

Statistics

May 2021

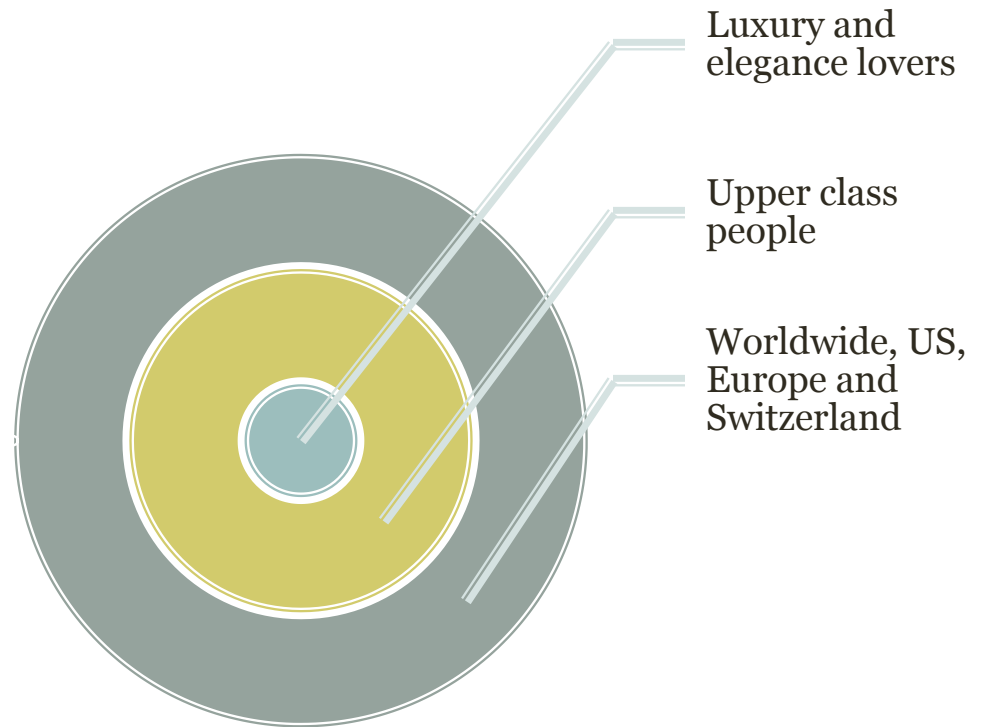
About



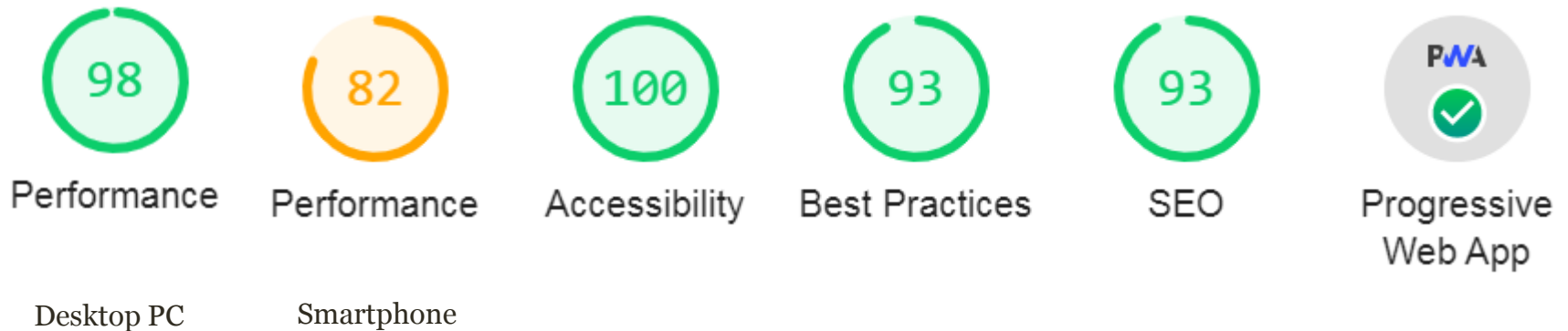
- ▶ The Elegance Club mentions the best in luxury and fashion in the world. It selects the best luxury brands from different luxury sectors such as fine jewelry, fine watchmaking, high fashion and many others. It helps promote these brands through press releases and video clips. It provides news from 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
15,447

