



# Statistics

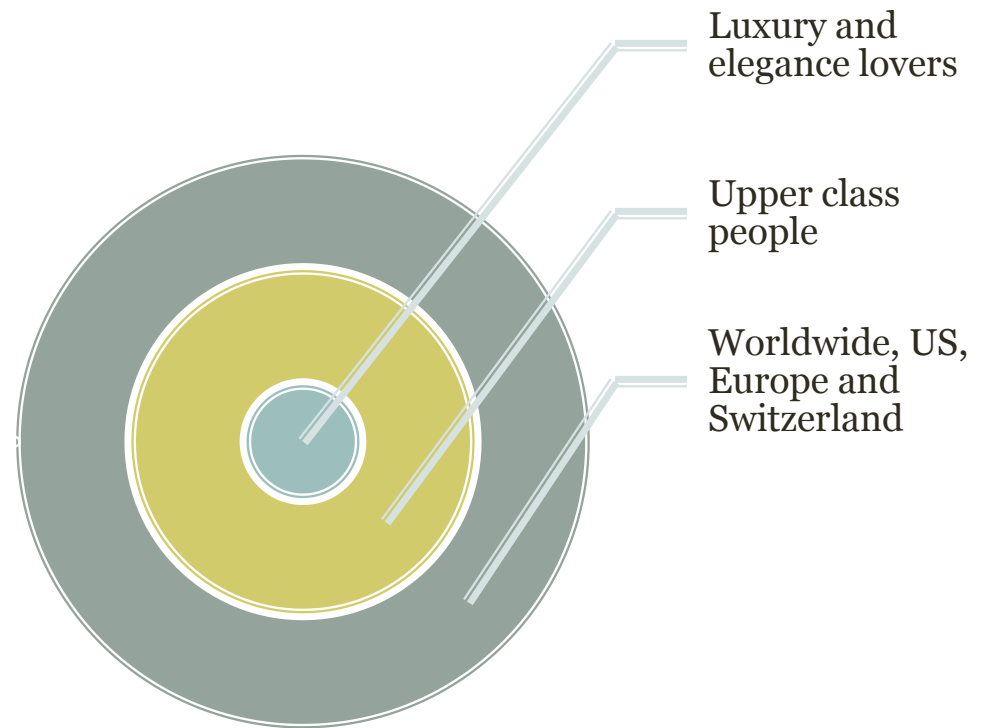
November 2021

# 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



Performance  
Desktop PC



Performance  
Smartphone



Accessibility



Best Practices



SEO



Progressive  
Web App

# Monthly visitors

Visiteurs uniques

