

# Statistics

March 2021

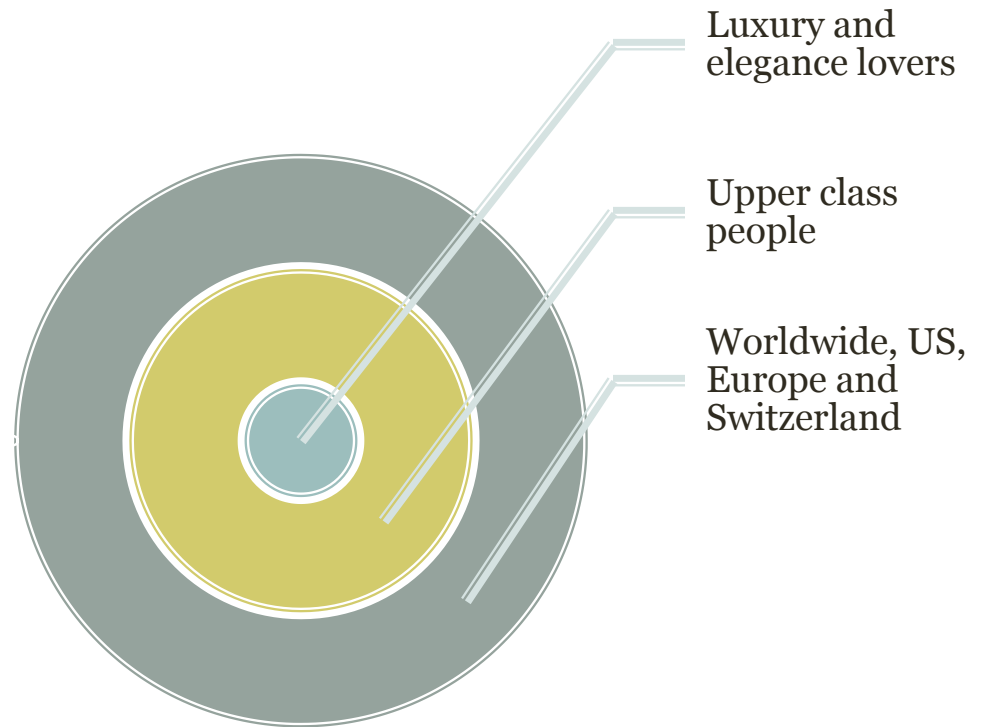
# About



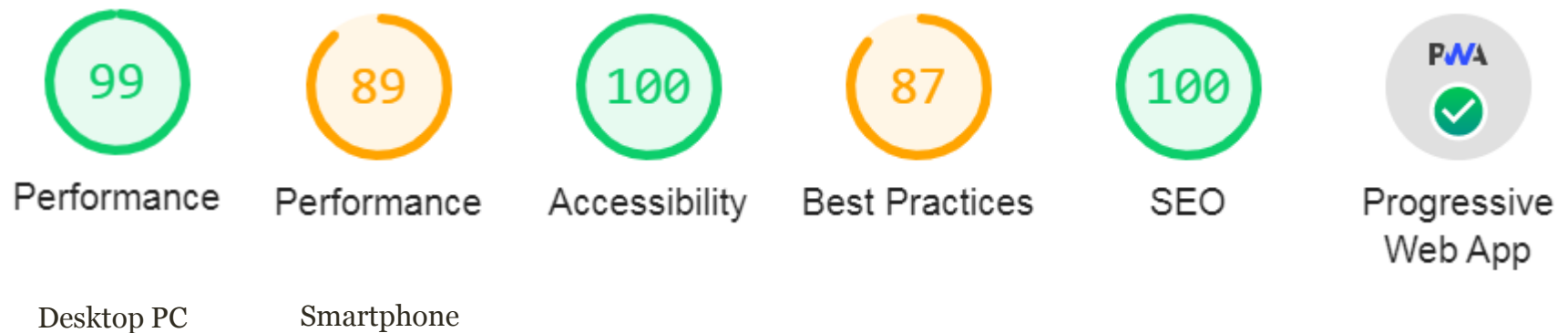
- ▶ The Elegance Club mentions the best in luxury and fashion in the world. It selects the best luxury brands from different luxury sectors such as fine jewelry, fine watchmaking, high fashion and many others. It helps promote these brands through press releases and video clips. It provides news from the world of luxury and elegance.
- ▶ It recommends the best boutiques to visit in prestigious cities such as Geneva, Paris, Milan, London, Dubai, New York, Singapore, Beijing, Moscow, Hong-Kong, Tokyo, Beverly Hills and San Diego, California.

