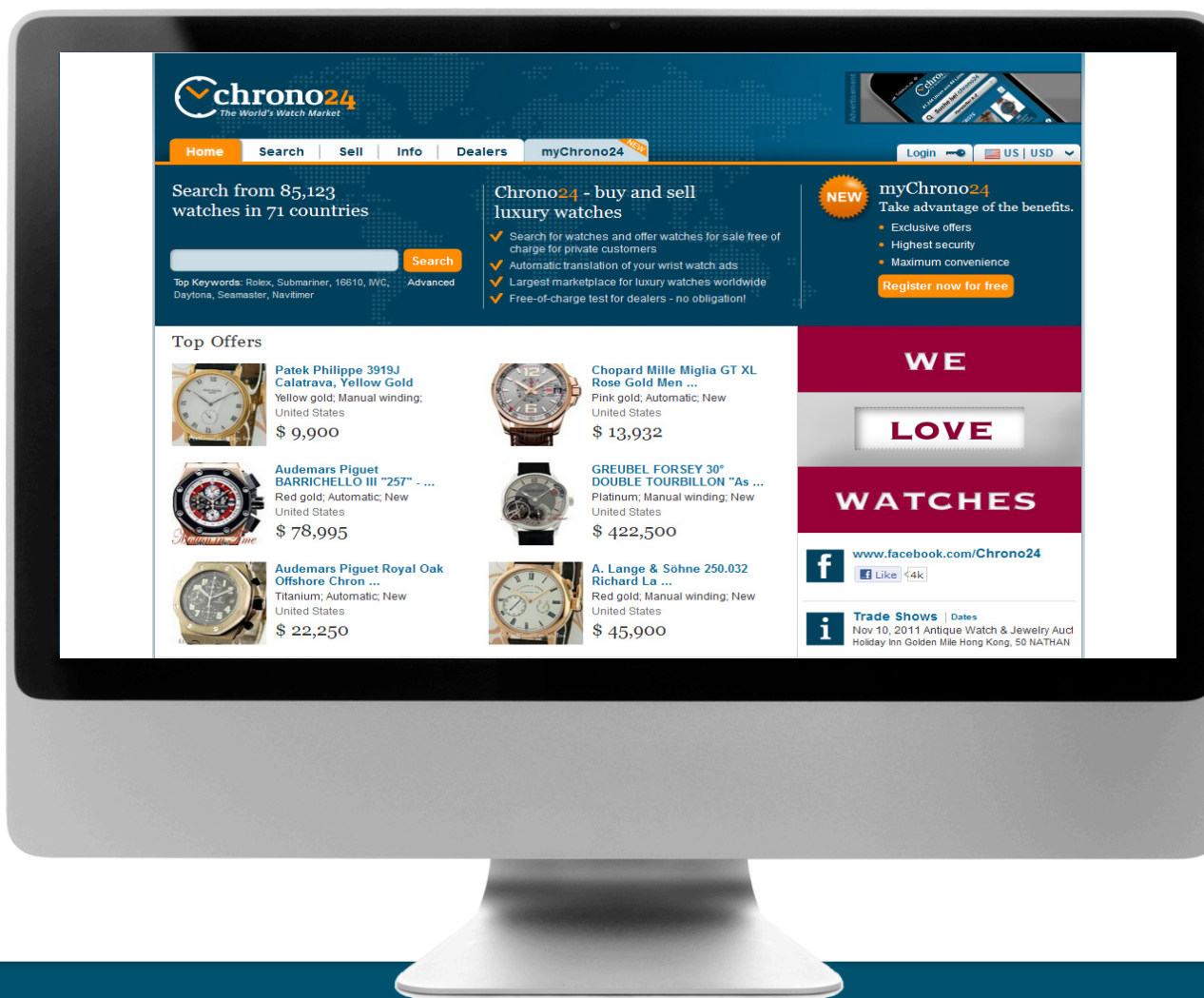
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# Chrono24 - Overview