Total

**18,693**

Maximum

**760**

16/11/2021

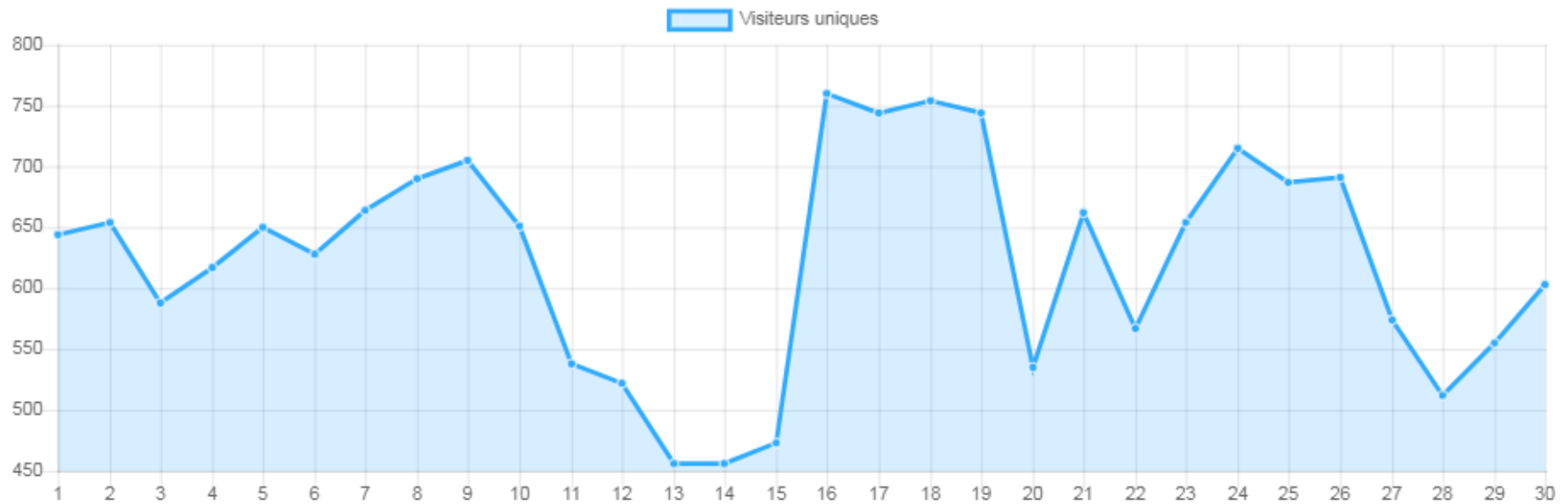
Minimum

**456**

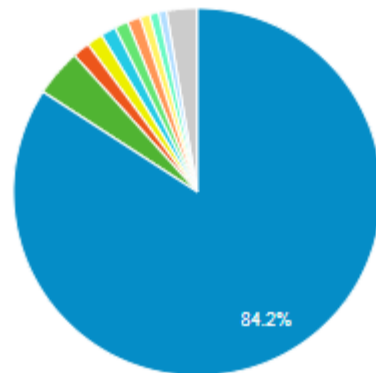
13/11/2021

Moyenne

**623**

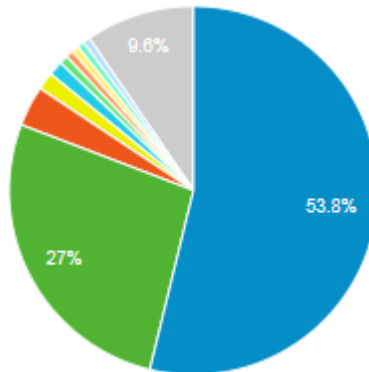
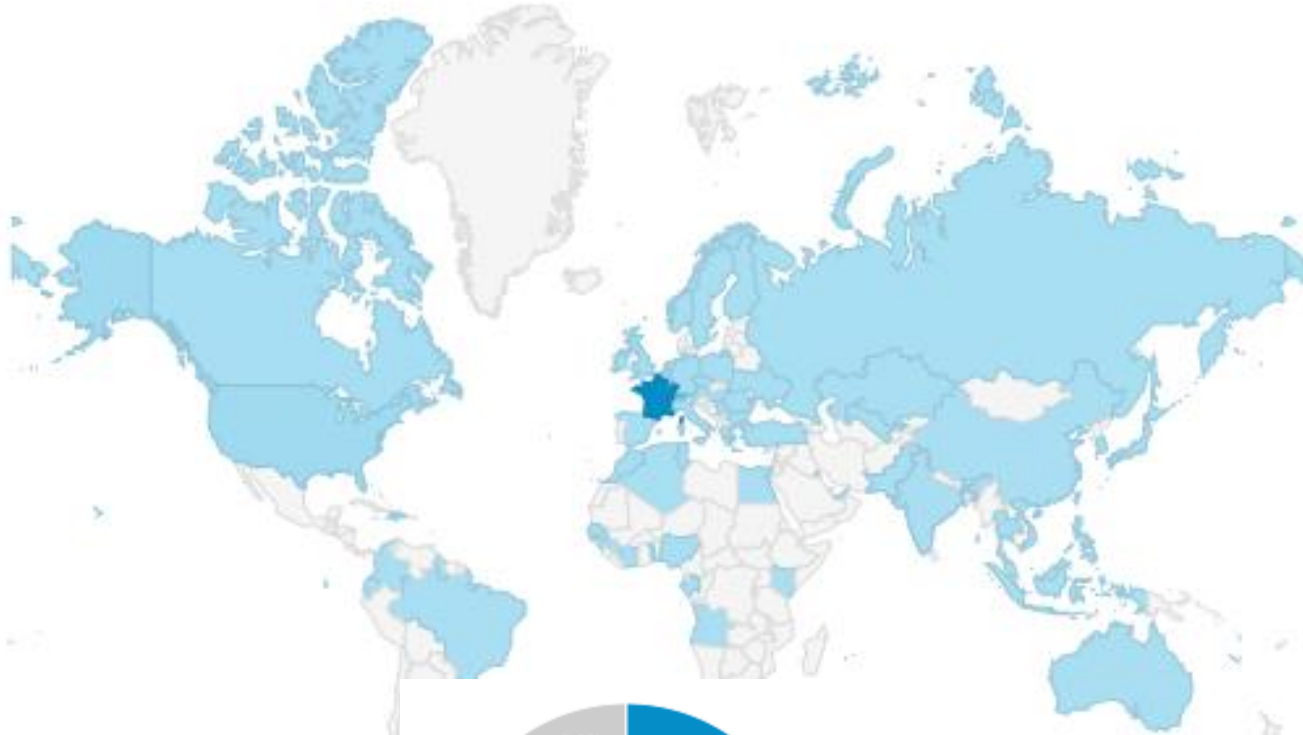