# Core target summary

- ▶ Visitors are lovers of luxury and elegance looking for exceptional products and services.
- ▶ Among them, especially those who like to travel to prestigious cities around the world.



# Website performance



# Monthly visitors

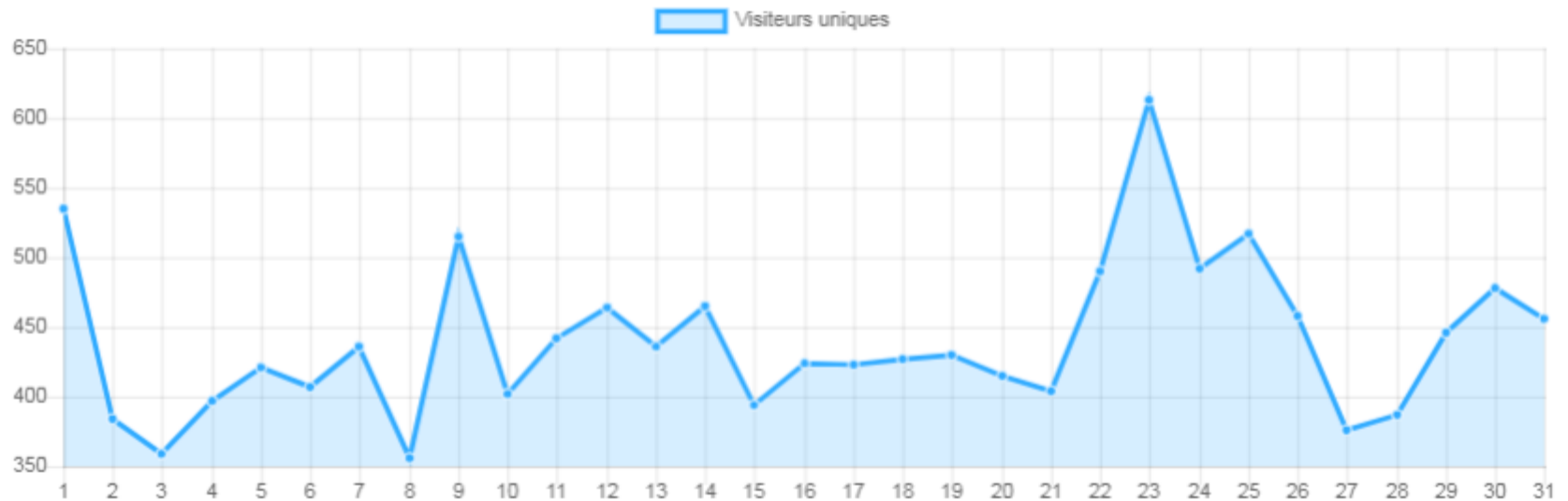