# Chrono24 is a Truly Global Platform.



DE Uhren



FR Montres



IT Orologi



NL Horloges



ES Relojes



PT Relógios



US Watches



UK Watches



CA Watches



AU Watches



MX Relojes



BR Relógios



CH Uhren



AT Uhren



BE Horloges



DK Ure



SE Klockor



AR Relojes



PL Zegarki



CZ Hodinky



HU Órák



HR Satovi



RO Ceasuri



RU Часы



GR Πολόγια



TR Saatler



CN(simp.) 腕表



HR (trad.) 腕錶

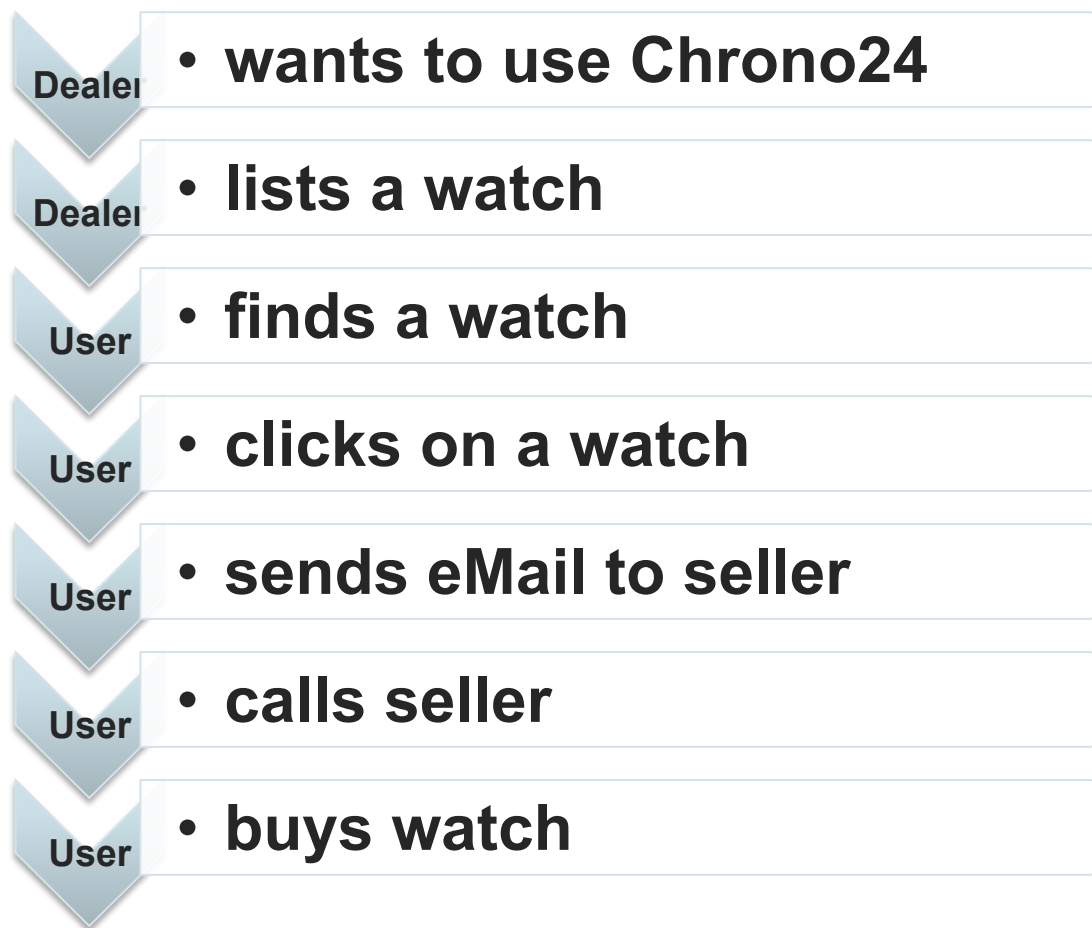


KR 시계



JP 時計

We looked at the User Journey and defined possible price points.