Maximum
618
07/05/2021

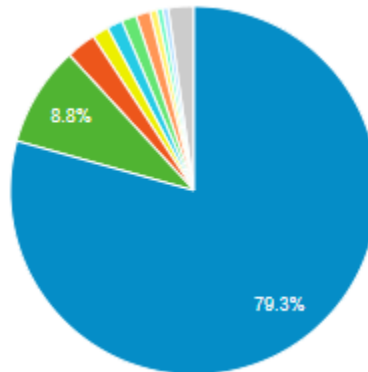
Minimum
397
30/05/2021

Moyenne
498

Visiteurs uniques

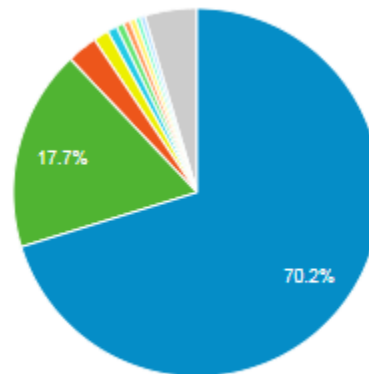
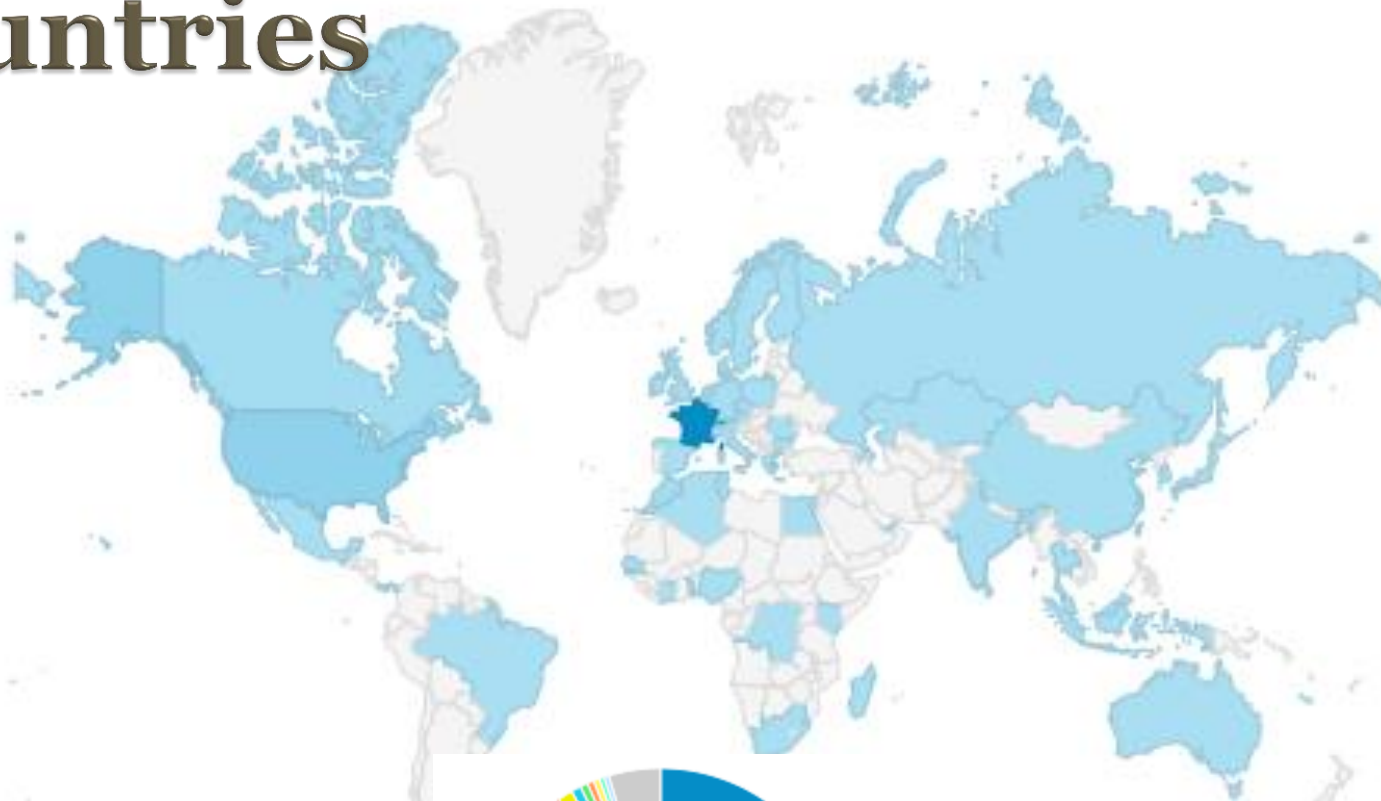