Visiteurs uniques ▼

Total  
**13,649**

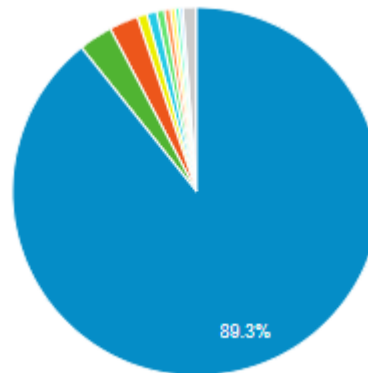
Maximum  
**613**  
23/03/2021

Minimum  
**356**  
08/03/2021

Moyenne  
**440**

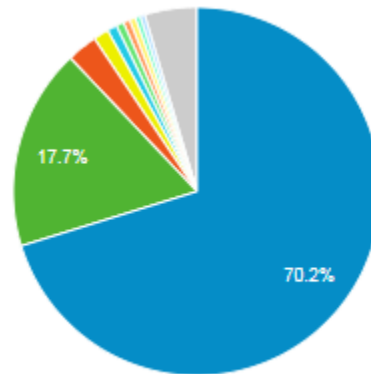
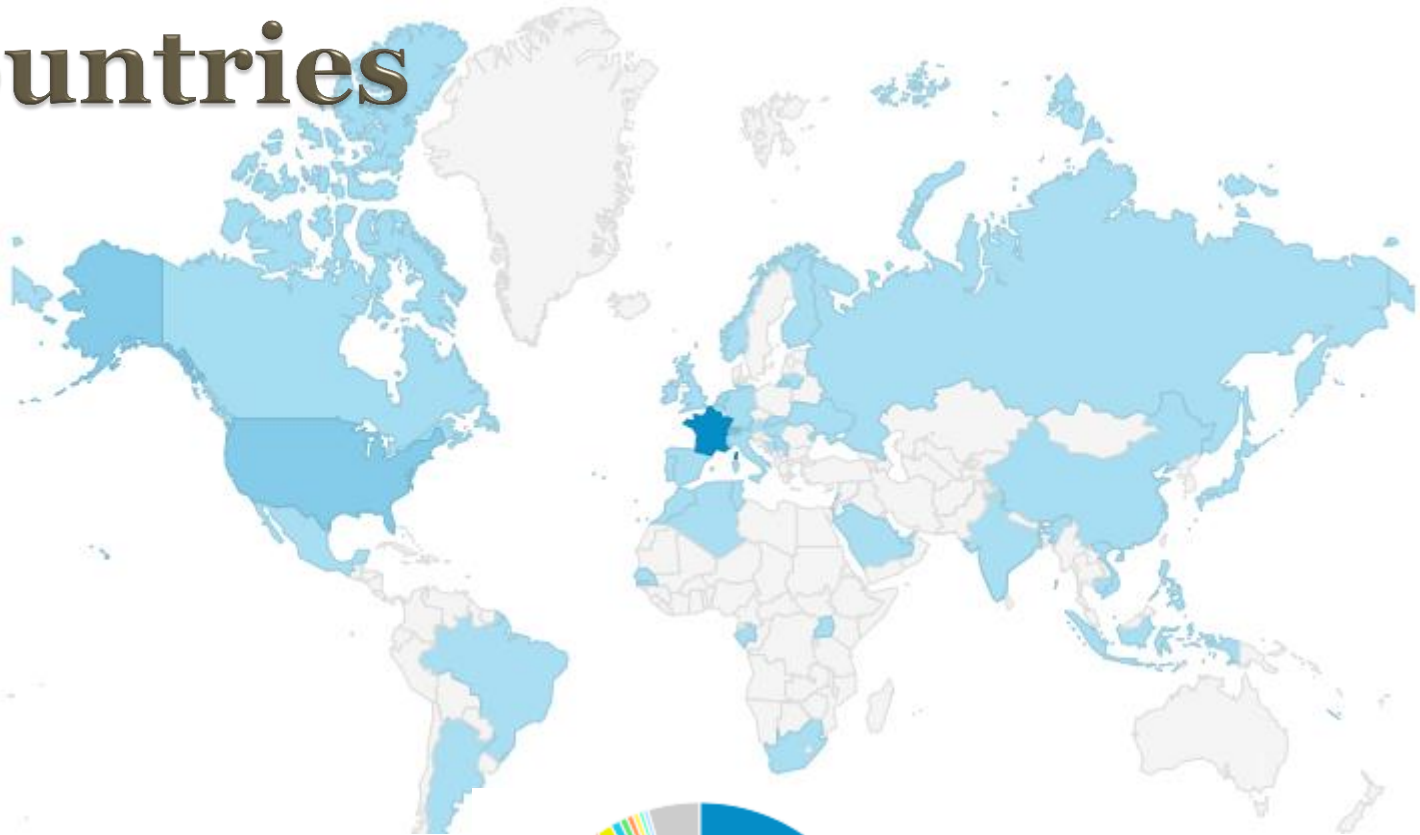


