



ICMA 2014 Athens

Date: October 2014

Chrono24 in 2010



Home Suchen Anbieten Für Händler Info/Service Select language: Deutsch

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

	Rolex Sea-Dweller Deep Sea Stahl; Automatik; Schweiz € 5.499		IWC PORTOGHESE PERPETUAL CALENDAR Weißgold; Automatik; Schweiz € 19.902
	Jaeger-LeCoultre Serie Unique Gelbgold 141.010.1 Gelbgold; Handaufzug; Deutschland € 4.990		Panerai Luminor Base Titan Titan; Handaufzug; Österreich € 3.390
	Rolex Daytona black dial Schweiz € 8.292		Audemars Piguet LIMITED EDITION ROYAL OAK TOURBILLON RO... Rotgold; Handaufzug; Schweiz € 96.500

WERBUNG

47.754 Uhren

Schnellsuche

Detail-Suche

- » [Armbanduhren](#)
- » [Taschenuhren](#)
- » [Teile/zubehör](#)

Für Privatanbieter

- » [Kostenlos inserieren](#)
- » [Inserat ändern/löschen](#)

Für Händler

- » [Unser Angebot für Profis](#)
- » [Händler Log-In](#)

Service

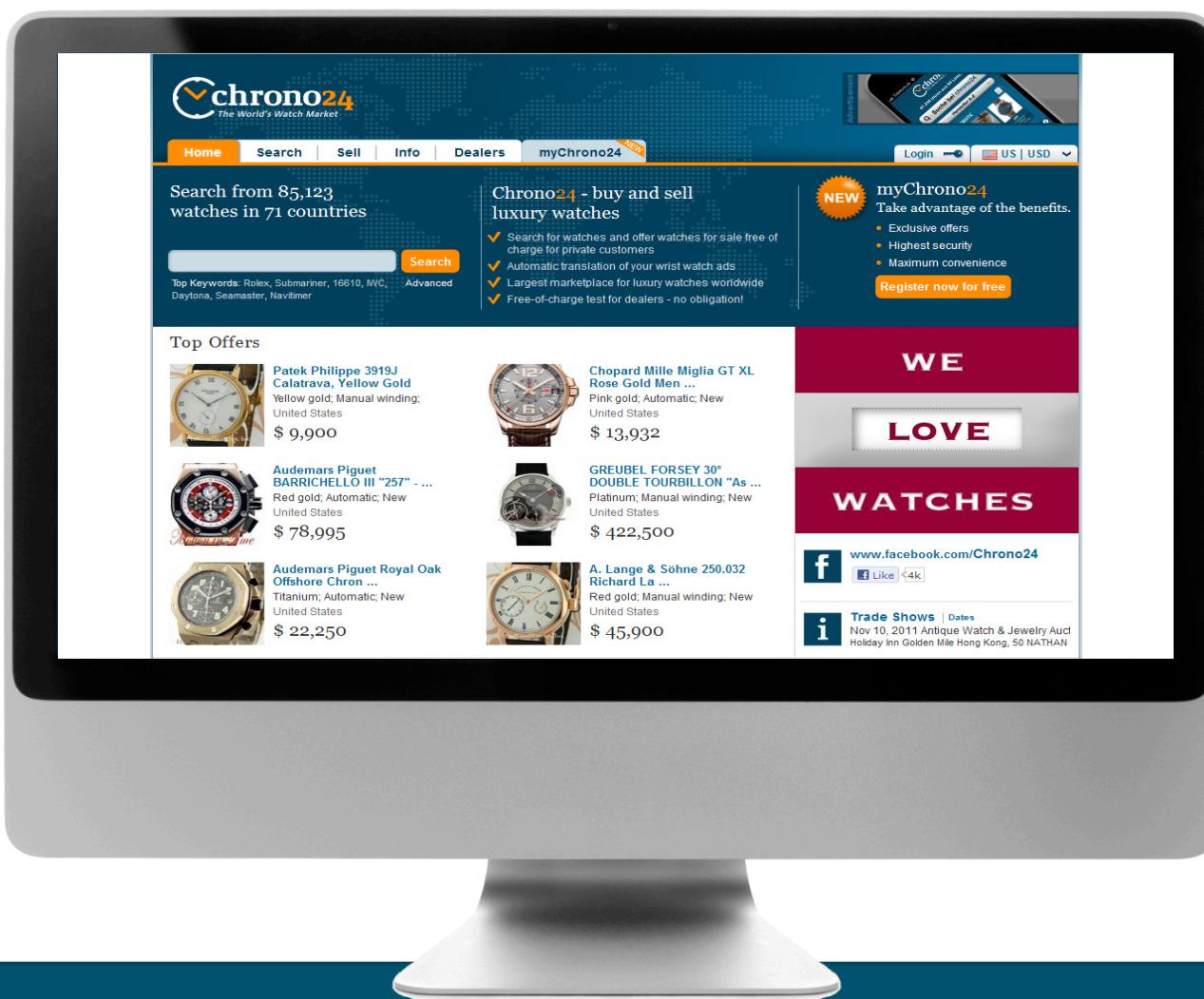
- » [Herstellerliste](#)
- » [Händlerliste](#)
- » [Suchauftrag](#)
- » [Sicher kaufen im Internet](#)
- » [Uhrenbörsen](#)
- » [Top Marken \(Tag-Cloud\)](#)
- » [Uhren-Lexikon](#)