We asked four important questions

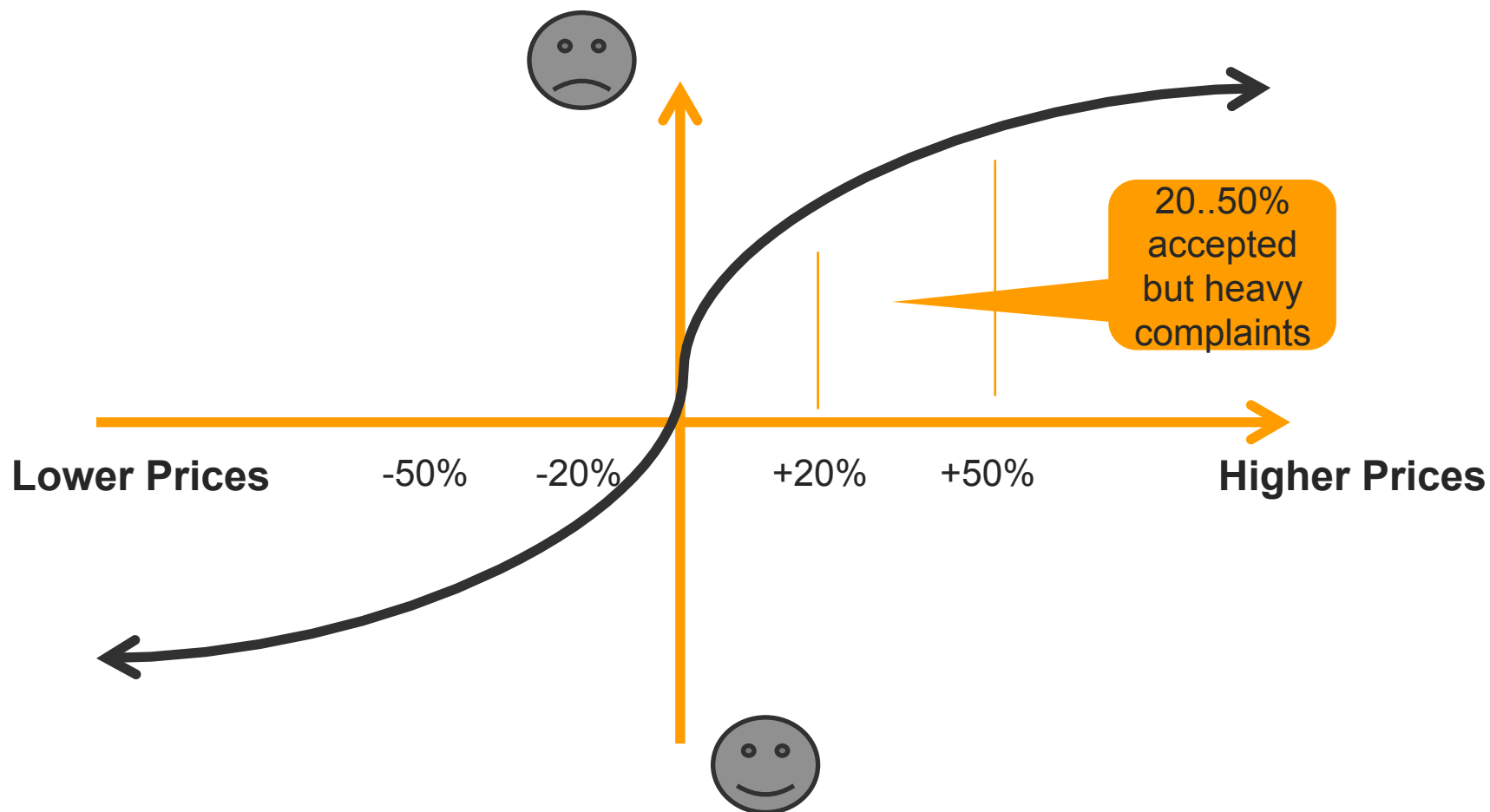
**What is our goal?**

**How much should we increase the prices?**

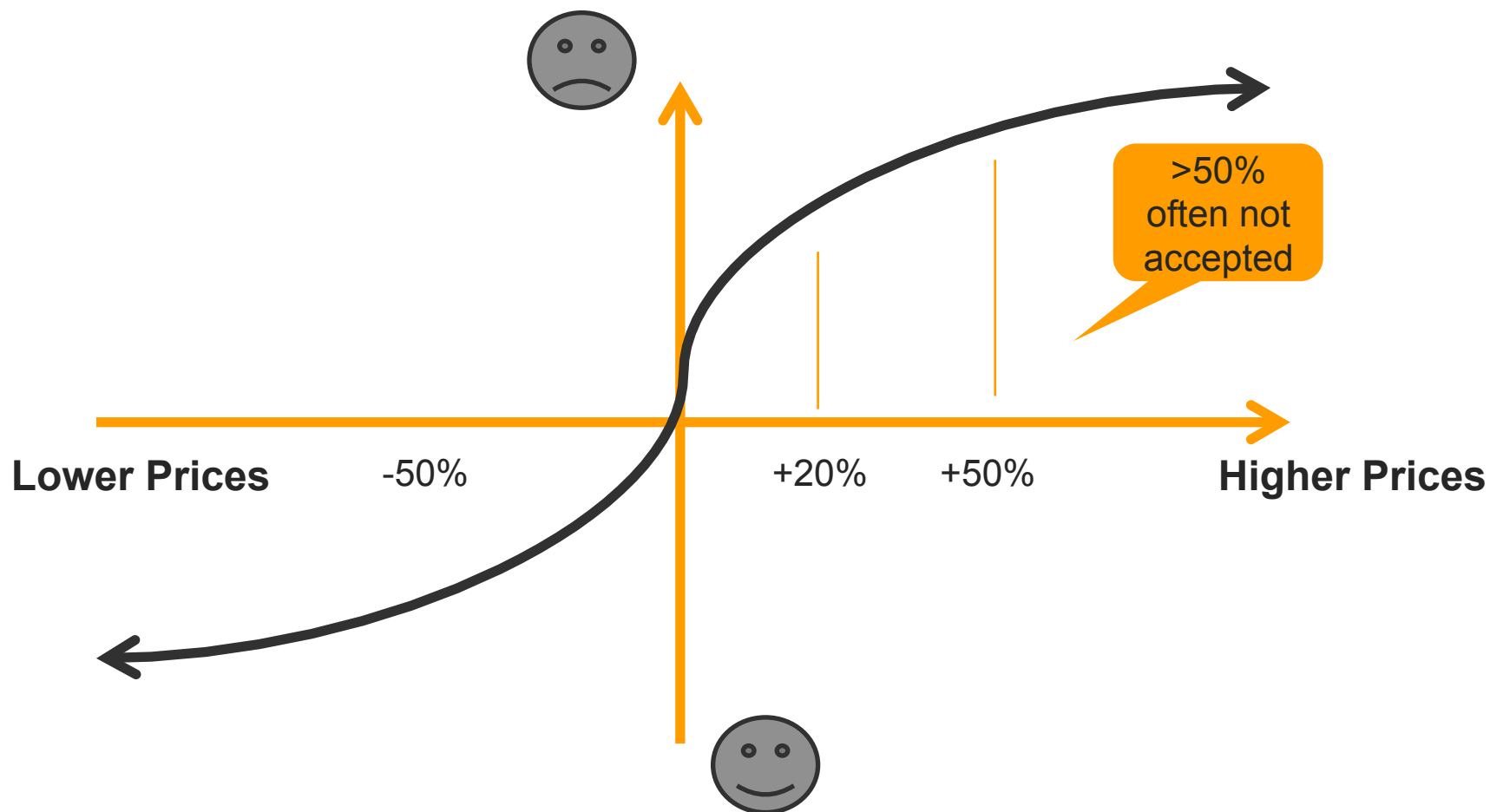
**How often should we increase the prices?**

**Should we change the model?**

# We looked at the theory: Low vs. Fast Price Increases



# We looked at the theory: Low vs. Fast Price Increases





# We decided „Don't be greedy“



We decided to keep it simple and stupid (K.I.S.S.)




**K.I.S.S.**

# We did simple increases in 2010 / 2011 / 2012 / 2013.

	For dealers who only deal with watches in their spare time.	For professional watch dealers, for whom the Internet is a relevant sales channel.	For watch dealers, who would like an exclusive presentation of their watches and want to generate major sales via Chrono24.	2012
Maximum number of watches	<b>LIGHT</b> Listing	<b>PRO</b> Listing	<b>PREMIUM</b> Listing	
25	59 €	89 €	179 €	
50	99 €	169 €	319 €	
75	129 €	229 €	429 €	
100	159 €	269 €	509 €	
150	209 €	349 €	639 €	
250	279 €	459 €	819 €	
350	329 €	549 €	949 €	
500	399 €	659 €	1119 €	
700	489 €	769 €	1319 €	
1000	599 €	929 €	1599 €	
1000+	not available	Individual agreement	Individual agreement	