# Subcontinent



1. ■ Western Europe
2. ■ Northern America
3. ■ Western Asia
4. ■ Northern Europe

# Countries



1.  France
2.  Switzerland
3.  United States

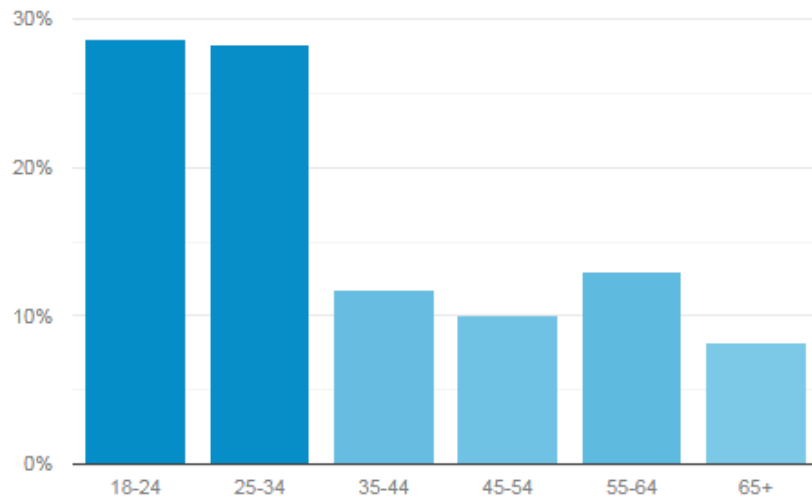


# Age/Gender

Key Metric: Users ▾

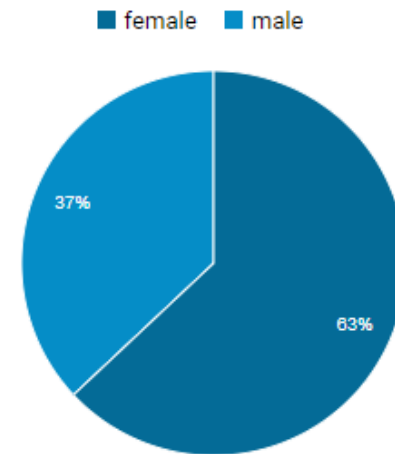
## Age

14.72% of Total users



## Gender

15.30% of Total users





# Interests

Key Metric: Users ▼

## Affinity Category (reach)

15.54% of Total users

|       |             |                                                |
|-------|-------------|------------------------------------------------|
| 3.71% | <div></div> | Shoppers/Value Shoppers                        |
| 3.41% | <div></div> | Lifestyles & Hobbies/Fashionistas              |
| 3.36% | <div></div> | Beauty & Wellness/Frequently Visits Salons     |
| 3.21% | <div></div> | Lifestyles & Hobbies/Art & Theater Aficionados |
| 3.19% | <div></div> | Media & Entertainment/Movie Lovers             |
| 3.11% | <div></div> | Travel/Travel Buffs                            |
| 3.04% | <div></div> | Beauty & Wellness/Beauty Mavens                |
| 3.00% | <div></div> | Lifestyles & Hobbies/Green Living Enthusiasts  |
| 2.84% | <div></div> | Media & Entertainment/Music Lovers             |
| 2.58% | <div></div> | Food & Dining/Foodies                          |