Subcontinent



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

Countries

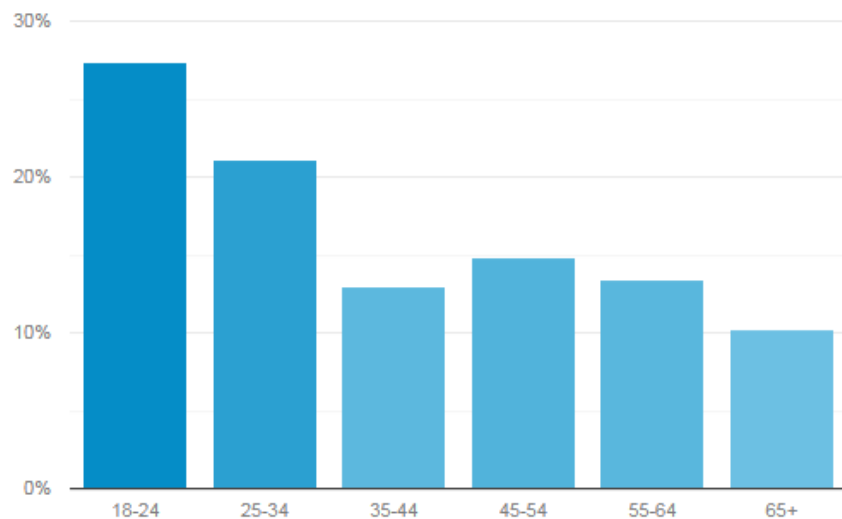


1.  France
2.  Switzerland
3.  United States

Age/Gender

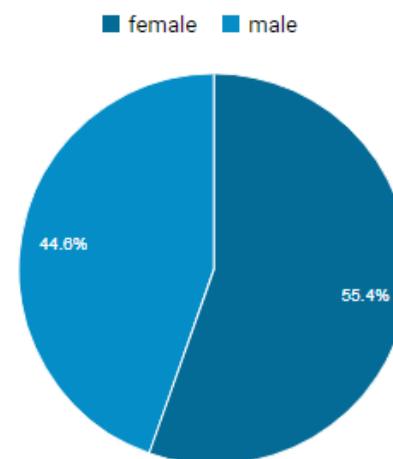
Age

26.94% of Total users



Gender

29.00% of Total users



Interests

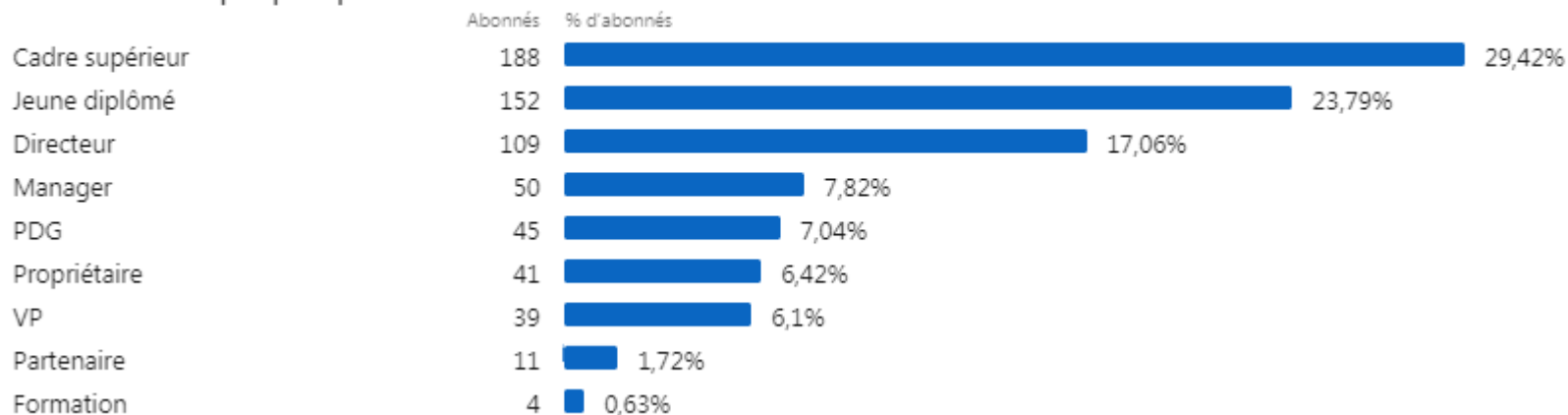
Affinity Category (reach)			In-Market Segment		
29.31% of Total users			21.19% of Total users		
3.84%		Shoppers/Value Shoppers	4.59%		Apparel & Accessories/Women's Apparel
3.51%		Lifestyles & Hobbies/Fashionistas	3.08%		Apparel & Accessories
3.36%		Beauty & Wellness/Frequently Visits Salons	3.08%		Financial Services/Investment Services
3.25%		Beauty & Wellness/Beauty Mavens	2.96%		Employment
3.14%		Media & Entertainment/Movie Lovers	2.72%		Education/Post-Secondary Education
3.13%		Travel/Travel Buffs	2.54%		Business Services/Advertising & Marketing Services
2.75%		Lifestyles & Hobbies/Green Living Enthusiasts	2.54%		Real Estate/Residential Properties/Residential Properties (For Sale)
2.74%		Food & Dining/Foodies	2.42%		Travel/Hotels & Accommodations
2.71%		Lifestyles & Hobbies/Art & Theater Aficionados	2.29%		Real Estate/Residential Properties
2.58%		Shoppers/Luxury Shoppers	2.29%		Real Estate/Residential Properties/Residential Properties (For Rent)