2011

# We got inspiration



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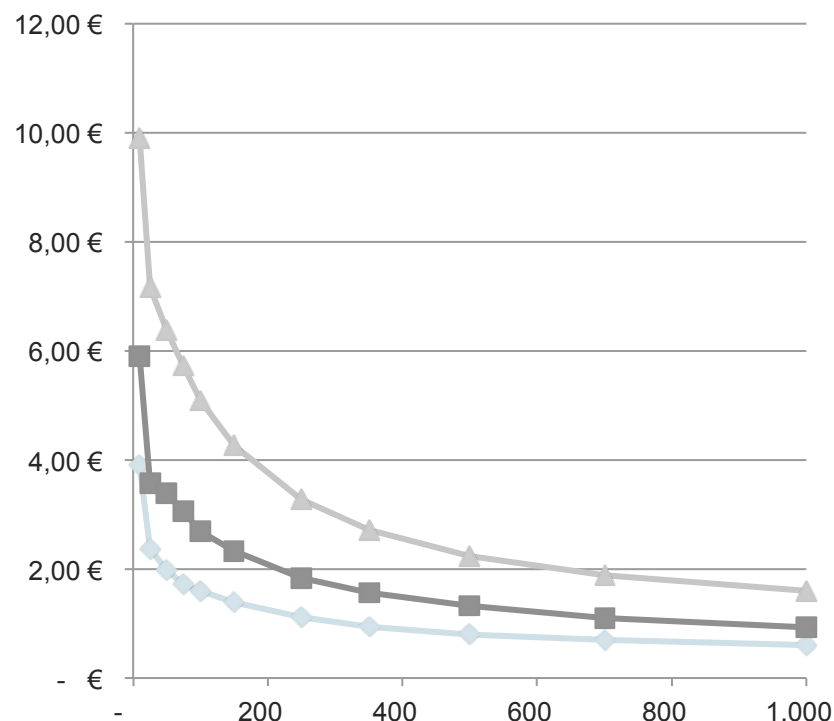
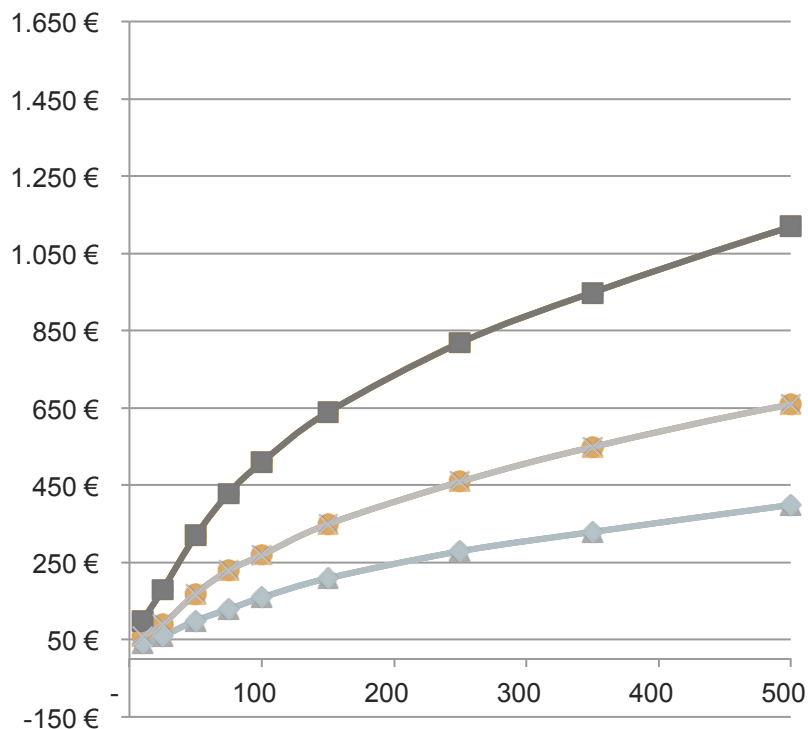


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We simulated the new prices and balanced out the split between LIGHT/PRO/PREMIUM





# We decided to become transactional!

## Chrono24 Consignment Service

### Consignment service

Premium


#### Hassle free


We will have your watch picked up (fully insured), create a professional ad, negotiate on your behalf and sell your watch at the best price possible.