## In-Market Segment

13.09% of Total users

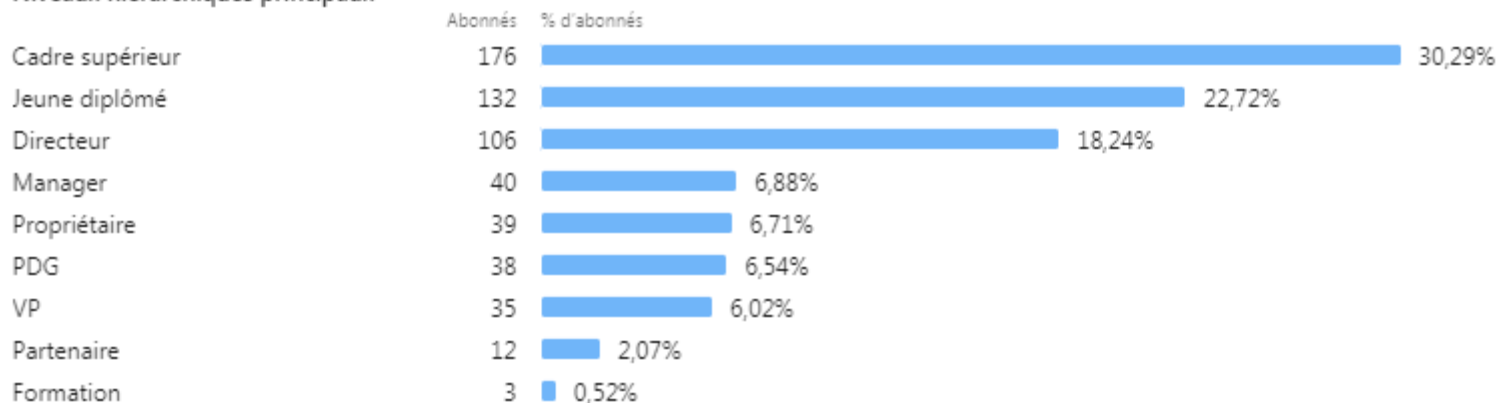
|       |             |                                                      |
|-------|-------------|------------------------------------------------------|
| 4.92% | <div></div> | Apparel & Accessories/Women's Apparel                |
| 3.81% | <div></div> | Apparel & Accessories                                |
| 3.02% | <div></div> | Employment                                           |
| 2.78% | <div></div> | Home & Garden/Home Decor                             |
| 2.62% | <div></div> | Financial Services/Investment Services               |
| 2.54% | <div></div> | Travel/Hotels & Accommodations                       |
| 2.30% | <div></div> | Apparel & Accessories/Jewelry & Watches/Fine Jewelry |
| 2.30% | <div></div> | Apparel & Accessories/Men's Apparel                  |
| 2.30% | <div></div> | Apparel & Accessories/Shoes                          |
| 2.30% | <div></div> | Education/Post-Secondary Education                   |

# LINKEDIN

Données démographiques des abonnés ?