# Subcontinent



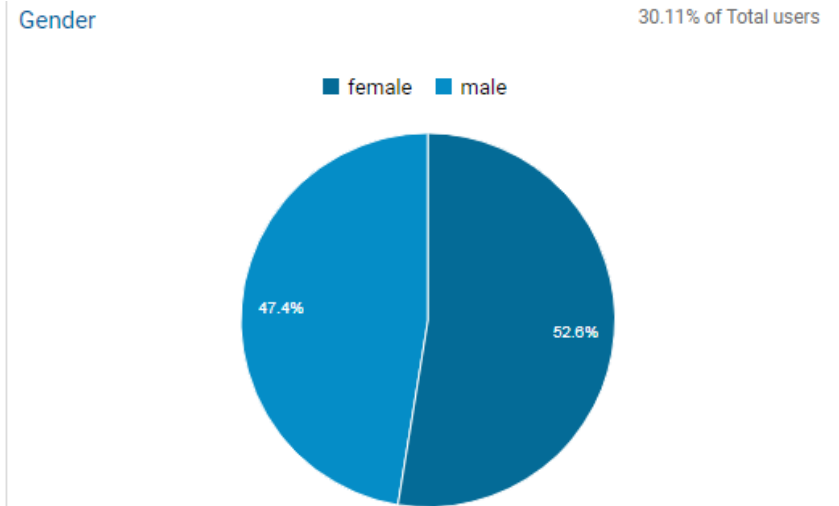
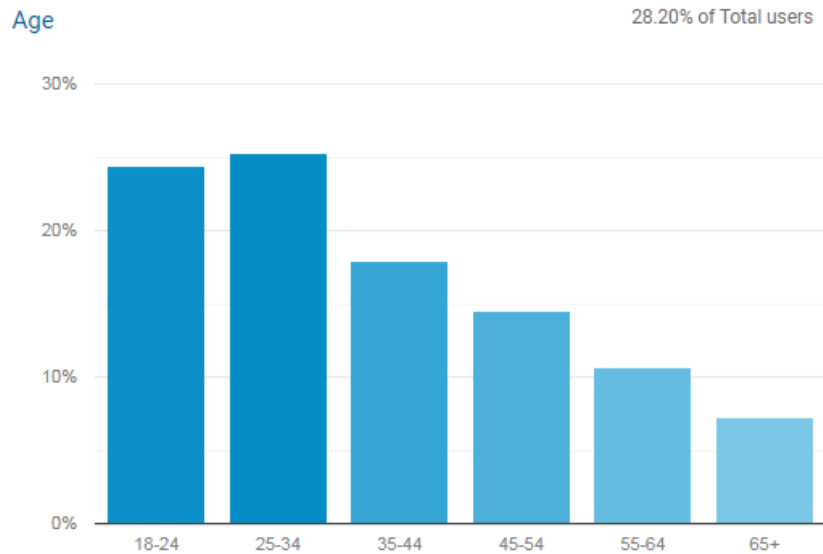
1. ■ Western Europe
2. ■ Northern America
3. ■ Western Asia
4. ■ Northern Europe

# Countries



1.  France
2.  Switzerland
3.  United States

# Age/Gender















# Interests

Key Metric: Users ▾

## Affinity Category (reach) 30.29% of Total users

3.30%		Shoppers/Value Shoppers
3.16%		Travel/Travel Buffs
2.98%		Beauty & Wellness/Frequently Visits Salons
2.93%		Lifestyles & Hobbies/Fashionistas
2.84%		News & Politics/Avid News Readers
2.83%		Lifestyles & Hobbies/Business Professionals
2.75%		Sports & Fitness/Health & Fitness Buffs
2.68%		Lifestyles & Hobbies/Green Living Enthusiasts
2.68%		Media & Entertainment/Movie Lovers
2.67%		Beauty & Wellness/Beauty Mavens