LINKEDIN

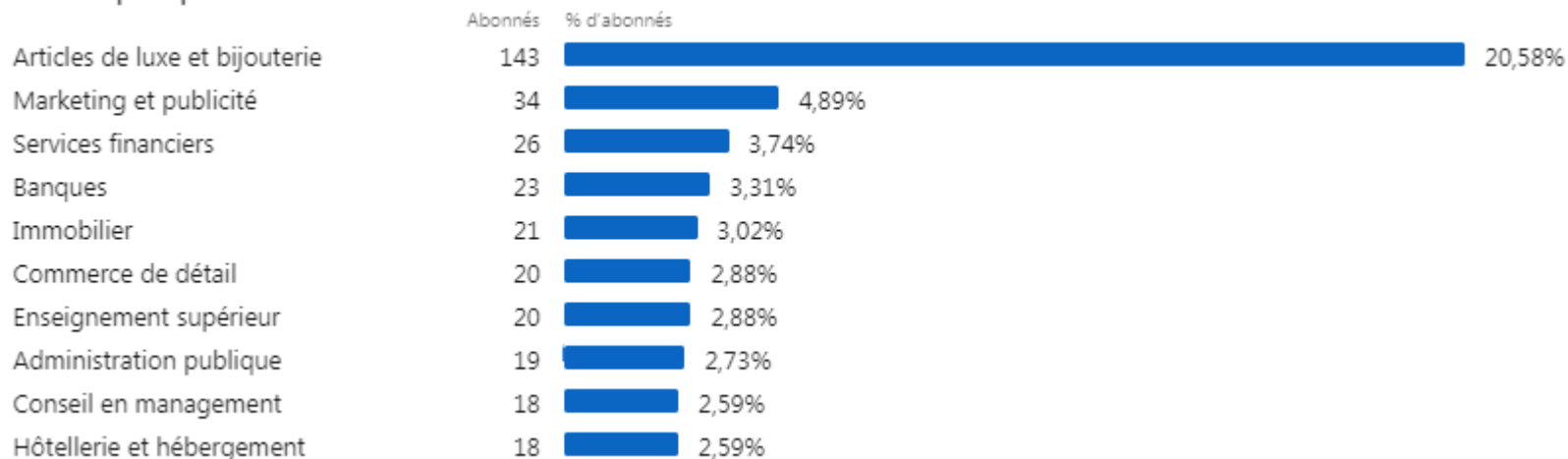
Données démographiques des abonnés ?

