Checkout Charlie

Ein Unternehmen von RTL Deutschland

Media Kit 2023

Content

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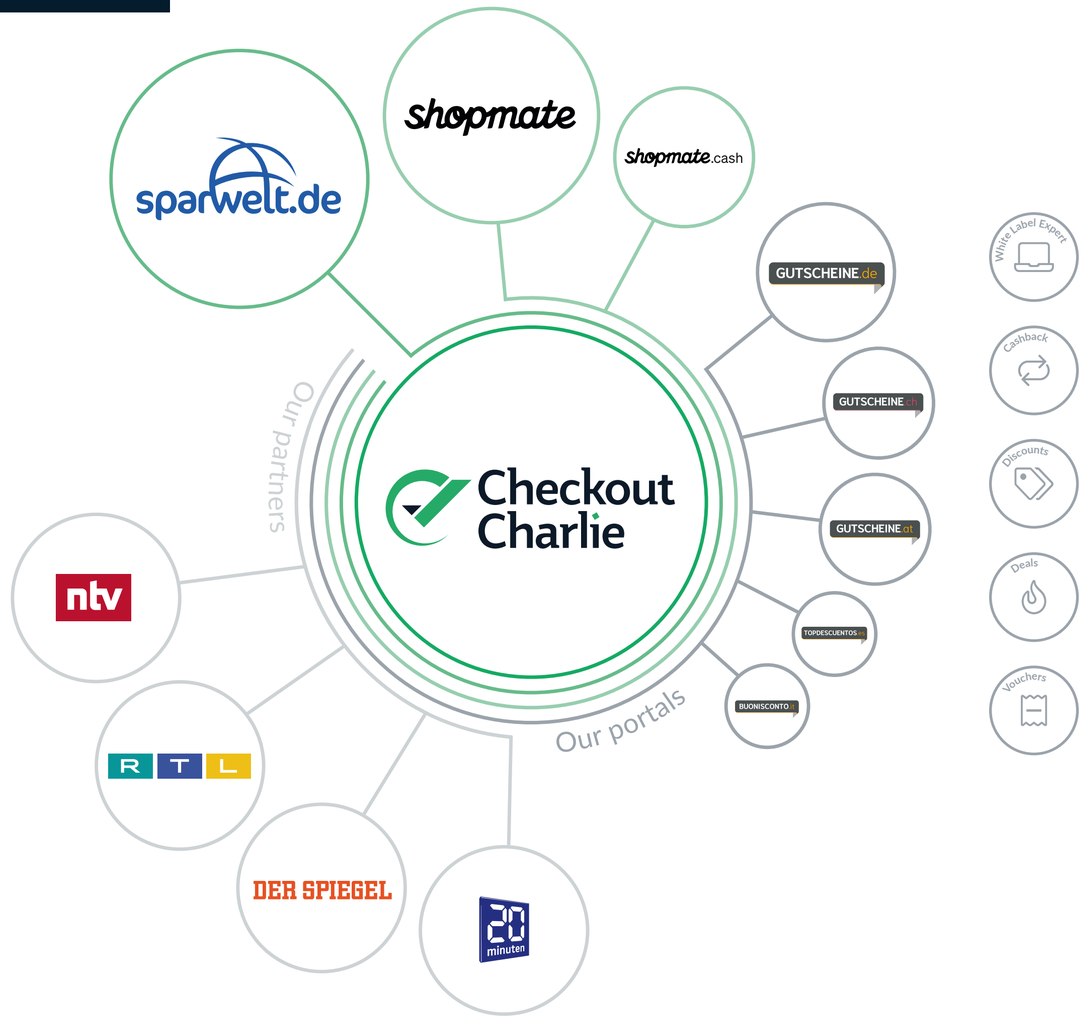
Checkout Charlie

Standing still is completely alien to us

No matter what your goals or challenges are, we have the solutions you need.

A wide reach and quality content, online or on TV – the choice is yours! Take off with us into the Checkout Charlie universe.



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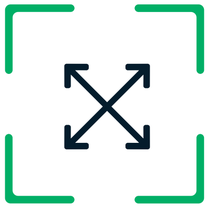
Our mission is your success

Transactional environment

Through our portals and marketing channels, we reach users who love to shop and we can position you perfectly to reach your target group.

Diversity

We will provide you with a complete marketing mix – online placements, news-letters, social media and TV content.



Flexibility

No matter what your targets are, we create individual solutions and formats for you – short-term and long-term to suit every budget.

Full Service

We are your one-stop partner for all services related to the marketing of your products and your brand.

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Reach for the stars with us

1,3 Mio.
newsletter recipients

Up to 450% Uplift
through campaign integration

More than 25.000
checked discount vouchers & deals

10.000 Shops
in DACH

More than 40.000
creatives per year

Min. 19
seasonal campaigns

200.000
Social Media Followers

25 Mio.
contacts per spot
(average TV reach)

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Plan your campaign in 2023 | Part 1

DURATION	CAMPAIGN
27.12. - 02.04.	**Travel Campaign: Early Booking**
05.01. - 22.03.	**Financial Weeks**
09.01. - 28.02.	**Winter Sales**
23.01. - 14.02.	**Valentine‘s Day (14.02.)**
20.03. - 10.04.	**Easter (09.04.)**
27.03. - 21.05.	**Home & Garden: Ready for Spring**
24.04. - 14.05.	**Mother’s Day (14.05.)**
15.05. - 11.06.	**Fashion & Beauty: Summer Looks**
22.05. - 03.09.	**Travel Campaign: Last Minute Booking**
12.06 - 23.07.	**Summer Sales**

Q1

Q2

Checkout Charlie

Plan your campaign in 2023 | Part 2

DURATION	CAMPAIGN
22.05. - 03.09.	**Travel Campaign: Last Minute Booking**
12.06. - 23.07.	**Summer Sales**
04.09. - 08.10.	**Fashion & Beauty: Autumn Styles**
18.09. - 15.10.	**Home & Living: Cozy in Autumn**
02.10. - 30.11.	**Rates & Insurances**
09.10. - 31.10.	**Technics & Entertainment**
16.10. - 12.11.	**Fit & healthy in Autumn**
30.10. - 19.11.	**Singles Day & Pre-Black Week (11.11.)**
20.11. - 27.11.	**Black Week (24.11.)**
28.11. - 26.12.	**Christmas (24.12.)**

Q3

Q4

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8 Our packages

We have the right package for every goal and budget. Our recipe for success: we are your one-stop provider for everything – from consultation and planning through to implementation and supervision.

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Welcome packages

Not a partner yet? **Join us!**

Bronze

Small but powerful! Become part of our Checkout-Charlie.de-family as an appeizer for our whole universe.

Silver

Our premium product Sparwelt.de is what you want? Then the Silver Package is the best match for you. On top we will include an additional partner side.

Gold

You want our premium product Sparwelt.de and additional two other partner sides? Go for our Gold Package.

Triple Diamond

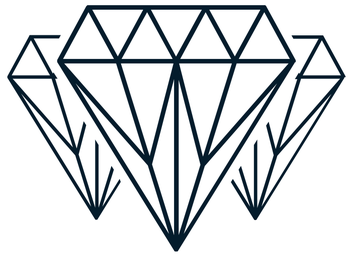
Take the whole German market and reach the highest presence and attention across all our German platforms.

Royal Blue

The German speaking countries are the markets you want to get in? Our Royal Blue-Package is the perfect choice for you!

Shine bright like a TRIPLE DIAMOND

* plus CPO / VAT
not possible to book for Black Week and December



Triple Diamond

Reach the best attention for your entrance in our German market!

- The ultimate Welcome Package with a great discount
- Your own shop page on Sparwelt.de including continuous voucher maintenance
- Shop is also listed on the voucher pages of DER SPIEGEL, RTL, ntv and Gutscheine.de
- 14 Days widget homepage n-tv.de
- 1x Top special in newsletter of Sparwelt.de
- 3 Days widget on homepage Spiegel.de
- 1 Day slider homepage Sparwelt.de
- 1x Placement with image in newsletter Sparwelt.de
- 3 Days listing homepage Sparwelt.de and 3 days listing on one partner page of your choice
- 2 Days slider on the appropriate category page

~~€ 9,400~~ **€ 3,400***

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Our Packages

Let's talk about your individual requests and packages!

One Day

1 Day	Sparwelt.de	Teaser homepage
1 Day	Sparwelt.de	Listing voucher page
1 x	SW-Newsletter **	Exposed Content Ad (segm. 600,000 recip.)
1 x	GS-Newsletter **	Listing (segm. 100,000 recip.)
1 Day	n-tv.de	Teaser voucher page
1 Day	RTL.de	Teaser voucher page
1 Day	Spiegel.de	Listing voucher page

€ 2,355*

One week

7 Days	Sparwelt.de	Slider category page
7 Days	Sparwelt.de	Listing homepage
7 Days	Gutscheine.de	Listing homepage
7 Days	ntv.de or RTL.de	Teaser voucher page
7 Days	ntv.de or RTL.de	Listing voucher page
1 x	SW-Newsletter **	Listing (segm. 600,000 recip.)
1 x	GS-Newsletter **	Listing (segm. 100,000 recip.)

~~€ 5,700~~ € 4,230*

One month

30 Days	Sparwelt.de	Slider category page
30 Days	Gutscheine.de	Listing homepage
30 Days	ntv.de or RTL.de	Teaser voucher page
1 x	SW-Newsletter **	Listing (segm. 600,000 recip.)
2 x	GS-Newsletter **	Listing (segm. 100,000 recip.)

~~€ 16,000~~ € 8,500*

* plus CPO / VAT
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

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«Branding» package

2	Days	Sparwelt.de	Slider homepage
1	x	SW-Newsletter **	Top Special (segm. 600,000 recip.)
2	Days	Gutscheine.de	Slider homepage
1	x	GS-Newsletter **	Exposed Content Ad (segm. 100,000 recip.)
1	Day	n-tv.de	Slider voucher page
14	Days	n-tv.de	Sidebar-Widget homepage + 12 category pages
1	Day	RTL.de	Slider voucher page
2	Days	Spiegel.de	Highlight-Teaser voucher page

€ 8,400*

* plus CPO / VAT
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

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«Social» packages

We have many more possibilities in our social media universe. Please ask your account manager for more details.