## In-Market Segment 25.85% of Total users

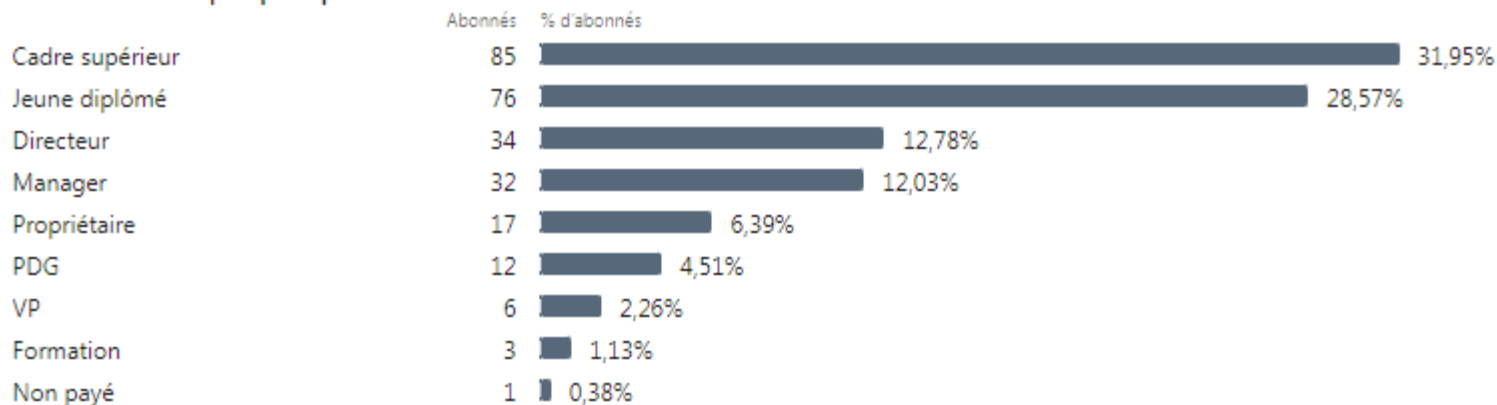
3.86%		Apparel & Accessories/Women's Apparel
2.90%		Travel/Hotels & Accommodations
2.68%		Apparel & Accessories
2.59%		Employment
2.46%		Business Services/Advertising & Marketing Services
2.40%		Financial Services/Investment Services
2.24%		Software/Business & Productivity Software
2.21%		Home & Garden/Home Decor
2.06%		Travel/Air Travel
1.87%		Consumer Electronics/Mobile Phones

# LINKEDIN

Données démographiques des abonnés ?

Données sur : Niveau hiérarchique ▾

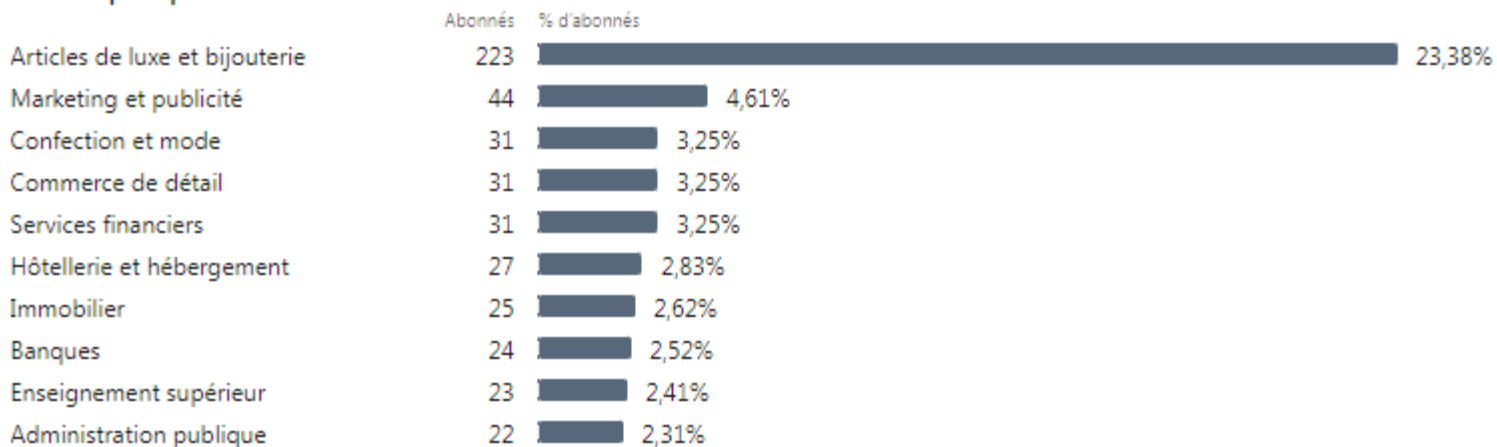
## Niveaux hiérarchiques principaux



Données démographiques des abonnés ?