- Have us sell your watch
- Personal assistance
- Maximum security



Consign your watch  
» [Learn more...](#)

15% fee, minimum EUR 149,- 

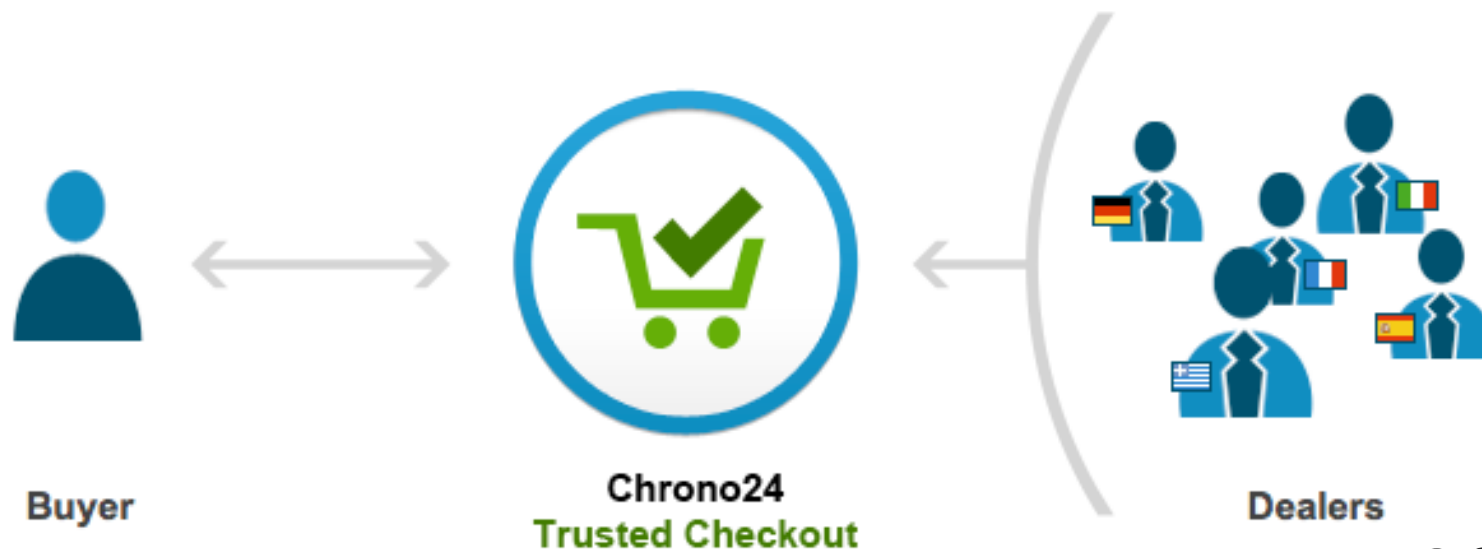
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## Live Auctions (in cooperation with Auctionata AG)



The screenshot shows the Chrono24 website interface. At the top, there's a navigation bar with 'Auctions', 'Buying and Selling', 'About Auctionata', and 'Contact'. Below this, a banner features the headline 'The modern way to buy watches!' and a sub-headline 'Chrono24 meets Auctionata'. The main text describes the partnership with Auctionata, a Berlin-based online auction house, and mentions that a selection of fine, exclusive collector's items will be on offer. A button labeled 'View upcoming auctions' is visible. On the right side of the banner, there's a photo of a man in a suit standing behind a podium with the Auctionata logo, next to a large clock face graphic.

# We introduced a payment service.



**2%**

**Buyer**

**Seller**

**0%**

Seller pays 2%

Pays 5,100 EUR

Pricing the watch at 5,100 EUR, seller gets 5,000 EUR after fee.

Buyer pays 2%

Pays 5,100 EUR

Pricing the watch at 5,000 EUR, no fee.

— Thank You

**Merci** Takk Thank You

Dziękujemy Grazi **Gracias** 谢谢

감사합니다 Grazie Bedankt

Kiitos **Obrigado** спасибо Tack

ありがとうございます  
ます ευχαριστώ **Vielen Dank**

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