Classic Multimedia & Content Package

1 x	SW-Youtube	Video
1 x	SW-Facebook	Reel
1 x	SW-Instagram	Reel
1 x	SW-TikTok	Reel
1 x	SW-Facebook	Post
1 x	SW-Facebook Group	Post
1 x	SW-Facebook	Ad
1 x	SW-Newsletter	Exposed Content Ad
1 x	GS-Newsletter	Exposed Content Ad
1 x	SW-Homepage	Teaser
1 x	GS-Homepage	Teaser
1 x	RTL.de Voucher Page	Teaser

€ 9,500*

Big Multimedia & Content Package

1 x	SW-Youtube	Video
2 x	SW-Youtube	Shorts
2 x	SW-Facebook	Reels
2 x	SW-Instagram	Reels
2 x	SW-TikTok	Reels
2 x	SW-Facebook	Post
2 x	SW-Instagram	Post
2 x	SW-Facebook	Story
2 x	SW-Instagram	Story
1 x	SW-Facebook	Ad
1 x	SW-Instagram	Ad
1 x	SW-Youtube	Ad
1 x	SW-Newsletter	Exposed Contend Ad
1 x	GS-Newsletter	Exposed Contend Ad
2 x	SW-Homepage	Teaser
2 x	GS-Homepage	Teaser
2 x	RTL.de Voucher Page	Teaser

€ 17,000*

*plus CPO / VAT
SW= Sparwelt.de
GS = Gutscheine.de

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«Content» package

1 x	RTL.de	Advertorial (Premium) magazine
3 Days	RTL.de	Slider voucher page
1 x	RTL.de	Teasering (run over site)
1 x	Spiegel.de	Advertorial (Premium) magazine
2 Days	Spiegel.de	Highlight-Teaser voucher page
8 Days	Spiegel.de	Teaser voucher page
1 x	Sparwelt.de	Personal content landing page
3 Days	Sparwelt.de	Slider homepage
7 Days	Sparwelt.de	Slider category page
1 x	SW-Newsletter **	Top Special (segm. 600,000 recip.)
1 x	SW-Facebook **	Post
1 x	SW-Facebook **	Ad
1 x	Gutscheine.de	Single-Special incl. promotion

€ 34,900*

* plus CPO / VAT
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter
SW-Facebook = Sparwelt.de-Facebook

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«TV» package

1	x	RTL media group TV station	TV-Spot with your logo and deal (500,000 GMV***)
1	x	Sparwelt.de	Advertorial deals page
1	x	Facebook	Live incl. sponsoring
14	Days	Sparwelt.de	Slid-In or slider (1x per session) homepage
7	Days	Sparwelt.de	Slider voucher page
7	Days	Sparwelt.de	Listing homepage
14	Days	Sparwelt.de	Slider category page
7	Days	Gutscheine.de, n-tv.de, RTL.de or Spiegel.de	Slider voucher page
1	x	SW-Newsletter **	Standalone (segm. 100,000 recip.)
1	x	SW-Newsletter **	Billboard (segm. 600,000 recip.)
1	x	SW-Facebook **	Ads

price on application

* plus CPO / VAT
** SW-Newsletter = Sparwelt.de-Newsletter
SW-Facebook = Sparwelt.de-Facebook
*** Gross Media Volume

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«shopmate» packages

Bronze

1 Day	shopmate	Slider homepage
3 Days	shopmate	Teaser advertiser overview
	shopmate	Listing shop page

~~€ 800~~ € 600*

Silver

3 Days	shopmate	Slider homepage
2 Days	shopmate	Teaser advertiser overview
1 x	shopmate	Exposed Content Ad Newsletter
	shopmate	Listing shop page

~~€ 1,600~~ € 1,200*

Gold

7 Days	shopmate	Slider homepage
30 Days	shopmate	Listing homepage
2 x	shopmate	Exposed Content Ad Newsletter
	shopmate	Listing shop page

~~€ 2,700~~ € 1,999*

* plus CPO / VAT

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Pimp your deal with shopmate-coupons

Your adjustments

- Set the value
- Define the minimum order value
- Limit the quantity

Your advantages

- Boost the shopping card
- Increase the conversion rate
- Beat your competitors

Example for your deal

14% Cashback
+ 30% off on shirts
+ 15€ shopmate-coupon

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Because saving is in our DNA

We want you to achieve the best possible results with us and ensure you make optimal use of your budget!

This is why we also offer attractive incrementing discounts for your benefit.

Whether for 3, 6 or 12 months – we are happy to plan on a longer term with you and secure your placements.

We would be glad to advise you and help you make the most out of your budget.

BOOKING VOLUMES *	DISCOUNT
from € 5,000	**3%**
from € 10,000	**5%**
from € 20,000	**8%**
from € 35,000	**10%**
from € 55,000	**13%**
from € 75,000	**15%**
from € 100,000	**20%**

* The discount applies on the pricelist (before VAT).

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19 Our placements

Did you know that we offer almost 300 different types of placements? Moreover, to ensure you do not lose sight of the bigger picture, here is an overview of all placements and integration options – yours is waiting for you!

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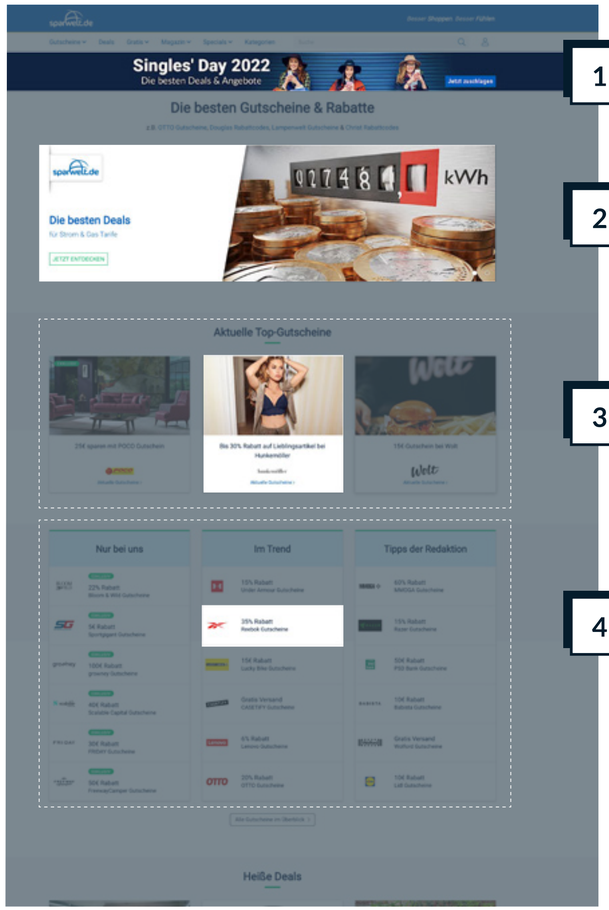
Sparwelt.de | Homepage



1 **Slide-In**

2 **Slider** (scrolling)

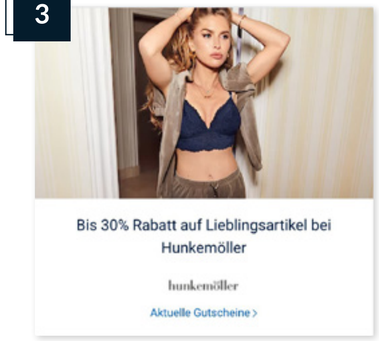
3 **Teaser**

4 **Listing**

1

2

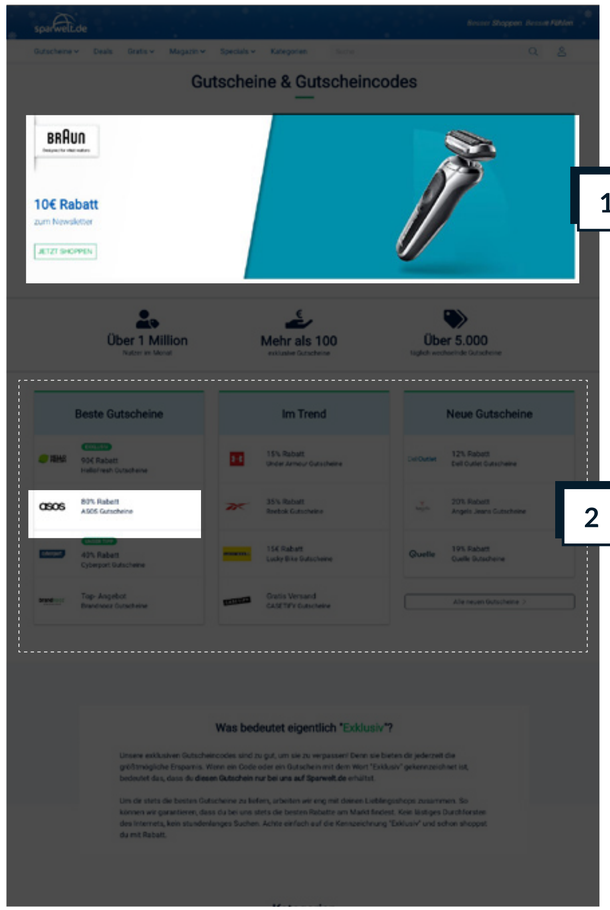
3



4

Checkout Charlie

Sparwelt.de | Voucher Page



1 **Slider** (scrolling)

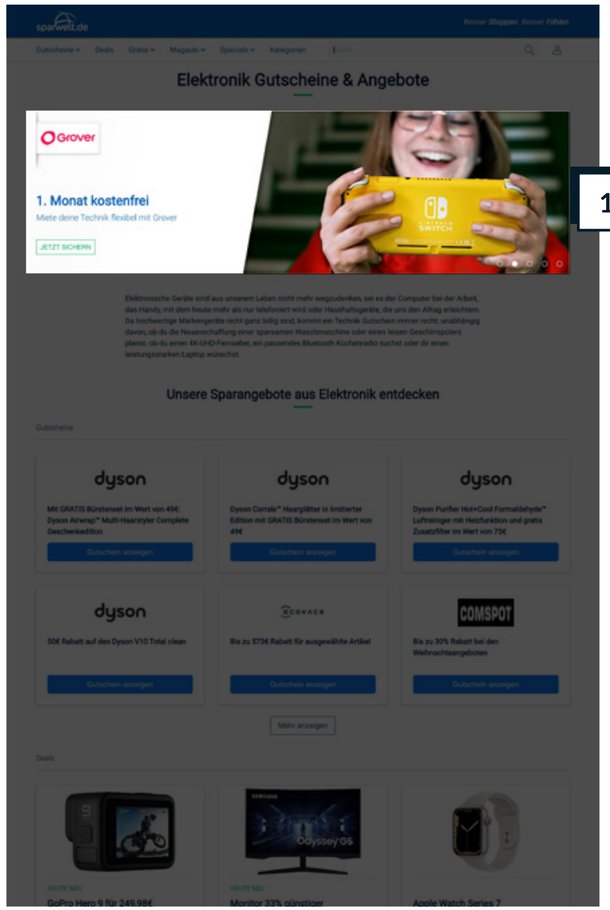
2 **Listing**

1

2

Checkout Charlie

Sparwelt.de | Category Page



1 **Slider** (scrolling)

Available categories:

- Fashion & accessories
- Electronics
- Babies, children & toys
- Travel & vacations
- House & home
- Perfume & cosmetics
- Food & drink
- Flowers & gifts
- Pharmacy & drugstore
- Financial
- Photo & stationary
- Motor industry
- Love & relationships
- Media & entertainment
- Online department stores
- Opticians
- Sport & leisure
- Tariffs
- Pet supplies