[Home](#) | [Suchen](#) | [Anbieten](#) | [Für Händler](#) | [Info/Service](#) | [Sitemap](#)

Alle Angaben ohne Gewähr. Irrtum und Zwischenverkauf vorbehalten.

© chrono24.com | [Impressum](#) | [AGB](#) | [Datenschutz](#) | Fragen und Anregungen bitte an info@chrono24.com

Chrono24 - Overview



Search from 85,123 watches in 71 countries

Top Keywords: Rolex, Submariner, 16610, IWC, Daytona, Seamaster, Navitimer

Advanced

Chrono24 - buy and sell luxury watches

- ✓ Search for watches and offer watches for sale free of charge for private customers
- ✓ Automatic translation of your wrist watch ads
- ✓ Largest marketplace for luxury watches worldwide
- ✓ Free-of-charge test for dealers - no obligation!

Top Offers

Image	Watch Name	Details	Price
	Patek Philippe 3919J Calatrava, Yellow Gold	Yellow gold; Manual winding; United States	\$ 9,900
	Audemars Piguet BARRICELLO III "257" - ...	Red gold; Automatic; New United States	\$ 78,995
	Audemars Piguet Royal Oak Offshore Chron ...	Titanium; Automatic; New United States	\$ 22,250
	Chopard Mille Miglia GT XL Rose Gold Men ...	Pink gold; Automatic; New United States	\$ 13,932
	GREUBEL FORSEY 30° DOUBLE TOURBILLON "As ...	Platinum; Manual winding; New United States	\$ 422,500
	A. Lange & Söhne 250.032 Richard La ...	Red gold; Manual winding; New United States	\$ 45,900

WE LOVE WATCHES

myChrono24
Take advantage of the benefits.

- Exclusive offers
- Highest security
- Maximum convenience

[Register now for free](#)