Données sur : Niveau hiérarchique ▼

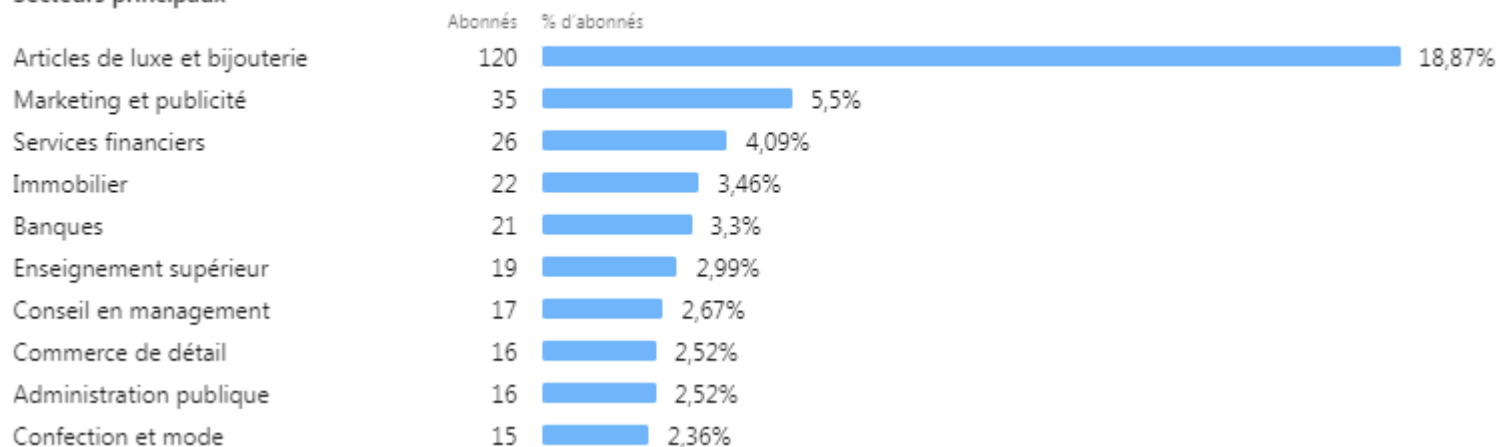
## Niveaux hiérarchiques principaux



Données démographiques des abonnés ?