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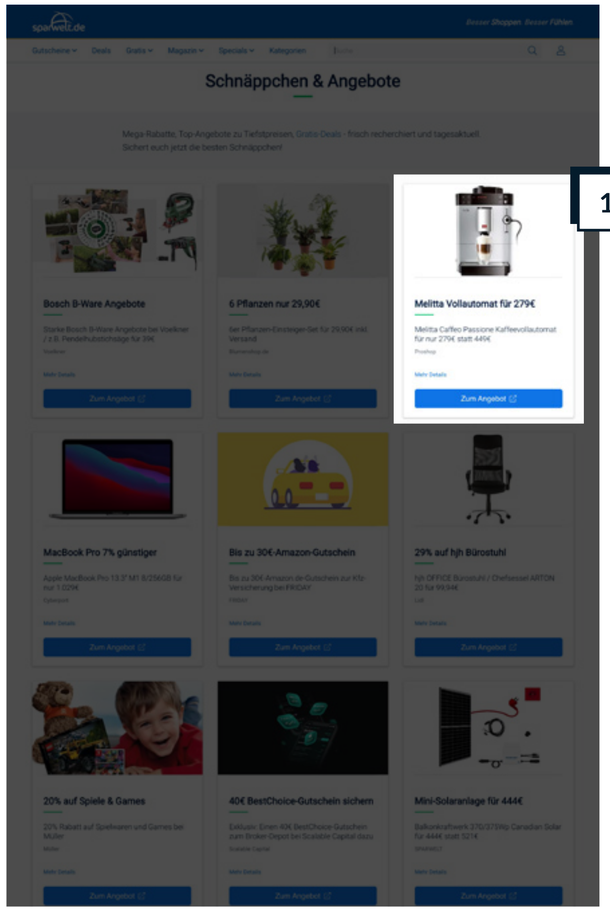
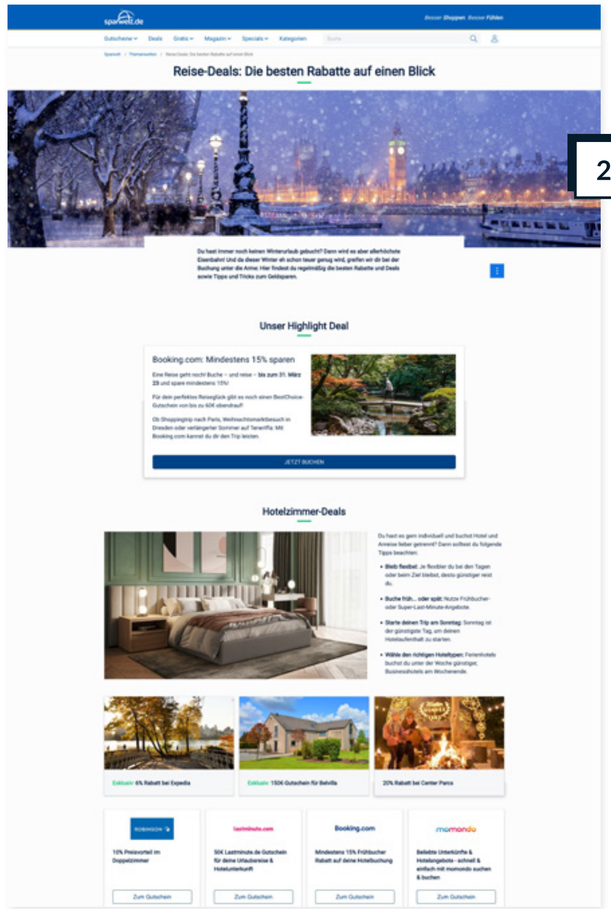
Sparwelt.de | Deals



1

Homepage teaser with link to article on bargain buy

All bargains appear in a stream on the homepage and also sometimes in the corresponding category. Pushing articles up can also be added.



2

Example Advertorial Deal

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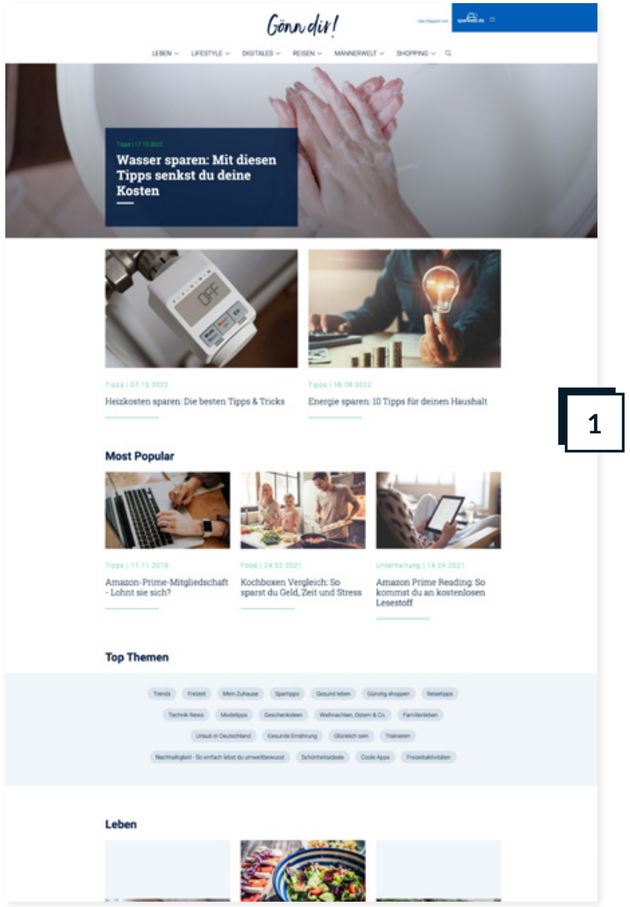
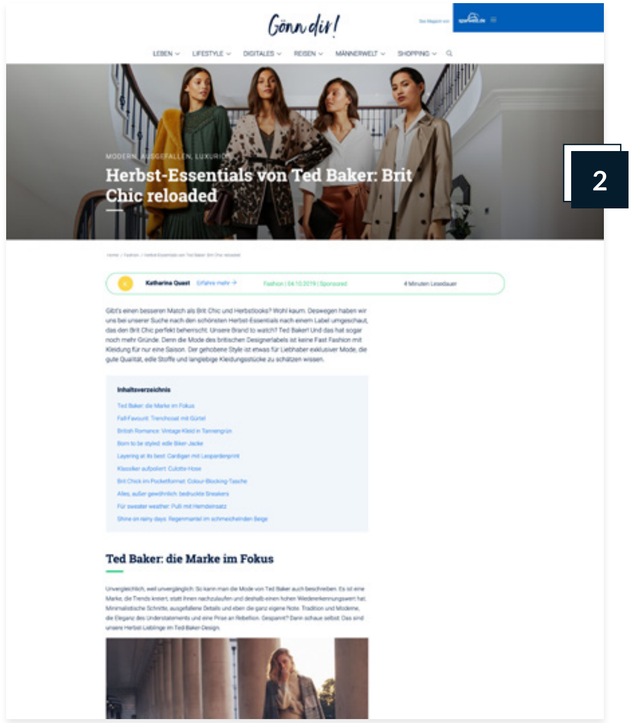
Sparwelt.de | Gönn Dir! – Magazin



1 **Teaser to advertorial on magazine homepage**



2 **Advertorial Premium**

Our Sparwelt.de magazine was recently relaunched under the new brand ‚Gönn Dir!' and provides the best tips & tricks for our uses in all areas of living.

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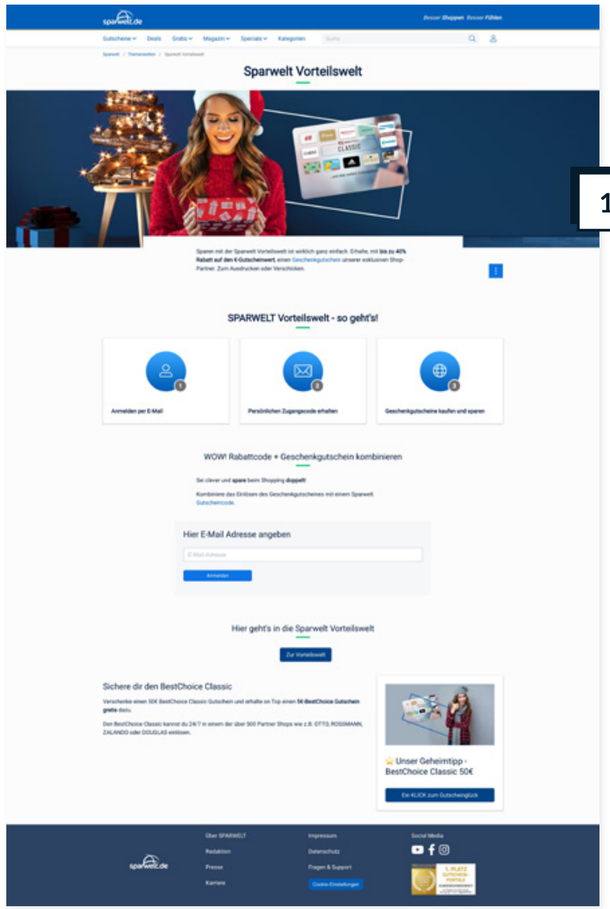
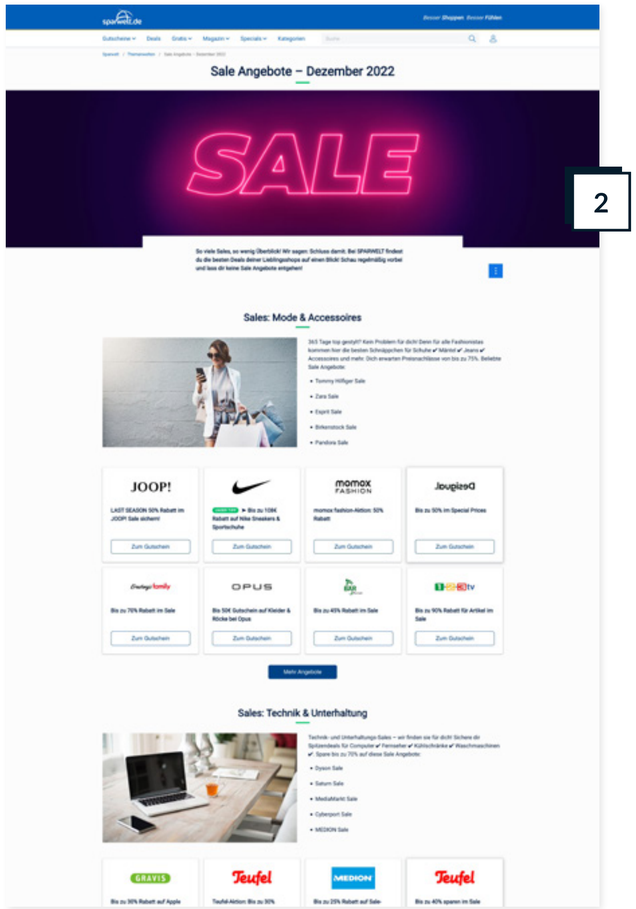
Sparwelt.de | Personal Content Landingpage