WE LOVE WATCHES

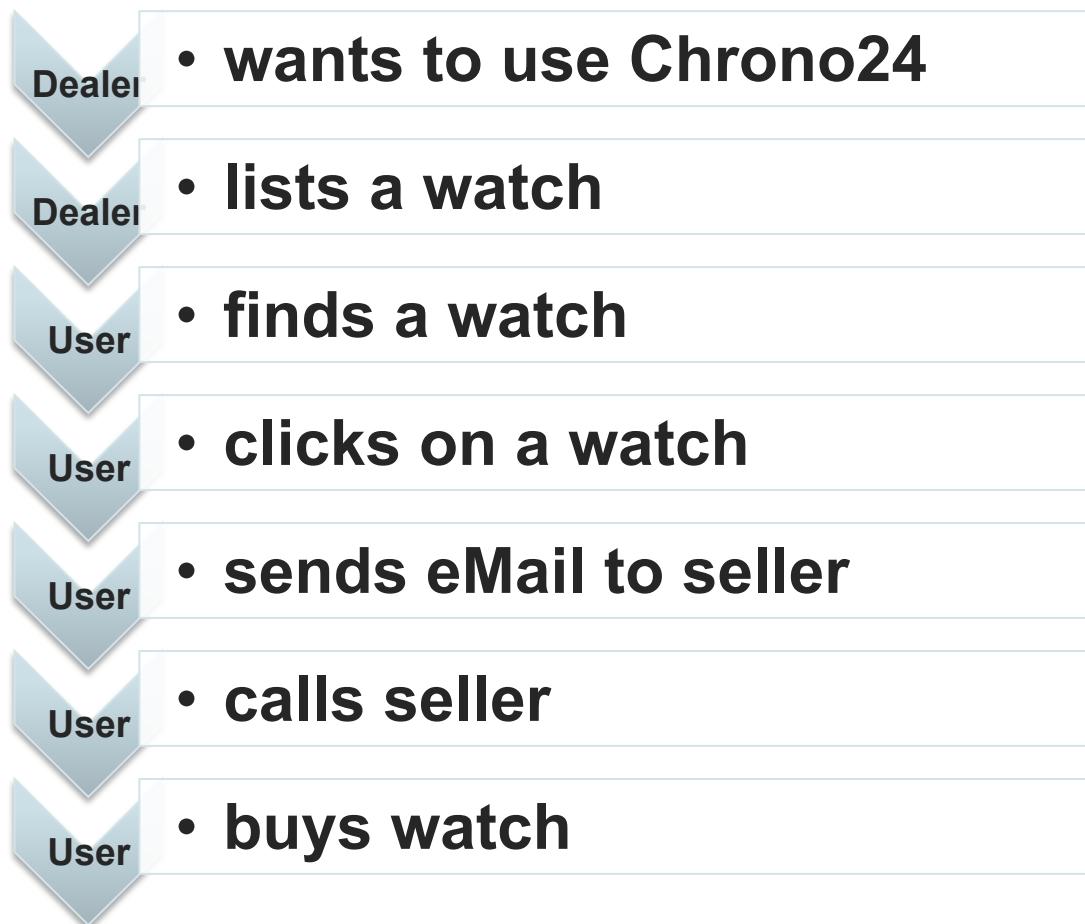
[www.facebook.com/Chrono24](#)
 Like 4k

Trade Shows | Dates
Nov 10, 2011 Antique Watch & Jewelry Auct Holiday Inn Golden Mile Hong Kong, 50 NATHAN

Chrono24 is a Truly Global Platform.