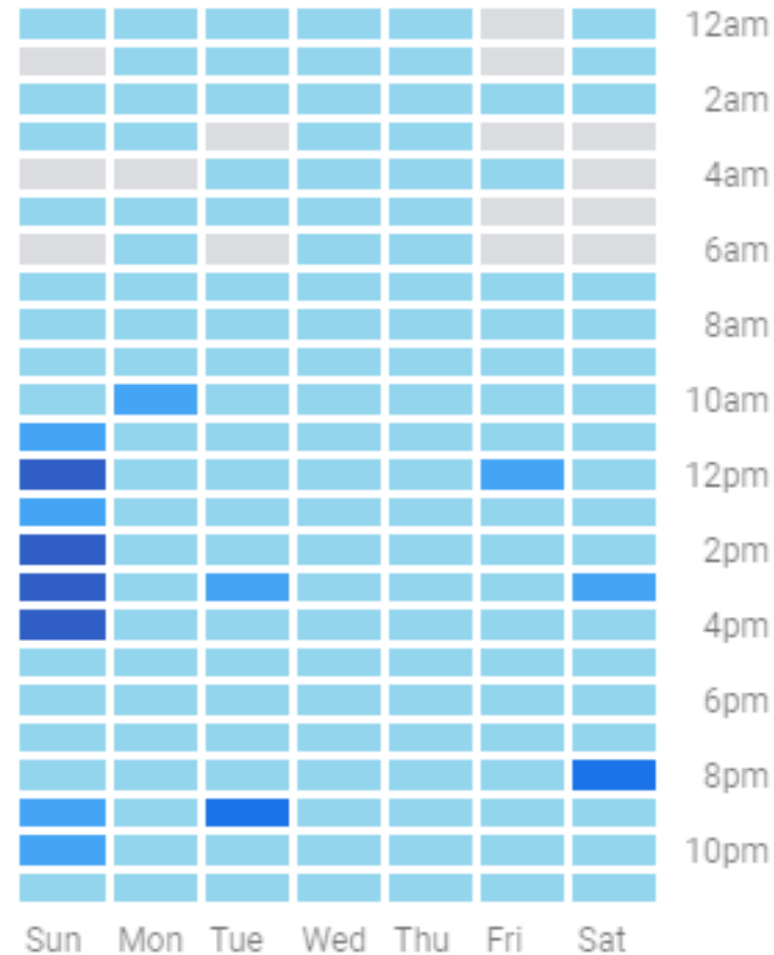
Données sur : Secteur ▼

## Secteurs principaux



# Time of the day

Users by time of day



# Devices

Sessions by device



Desktop

53.2%



Mobile

46.5%



Tablet

0.4%

# Behaviour

Avg. Time on Page

00:01:05



Bounce Rate

83.31%



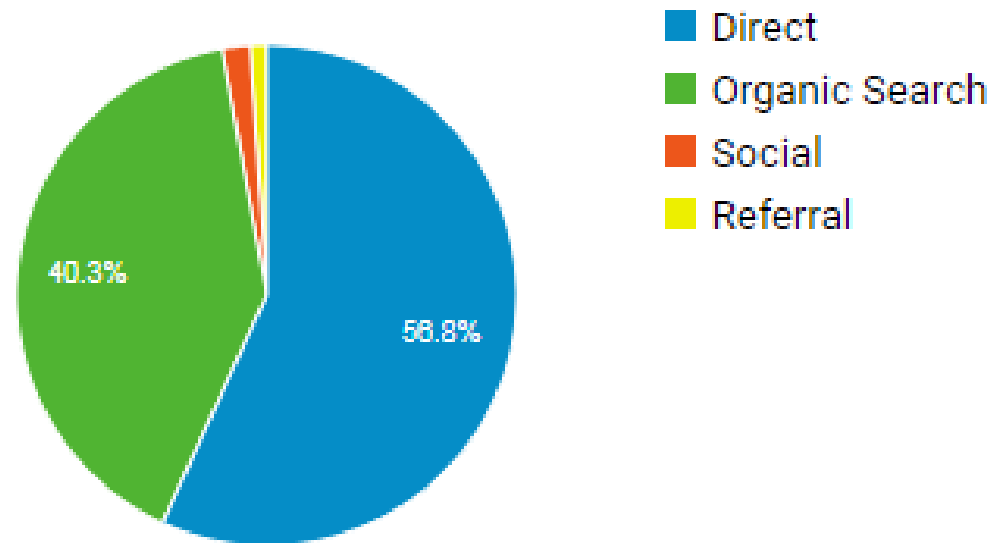
% Exit

53.30%



# Acquisition

Top Channels



# Top keywords

| Keyword          | SERP | SERP Features | elegance-suisse.ch |             |      |
|------------------|------|---------------|--------------------|-------------|------|
|                  |      |               | Pos. Mar 1         | Pos. Mar 31 | Diff |
| elegance geneve  |      | ★             | 1                  | 1           | 0    |
| elegance swiss   |      | ★             | 1                  | 1           | 0    |
| élégance suisse  |      | ★             | 2                  | 1           | ↑1   |
| elegance brands  |      |               | 27                 | 2           | ↑25  |
| secteurs du luxe |      | 👑 ★           | 5                  | 2           | ↑3   |
| marque de luxe   |      | 👑 ★           | 3                  | 3           | 0    |
| marques de luxe  |      | 👑 ★           | 4                  | 3           | ↑1   |
| elegance         |      | ★   ?         | 5                  | 4           | ↑1   |
| fashion elegance |      | ★             | 8                  | 8           | 0    |
| luxury sectors   |      | 👑 ★           | 35                 | 53          | ↓18  |



# Social channels

| Social channels ⓘ                                                                           | Followers/Subscribers ⓘ |
|---------------------------------------------------------------------------------------------|-------------------------|
|  Instagram | <b>9,731</b>            |
|  Facebook  | <b>2,169</b>            |
|  YouTube   | <b>1,480</b>            |
|  Pinterest | <b>1,191</b>            |
|  LinkedIn  | <b>645</b>              |
|  Twitter   | <b>416</b>              |

Total audience 📊

14,152

# Brands mentioned



All brands : <https://elegance-suisse.ch/marques-luxe/>

# More statistics

<https://elegance-suisse.ch/a-propos/statistiques/>