1 **Landingpage**
Example



2 **Landingpage**
Example

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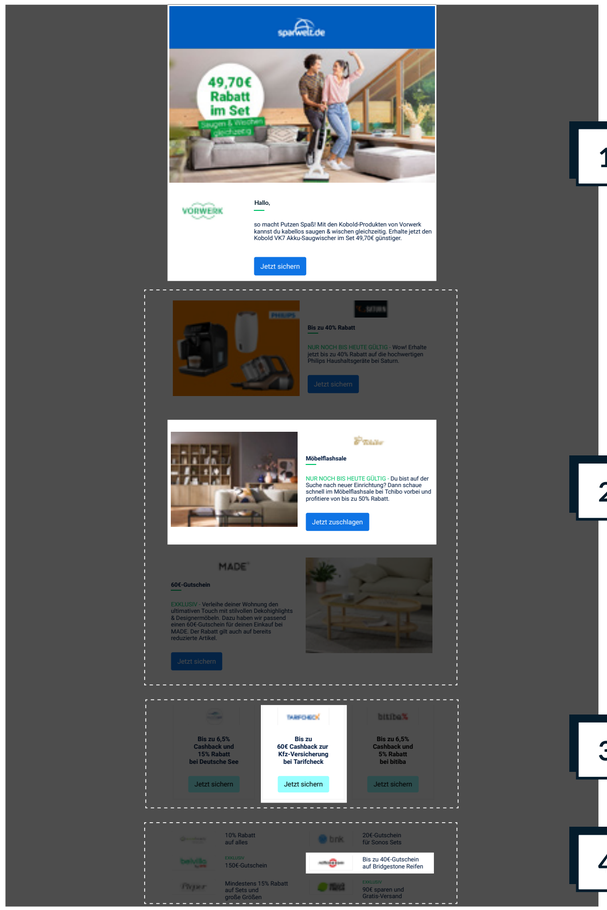
Sparwelt.de | Newsletter



1 Billboard

2 Exposed Content Ad

3 shopmate Deal placement

4 Listing

1

VORWERK

Hallo,

so macht Putzen Spaß! Mit den Kobold-Produkten von Vorwerk kannst du kabellos saugen & wischen gleichzeitig. Erhalte jetzt den Kobold VK7 Akku-Saugwischer im Set 49,70€ günstiger.

Jetzt sichern

2

Tchibo

Möbelflashsale

NUR NOCH BIS HEUTE GÜLTIG - Du bist auf der Suche nach neuer Einrichtung? Dann schaue schnell im Möbelflashsale bei Tchibo vorbei und profitiere von bis zu 50% Rabatt.

Jetzt zuschlagen

3

TARIFCHECK

Bis zu 60€ Cashback zur Kfz-Versicherung bei Tarifcheck

Jetzt sichern

4

reifen.com

Bis zu 40€-Gutschein auf Bridgestone Reifen

Every Tues. & Sun. / Recipients: min. 620,000

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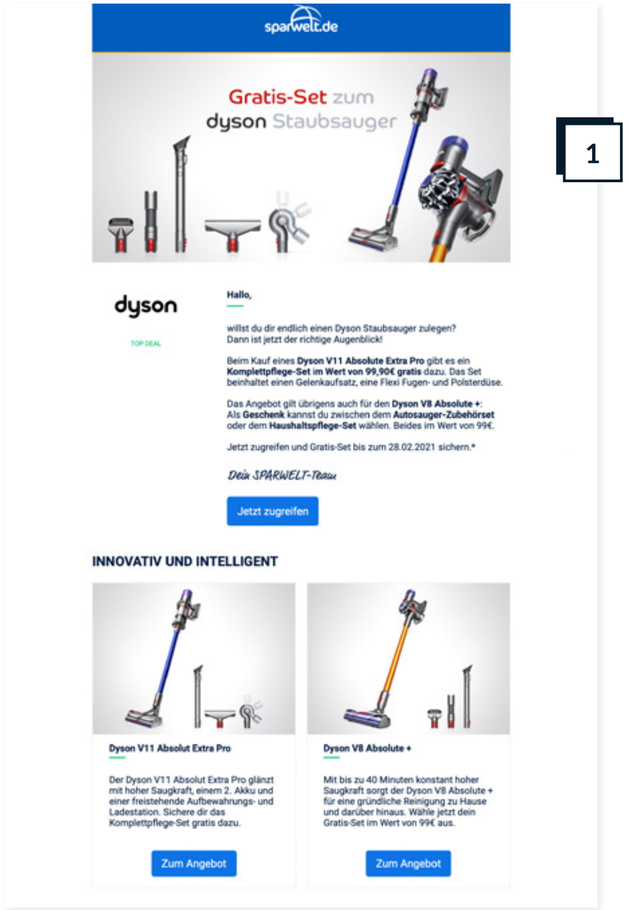
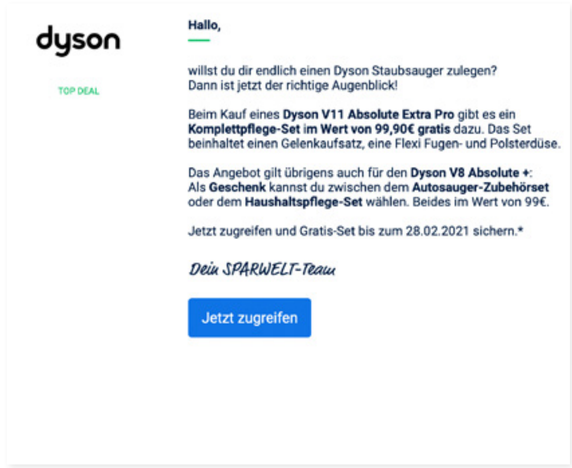
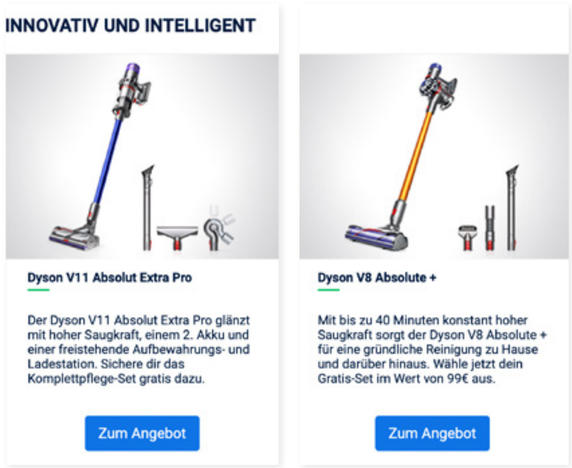
Sparwelt.de | Newsletter – Standalone



1 **Standalone**
Recipients: approx. 250,000





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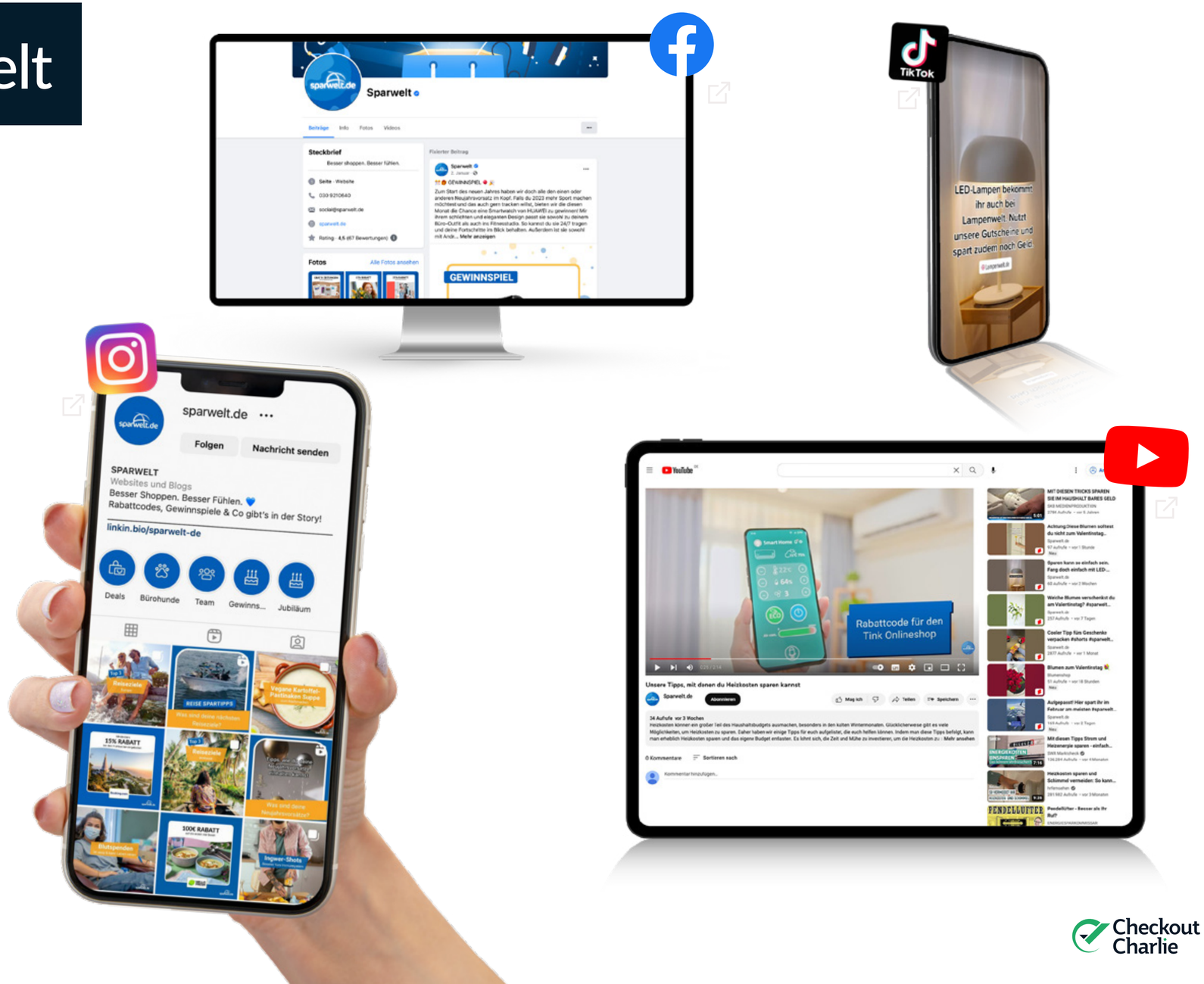
Social Media | Sparwelt

Integration of products, brands, coupon codes into videos about...