Données sur : Niveau hiérarchique ▼

Niveaux hiérarchiques principaux

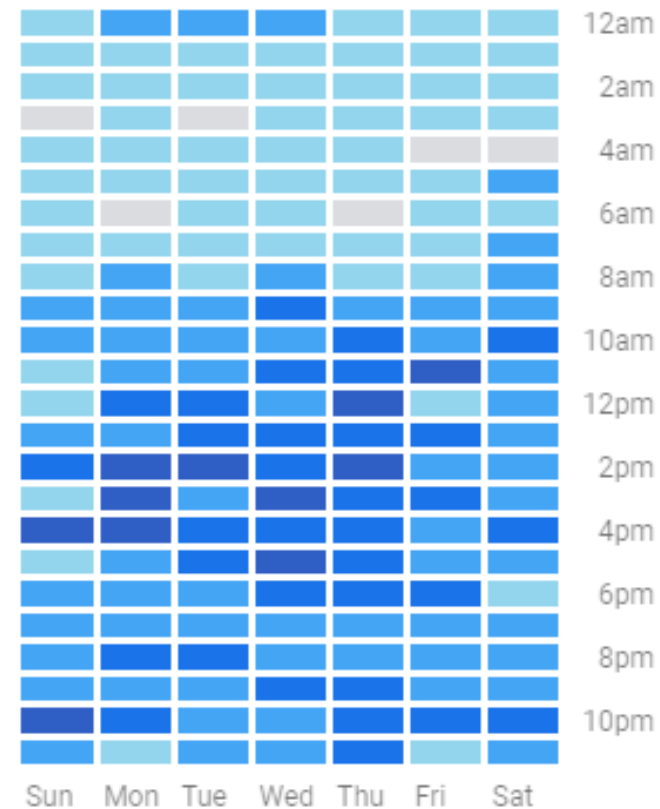


Secteurs principaux



Time of the day

Users by time of day



Devices

Sessions by device



Desktop

53.0%



Mobile

46.0%



Tablet

1.0%

Behaviour

Avg. Time on Page

00:01:43



Bounce Rate

75.48%



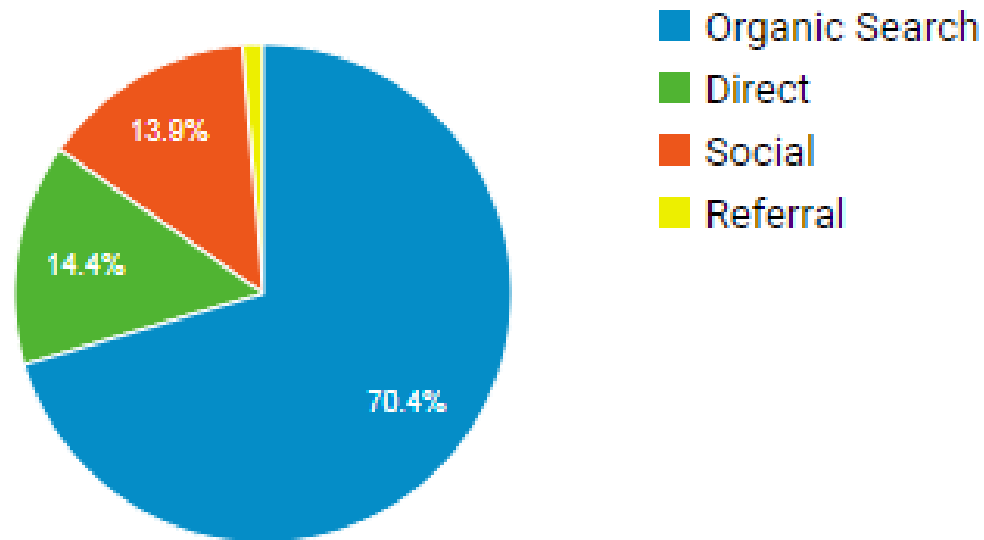
% Exit

55.78%



Acquisition

Top Channels



Top keywords

Keyword	SERP	SERP Features	elegance-suisse.ch	
			Pos. May 1	Pos. May 31
elegance geneve		  	1	 1
elegance swiss		   	1	 1
secteurs du luxe		  	 1	1
élégance suisse		   	 2	 2
marque de luxe		   	3	4
marques de luxe		   	4	4
elegance		    ?	5	6
fashion elegance		     	8	12
luxury sectors		   	32	14
elegance brands		  	 2	28

Social channels

Social channels ⓘ

 Instagram	8'476
 Facebook	2'161
 YouTube	1'430
 LinkedIn	747
 Twitter	413
	13'227

Brands mentioned



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

More statistics

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