Press Releases

Sweden’s Checkin.com Taps Feintuch Communications for Strengthened U.S. Market Focus and Business Development Campaign

Tech company with global SaaS offering working to set new internet standard for digital identity verification in regulated industries

Stockholm, Sweden-based Checkin.com, an enterprise software company that has revolutionized digital identity verification of users in travel and fintech in Europe, has picked Feintuch Communications to support its increased focus on the U.S. market and its business development campaign.

Founded in 2017, Checkin.com is part of Checkin.com Group AB, a Swedish public company listed on the Nasdaq Stockholm (CHECK:FN Stockholm). The company is working to set the Internet standard for ‘check-ins’ by leveraging its sophisticated user design methodology, data sources and identity solutions to provide the best possible onboarding and verification experience for each customer at check-in, helping their customers increase user onboarding while staying in full regulatory compliance across markets.

“The Checkin.com framework is a new generation of AI-driven software for biometric and non-biometric digital user identification in regulated industries on a global scale” said April Rae Mallord, general manager, U.S., Checkin.com. “We are partnering with the Feintuch team due to its strong experience in helping global technology brands to successfully penetrate the U.S. market.”

“Checkin.com has developed a best of breed solution for helping businesses identify their customers or travelers – online and offline – in much the same way that fintechs have created simple, safe and efficient solutions for payments at checkouts,” said Henry Feintuch, president, Feintuch Communications. “We will work closely with company management in Sweden and the U.S. to build a marketplace presence, educate prospects and help to generate leads.”

Checkin.com already provides its services to international brands including Klarna, Ryanair, Telus and Pacaso with a specialty of serving clients in regulated industries including financial services, crypto, travel and online gaming, among many others.

Feintuch Communications’ Checkin.com team is led by Feintuch and Doug Wright, vice president. The firm has represented numerous organizations in related markets including Klarna and SplitIt (buy now pay later), Optimal Payments (payments), BorderX Lab (e-commerce), Forex.com, NCR and Vaultavo (crypto custody).

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning technology public relations firm with a focus on business results. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in b2b and b2c programs in technology, financial services, advertising and media, energy and cleantech and corporate. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

About Checkin.com Group:

Checkin.com Group creates shareholder value through capital efficient growth achieved by strong organic growth and strategic acquisitions. The Group’s advanced technologies and innovations offers a unique end to end solution that reshapes how end users checkin with products and brands online. The comprehensive framework gathers multiple hyper specialized technologies that covers every aspect of an end user’s checkin experience.

The company has its headquarters in Stockholm, Sweden, but operates and recruits globally to attract world-leading talent across the globe.

Checkin.com Group’s share is since 2021 listed on Nasdaq First North Growth Market under the trading symbol "CHECK”.

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