- facts about shopping, money saving etc.
- saving tips & tricks for travel, insurance, energy saving, health etc.
- comparisons of insurance, procducts etc.
- product presentations & top shops for special occasions



https://www.instagram.com/sparwelt.de/

https://www.facebook.com/sparwelt

https://www.tiktok.com/@sparwelt

https://www.youtube.com/@sparwelt/videos

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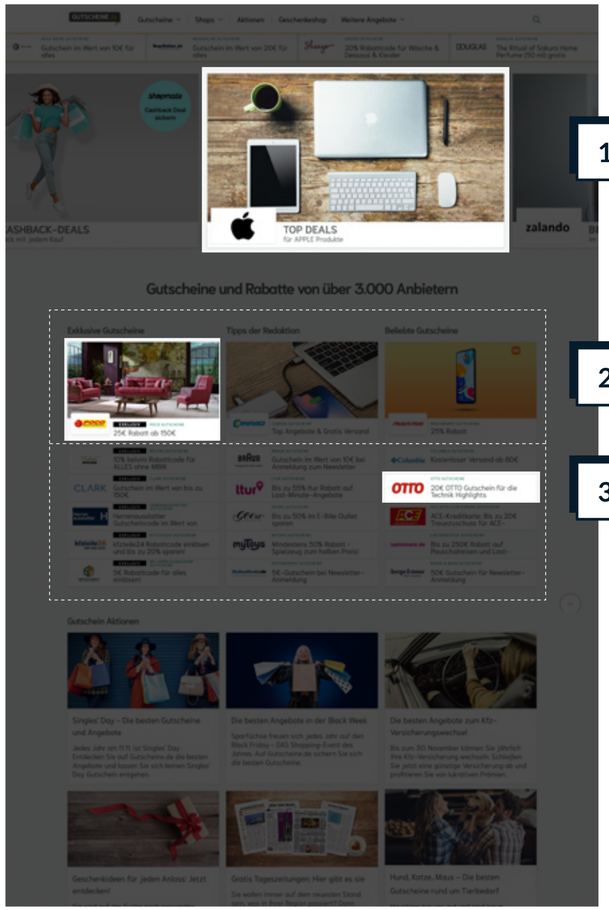
Gutscheine.de | Homepage

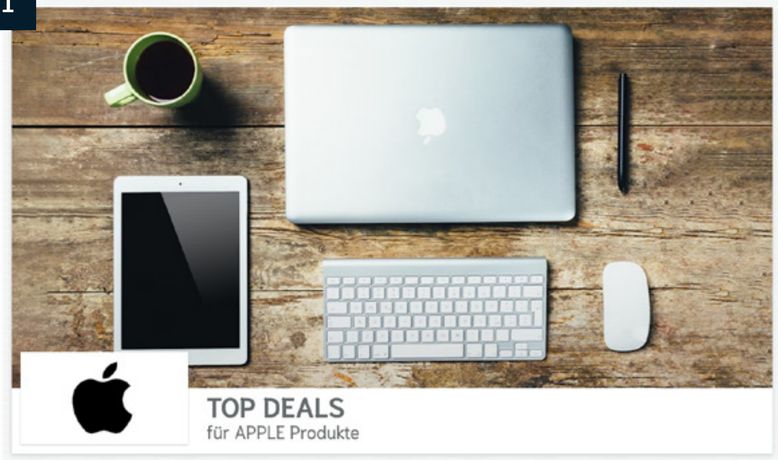


1 **Slider** (Scrolling)

2 **Teaser Top-Listing**

3 **Listing**

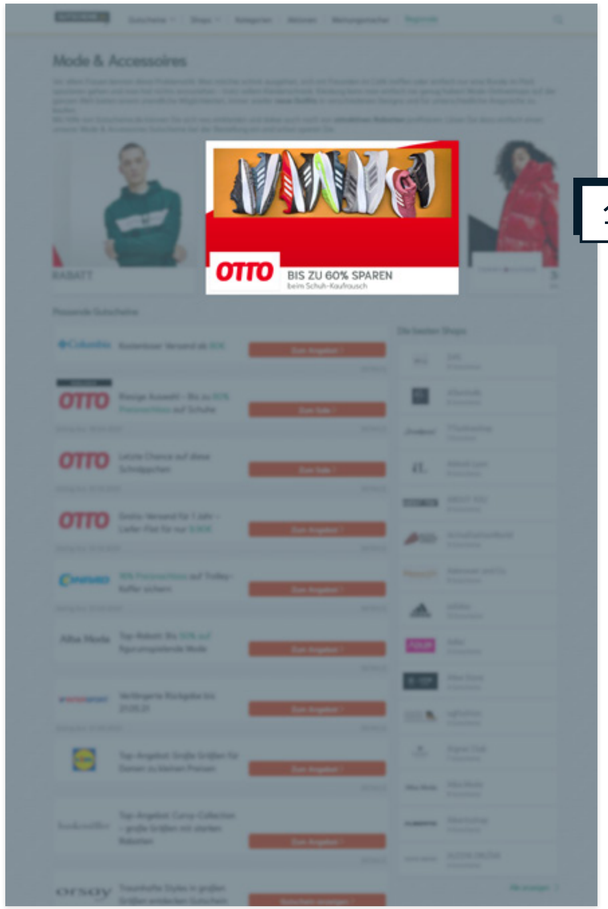
1



2

3

Gutscheine.de | Category Page

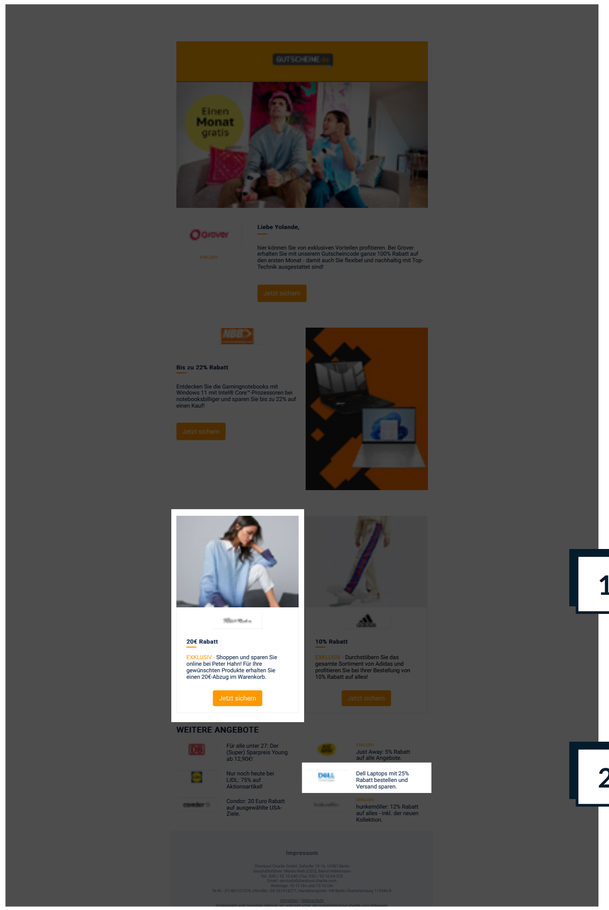


1 **Slider** (scrolling)

1

Checkout Charlie

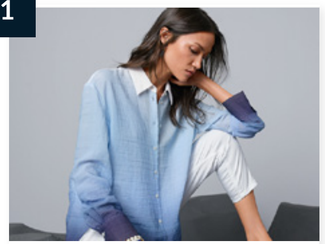
Gutscheine.de | Newsletter



1 **Exposed Contend Ad**

2 **Listing**

1



20€ Rabatt

EXKLUSIV - Shoppen und sparen Sie online bei Peter Hahn! Für Ihre gewünschten Produkte erhalten Sie einen 20€-Abzug im Warenkorb.

Jetzt sichern

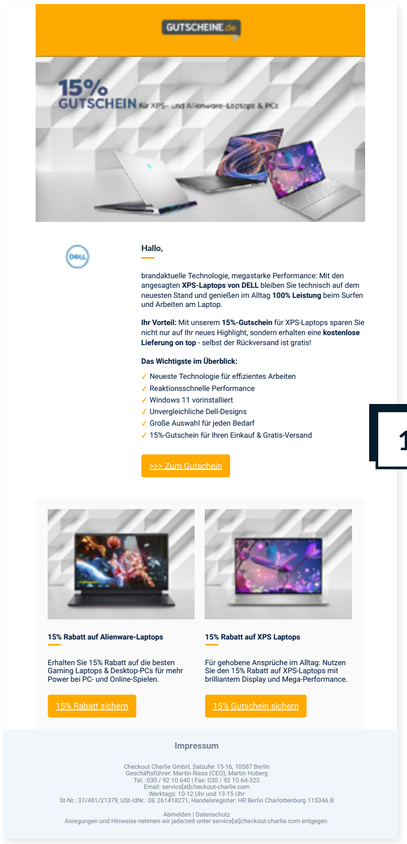
2

Dell Laptops mit 25% Rabatt bestellen und Versand sparen.

Every Sunday / Recipients: approx. 116,000

Checkout Charlie

Gutscheine.de | Newsletter – Standalone



1 **Standalone**
Recipients: approx. 116,000

Hallo,

brandaktuelle Technologie, megastarke Performance: Mit den angesagten **XPS-Laptops von DELL** bleiben Sie technisch auf dem neuesten Stand und genießen im Alltag **100% Leistung** beim Surfen und Arbeiten am Laptop.

Ihr Vorteil: Mit unserem **15%-Gutschein** für XPS-Laptops sparen Sie nicht nur auf Ihr neues Highlight, sondern erhalten eine **kostenlose Lieferung on top** - selbst der Rückversand ist gratis!

Das Wichtigste im Überblick:

- ✓ Neueste Technologie für effizientes Arbeiten
- ✓ Reaktionsschnelle Performance
- ✓ Windows 11 vorinstalliert
- ✓ Unvergleichliche Dell-Designs
- ✓ Große Auswahl für jeden Bedarf
- ✓ 15%-Gutschein für Ihren Einkauf & Gratis-Versand

>>> Zum Gutschein

15% Rabatt auf Alienware-Laptops

Erhalten Sie 15% Rabatt auf die besten Gaming Laptops & Desktop-PCs für mehr Power bei PC- und Online-Spielen.