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



We asked four important questions

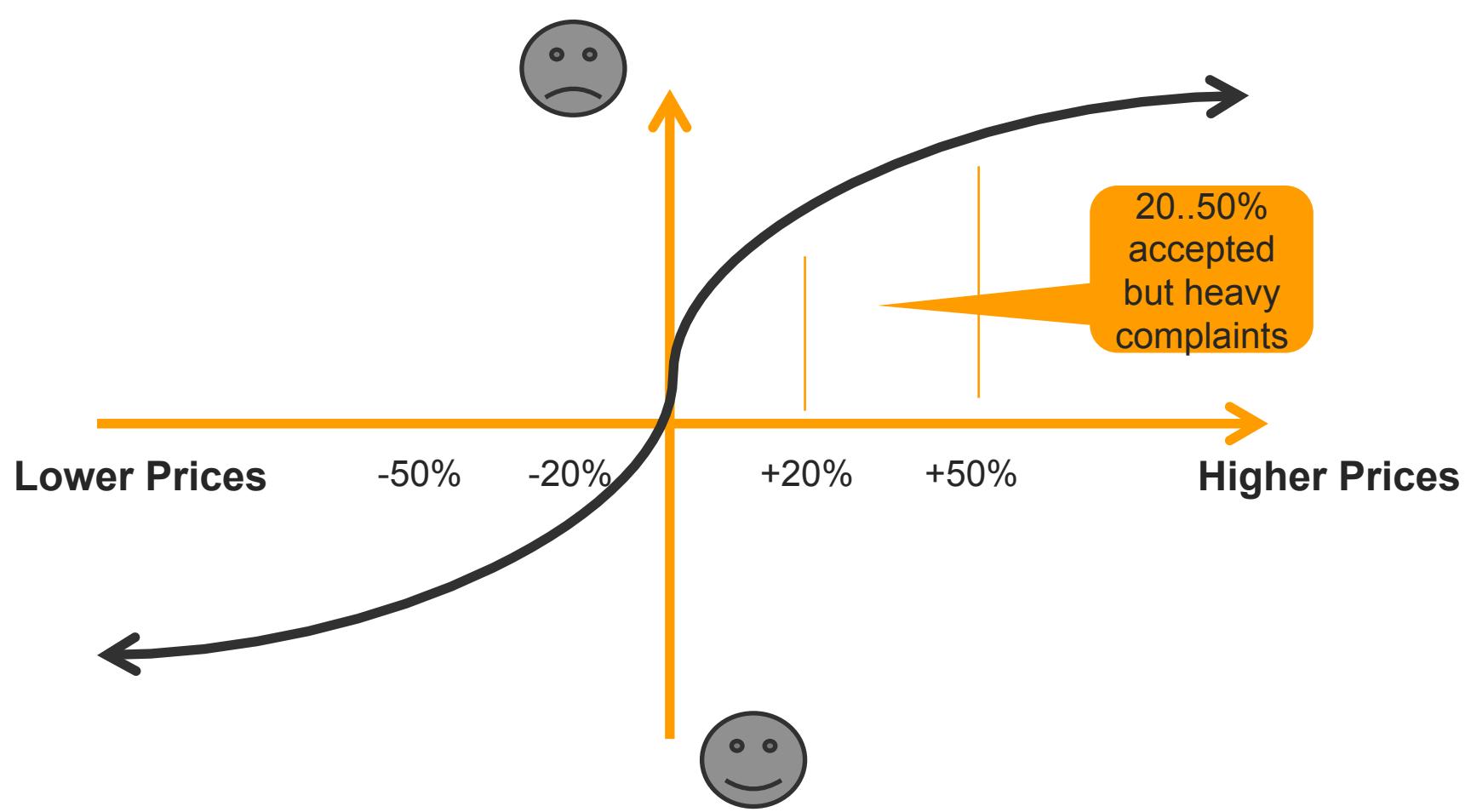
What is our goal?

How much should we increase the prices?

