

GLC Digital Accounts

January 2024



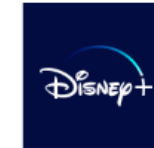
Process & Background

- GLC Digital Accounts are digital partners (Official Online- and Affiliate Partners) for which (re-) negotiations must always be aligned centrally, via GLC Sales Strategy.
- When planning to approach a GLC Digital Account, any PAYBACK market needs to inform and involve the GLC Sales Strategy team before any partner talks take place. GLC Sales Strategy is managing the global strategy and helps with the local implementation for the GLC Digital Accounts. GLC Sales Strategy provides ongoing guidance and support during the acquisition process and thereafter.
- The overview is updated & distributed to all markets on a quarterly basis by GLC Sales Strategy; in case of important updates on a monthly basis.
- Unchanged, the standard ATN process applies for all GLC Digital Accounts

GLC Digital Sales Accounts as of January 2024



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