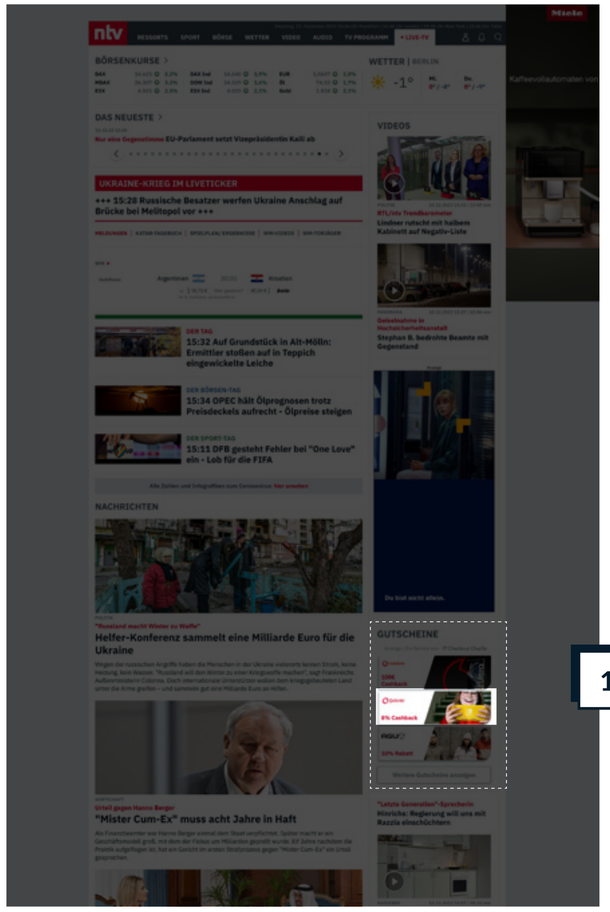
15% Rabatt sichern

15% Rabatt auf XPS Laptops

Für gehobene Ansprüche im Alltag: Nutzen Sie den 15% Rabatt auf XPS-Laptops mit brilliantem Display und Mega-Performance.

15% Gutschein sichern

n-tv.de | Homepage



1 **Sidebar Widget**
run over site
35 Mio per month
8,1 Mio. Pls per week

1

Available categories:

- Sport
- Entertainment TV
- Books
- Music
- Audio books
- Love and family
- Health
- Travel
- Living
- Food
- Technology
- Cars

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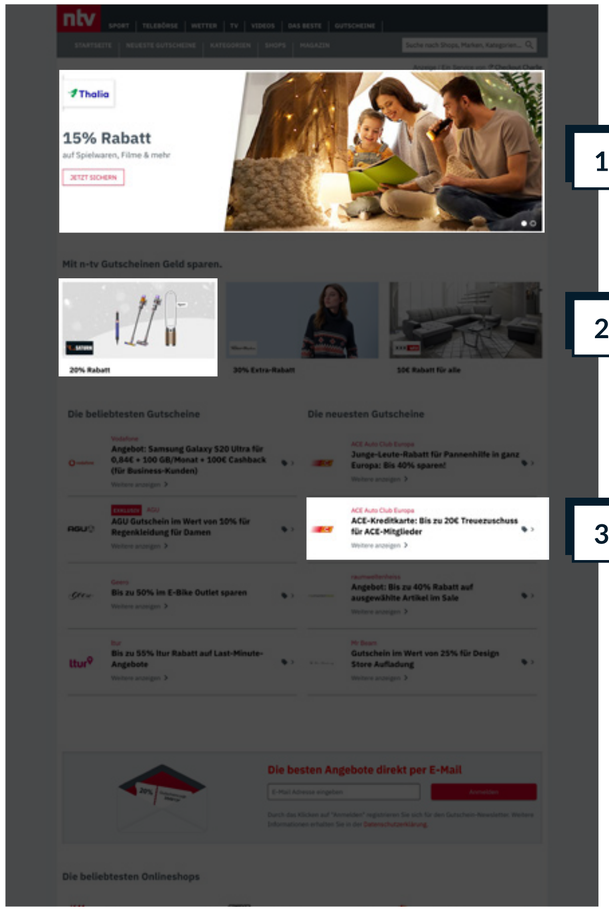
n-tv.de | Voucher page



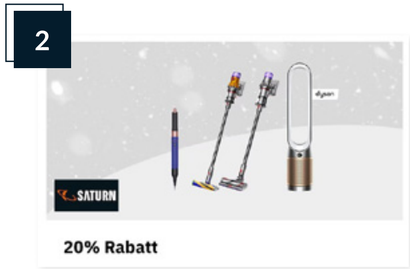
1 **Slider** (scrolling)

2 **Teaser**

3 **Listing**

1

2



3

ACE Auto Club Europa
ACE-Kreditkarte: Bis zu 20€ Treuezuschuss für ACE-Mitglieder
Weitere anzeigen >

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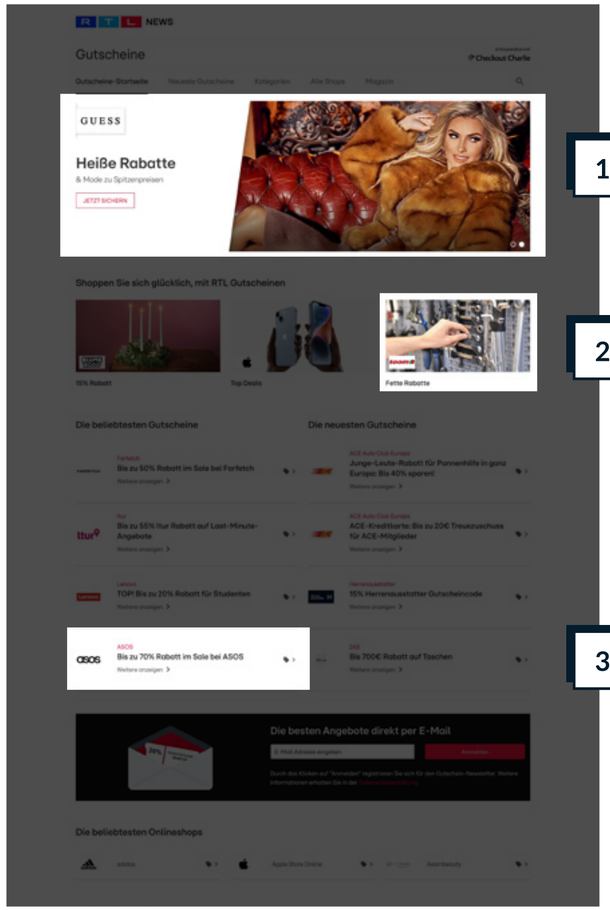
RTL.de | Voucher page

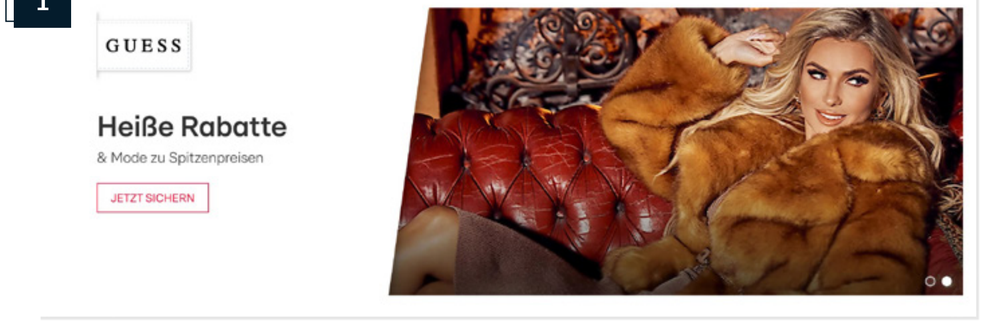


1 **Slider** (scrolling)

2 **Teaser**

3 **Listing**

1



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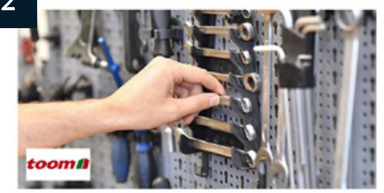
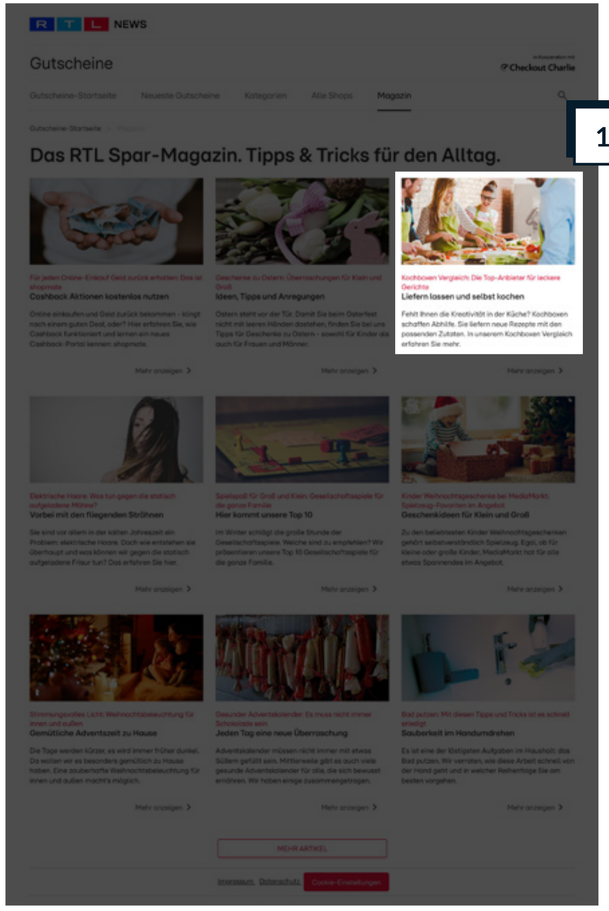


Fette Rabatte

3

ASOS
Bis zu 70% Rabatt im Sale bei ASOS
Weitere anzeigen >

RTL.de | Spar-Magazin



1 Teaser

2 Advertorial Premium

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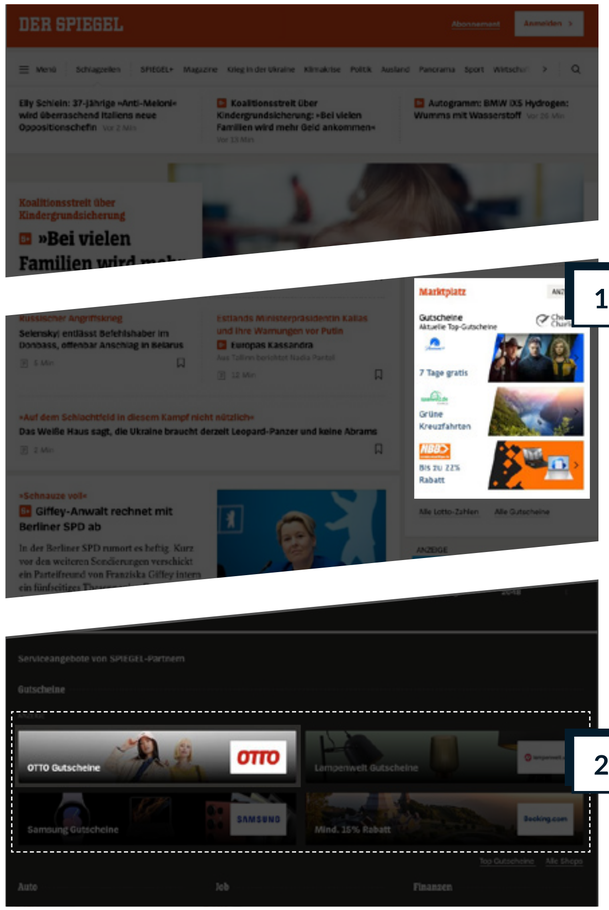
Spiegel | Homepage