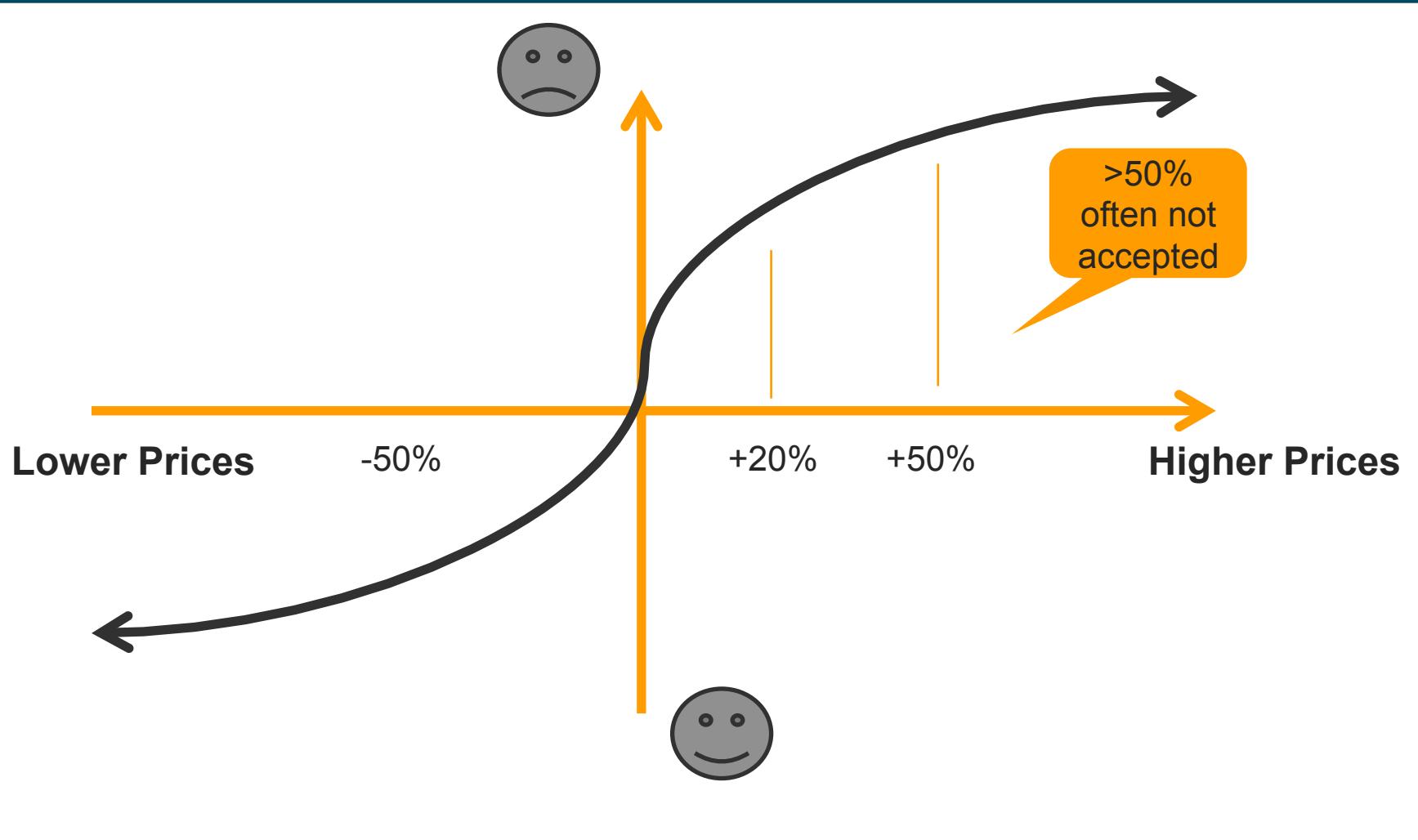
How often should we increase the prices?

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.



2011

2012

Maximum number of watches	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.		
	LIGHT Listing		PRO Listing		PREMIUM 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				

We got inspiration

The Economist

Digital subscription service centre
e-mail: uk@digital.economist.com
phone: +44 845 120 0983

Print subscription service centre
e-mail: customerservices@subscriptions.economist.com
phone: +44 1444 475647

Subscribe to *The Economist*

Already a print subscriber? [Activate online access »](#)