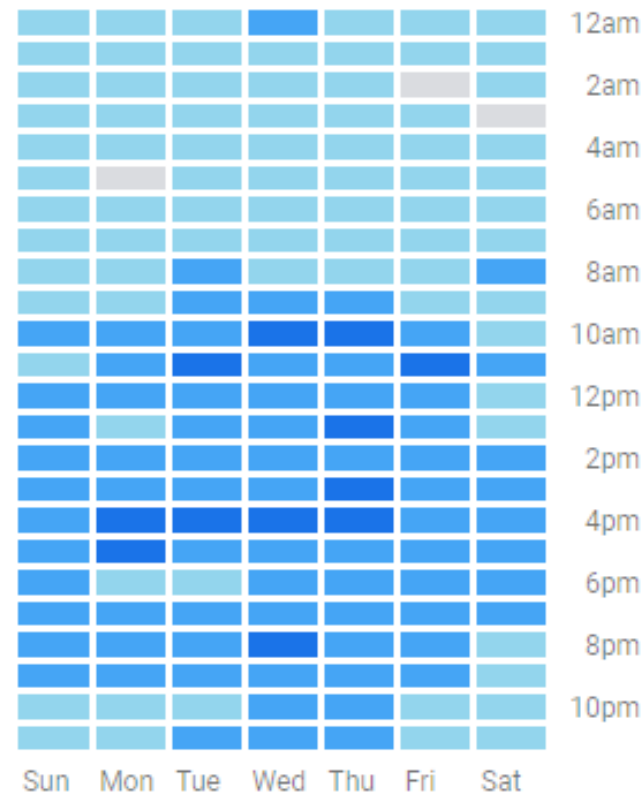
Données sur : Secteur ▾

## Secteurs principaux



# Time of the day

Users by time of day



# Devices

Sessions by device



Desktop

56.0%

↑ 48.6%



Mobile

43.0%

↑ 3.3%



Tablet

1.0%

↓ 33.3%

# Behaviour

Avg. Time on Page

00:01:34



Bounce Rate

77.38%



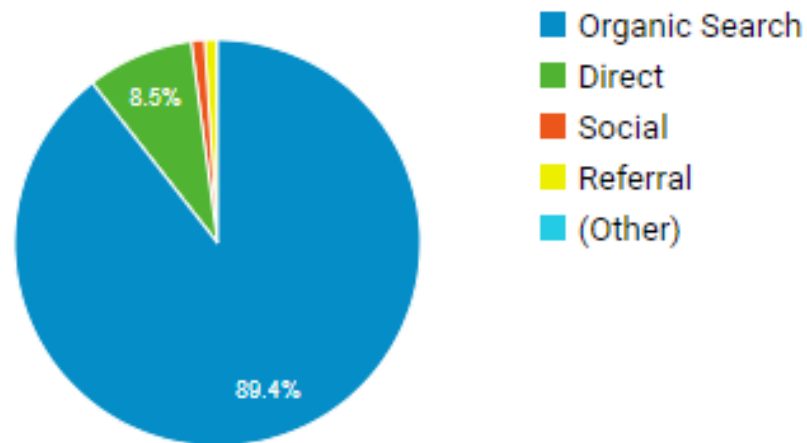
% Exit

63.39%



# Acquisition

Top Channels





# Top keywords

	<input type="checkbox"/>	Keyword	Intent <span style="background-color: #28a745; color: white; padding: 2px;">new</span>	SERP	SERP Features	elegance-suisse.ch	
						Pos. Nov 1	Pos. Nov 30
>	<input type="checkbox"/>	elegance geneve	N			1	1
>	<input type="checkbox"/>	elegance swiss	I			1	1
>	<input type="checkbox"/>	secteurs du luxe	I			1	1
>	<input type="checkbox"/>	élégance suisse	C			1	1
>	<input type="checkbox"/>	marque de luxe	I			2	3
>	<input type="checkbox"/>	marques de luxe	I			3	3
>	<input type="checkbox"/>	fashion elegance	C			11	5
>	<input type="checkbox"/>	elegance	I			52	6
>	<input type="checkbox"/>	elegance brands	T			3	17
>	<input type="checkbox"/>	luxury sectors	I			21	27

# Social channels

## Social channels <sup>z</sup>

 Instagram	3'453
 Facebook	2'171
 YouTube	1'430
 LinkedIn	983
 Twitter	440
	<hr/>
	<b>8'477</b>



# Brands mentioned



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

# More statistics

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