1 Sidebar Widget or Deal of the Day

2 Floor-Ad

1

Sidebar Widget
4,2 Mio AI daily

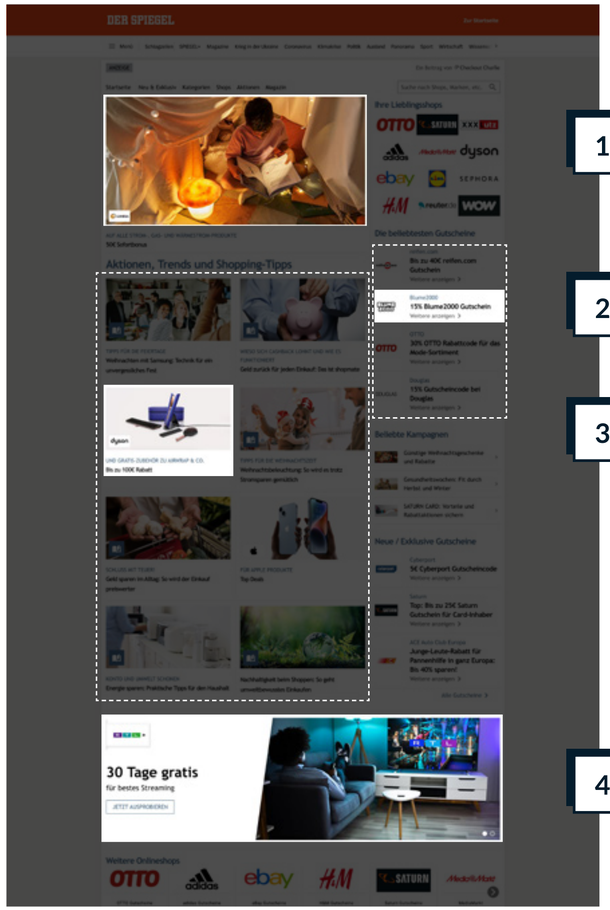
1

Deal of the Day
Tuesday

2

Checkout Charlie

Spiegel | Voucher page



1 **Highlight-Teaser**

2 **Listing**

3 **Teaser**

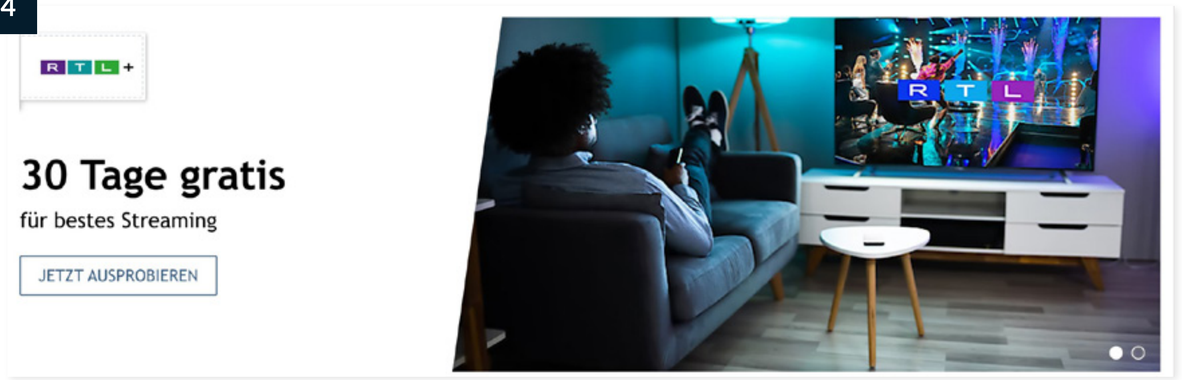
4 **Slider**
(scrolling)

1

2

3

4



Spiegel | Magazine «FAIRshoppt»

1

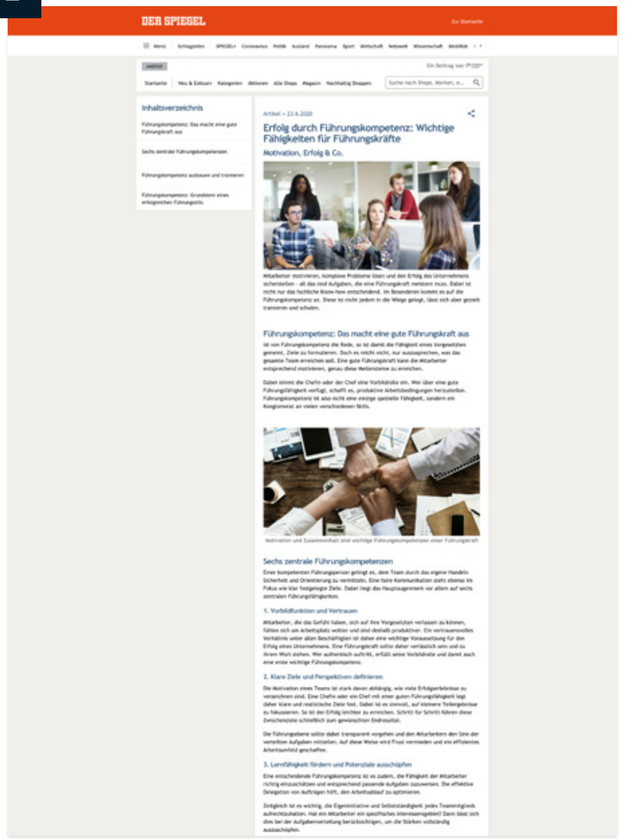
Teaser

Approx. 4,8 Mio ad impressions per week

1

2

Advertorial Premium



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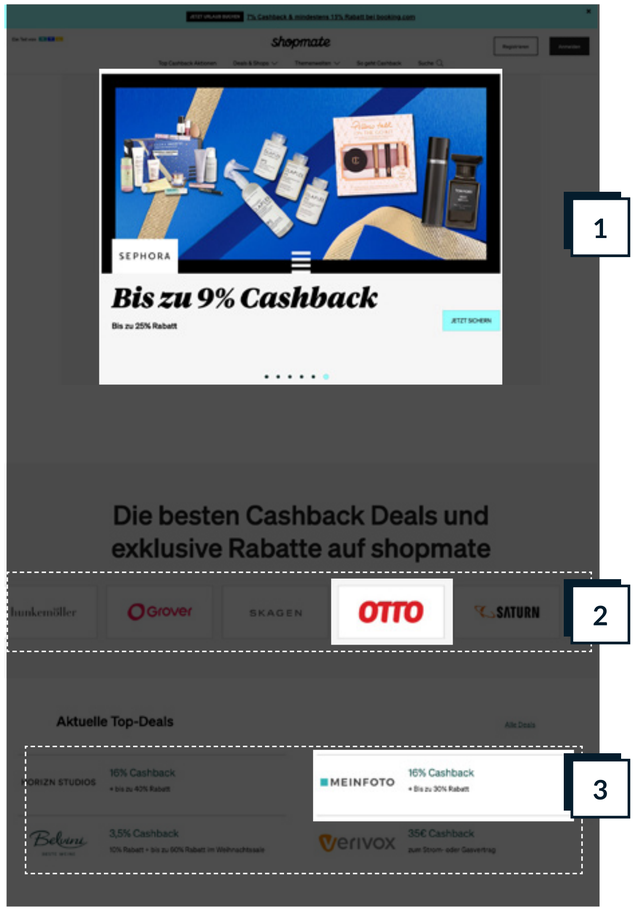
shopmate.de | Homepage

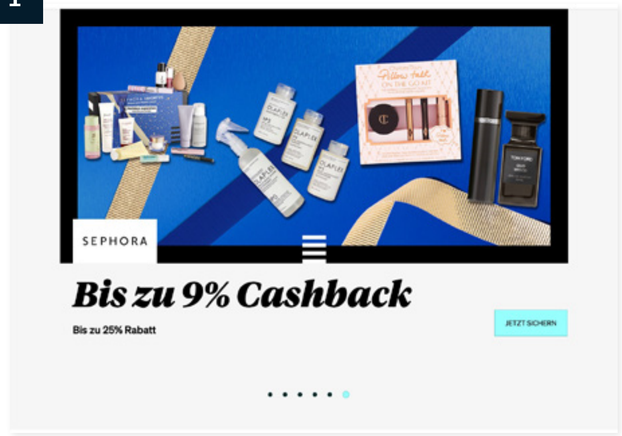


1 **Slider** (scrolling)

2 **Branding**

3 **Listing**

1



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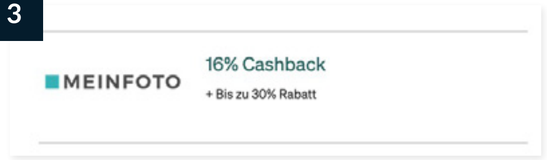

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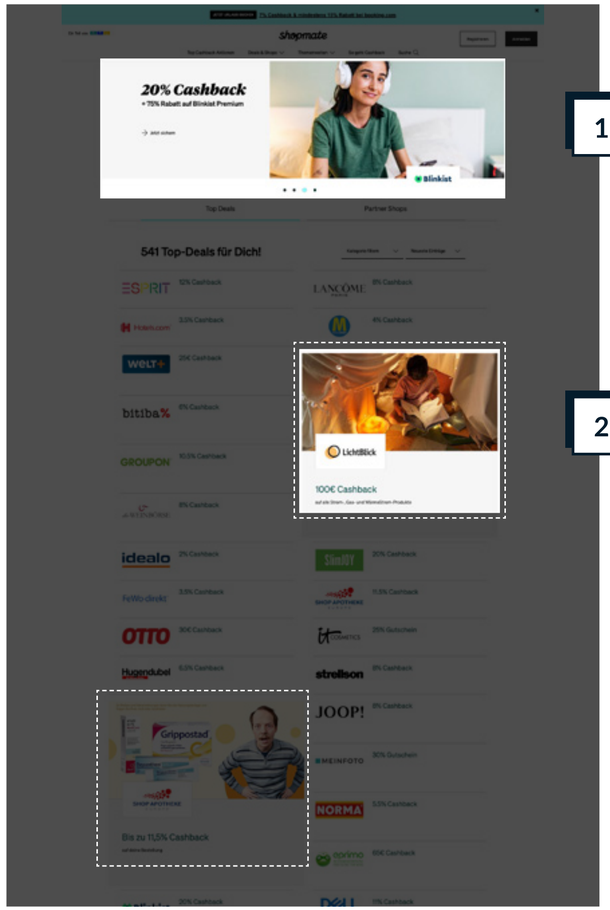
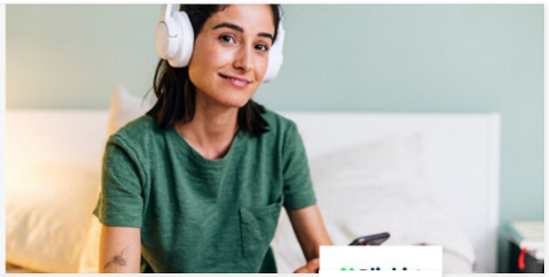
shopmate.de | Advertiser Deal Overview