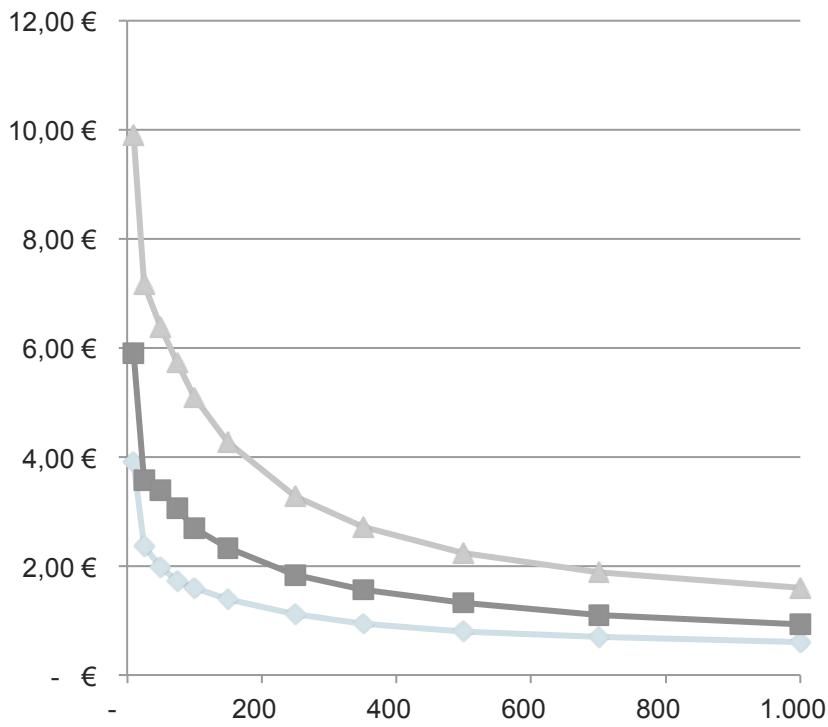
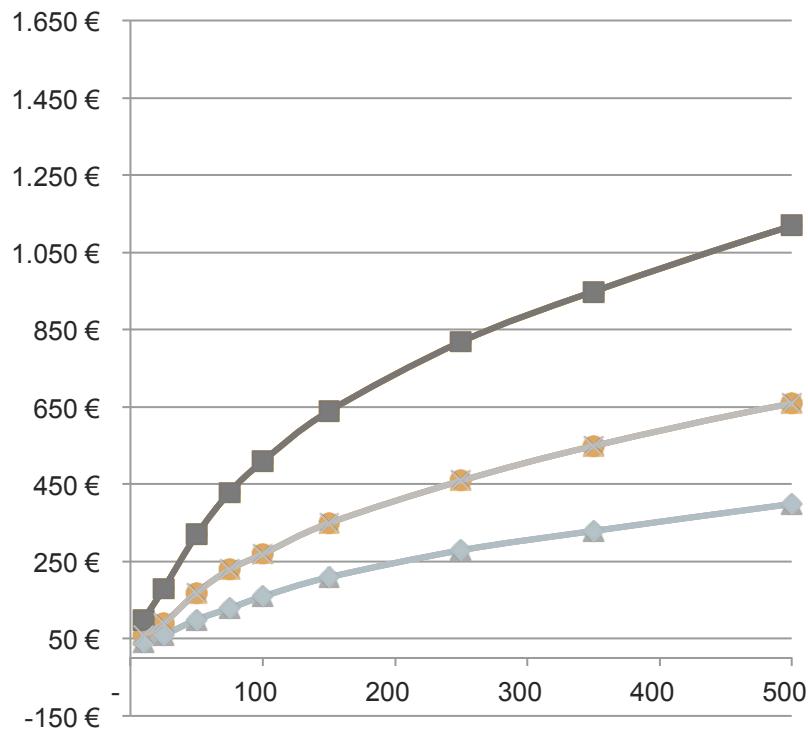
Change country

Print subscription (includes digital)	Digital subscription
<input checked="" type="radio"/> 51 week subscription for GBP 102.00	<input checked="" type="radio"/> 51 week subscription for GBP 102.00
<input checked="" type="radio"/> 12 week subscription for GBP 1.00 £1 for your first 12 issues saving 97% on the cover price. Then, pay just £30.00 per quarter (13 issues) thereafter.	<input checked="" type="radio"/> 12 week subscription for GBP 1.00 Introductory offer: pay £1.00 for your first 12 weeks then pay £30.00 per quarter.
<input type="button" value="SUBSCRIBE"/>	<input type="button" value="SUBSCRIBE"/>
Renew »	Renew »

Delivery of each week's print edition

Online access to print edition articles

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,- 

[Get your quote](#)



Live Auctions (in cooperation with Auctionata AG)

auctionata 

Chrono24 

Auctions Buying and Selling About Auctionata Contact
[Auction calendar](#) [Previous Auctions](#)

The modern way to buy watches!

Chrono24 meets Auctionata
 We're cooperating with the Berlin located online auction house Auctionata to offer you valuable timepieces in our weekly auctions that you will want to wear all at once!

A selection of fine, exclusive collector's items will be on offer in our watch auctions, which you can purchase with us simply and securely. Einstein once said "Time is what the clock measures" - with that goes hand in hand the trusted motto: "The prettier, the better!"

[View upcoming auctions](#)



We introduced a payment service.

**2%****Buyer****0%**

Seller pays 2%

Pays 5,100 EUR

Seller

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

Buyer pays 2%

Pays 5,100 EUR

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

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 ευχαριστώ **Vielen Dank**

Contact:
Tim Stracke
tim@chrono24.com
+49 721 480889-10