1 **Slider** (scrolling)

2 **Teaser**

1



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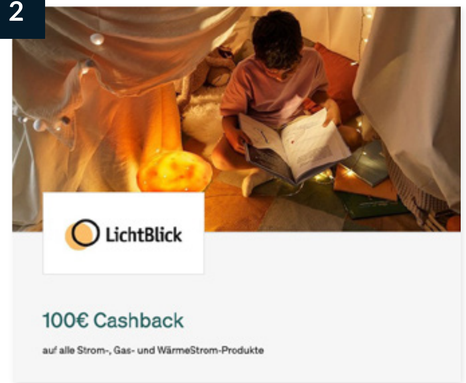

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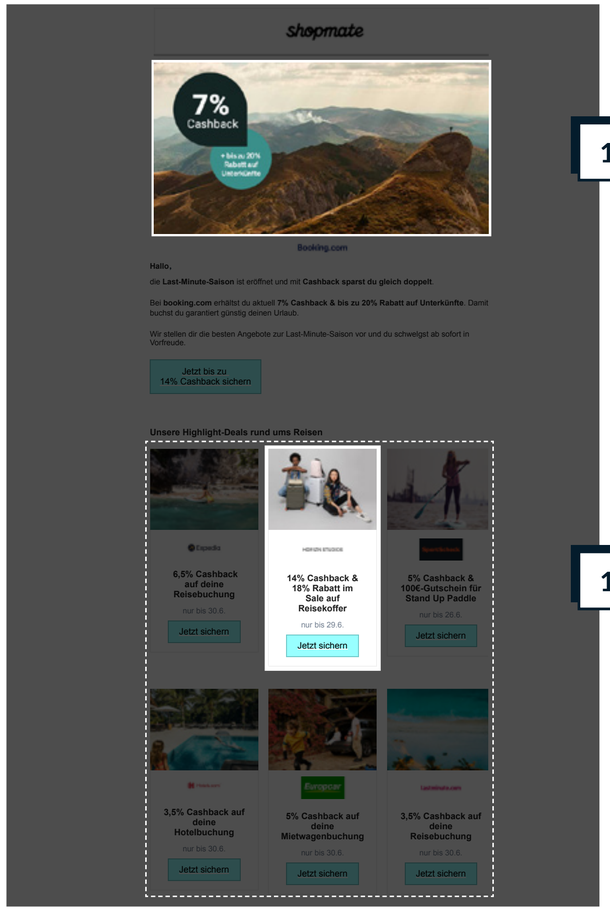
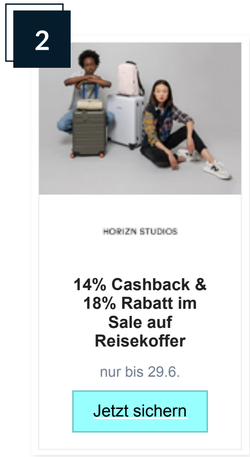


1 **Billboard**

1 **Placement**

1

2



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Social Media | shopmate

Integration of products, brands, cashback rates, coupon codes into videos about...

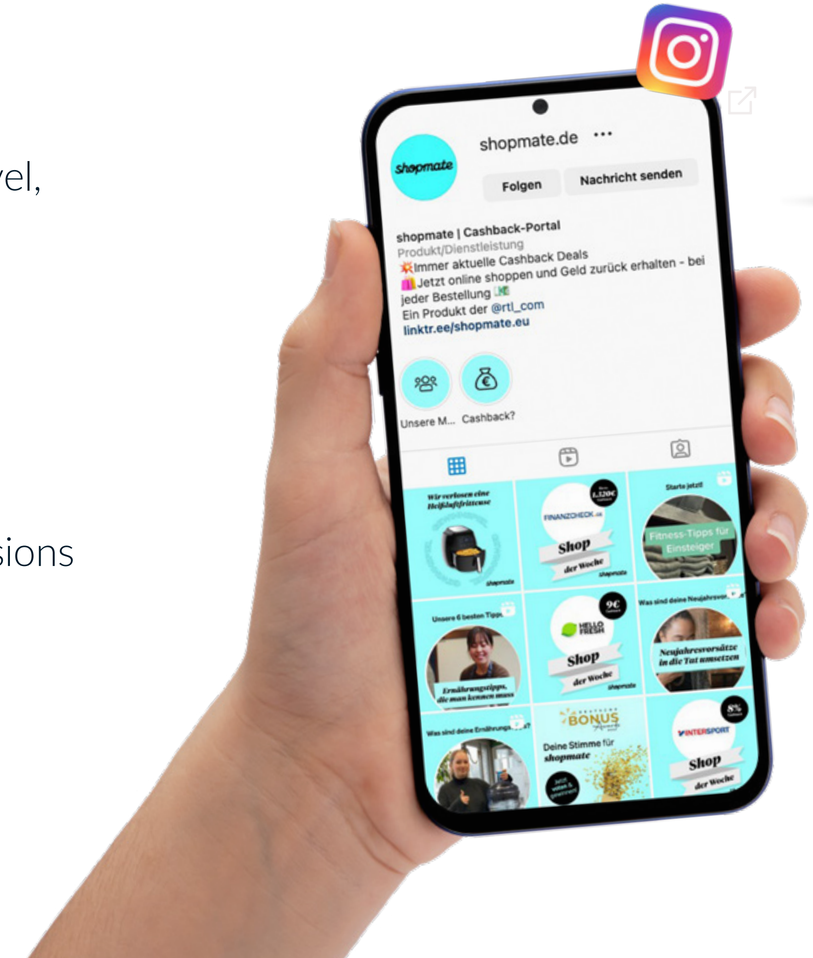
- facts about shopping, money saving etc.
- saving tips & tricks for travel, insurance, energy saving, health etc.
- comparisons of insurance, procducts etc.
- product presentations & top shops for special occasions

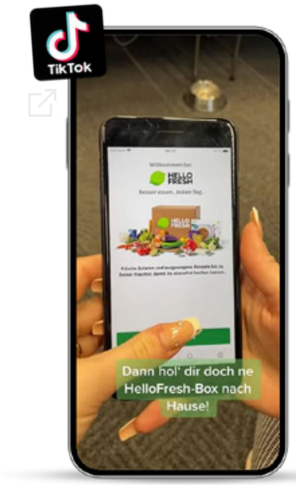
https://www.instagram.com/shopmate.de

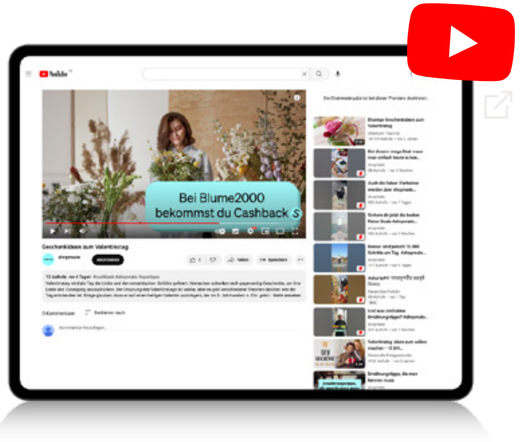
https://www.tiktok.com/@shopmate_de

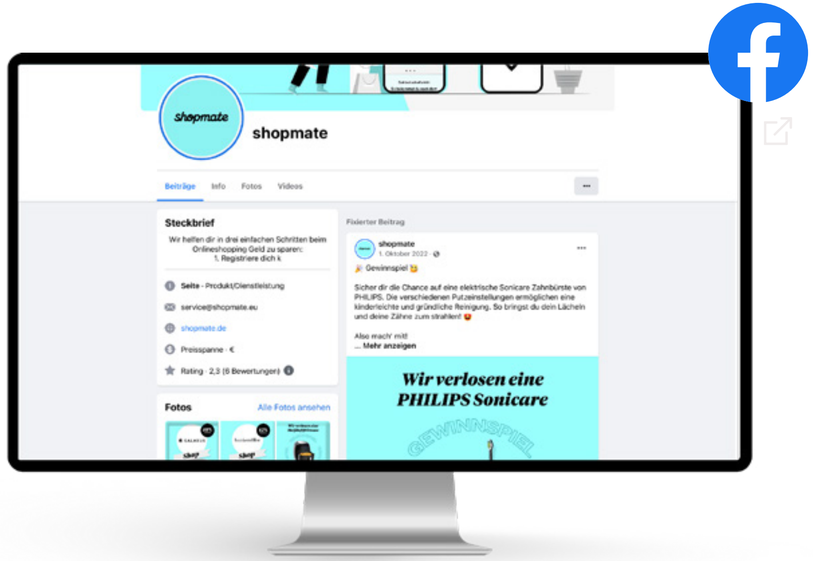
https://www.youtube.com/@shopmatede/videos

https://www.facebook.com/shopmate.de









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44 Your contacts

Do you have any questions? Are you ready to get started?
Whatever you need, our staff would be delighted to help you.
Find your match. We look forward to hearing from you!

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Your match for the German market

Agencies & Networks

Anna Bockelkamp

Head of Key Account & Partner Management

Tel. +49 151. 44 05 96-43
anna.bockelkamp@checkout-charlie.com

Electronics, Living & Household, Food & Beverages, Pet Supplies, Online Stores

Janosch Stoebe

Senior Key Account Manager

Tel. +49 151. 44 05 96-39
janosch.stoebe@checkout-charlie.com

Tariffs, Finance, Free Deals, Subscription Models, Media & Entertainment, Automobile, Opticians, Competitions

Julian Wenzel

Senior Key Account Manager

Tel. +49 151. 44 05 96-46
julian.wenzel@checkout-charlie.com

New Customers & Account Management

Tim Brosinsky

Senior Key Account Manager Special Products

Tel. +49 151. 44 05 96-48
tim.brosinsky@checkout-charlie.com

Vacation & Travel, Pharmacies & Drugstores, Baby & Child, Perfume & Cosmetics, Photo & Stationery, Love & Relationship, Flowers & Gifts

Jameel Mahmoud

Key Account Manager

Tel. +49 151. 44 05 96-37
jameel.mahmoud@checkout-charlie.com

Fashion & Accessories, Sports & Leisure

Anton Kramer

Key Account Manager

Tel. +49 151. 44 05 96-49
anton.kramer@checkout-charlie.com

Your match for the international markets

Switzerland & Austria

Philipp Rössel
Regional Lead Switzerland & Austria

Tel. +41 79.405 32 56
philipp.roessel@checkout-charlie.com

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Ein Unternehmen von RTL Deutschland

Checkout Charlie GmbH

Salzufer 15-16

10587 Berlin

www.checkout-charlie.com

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