

*Club de l'élégance*



# Statistics

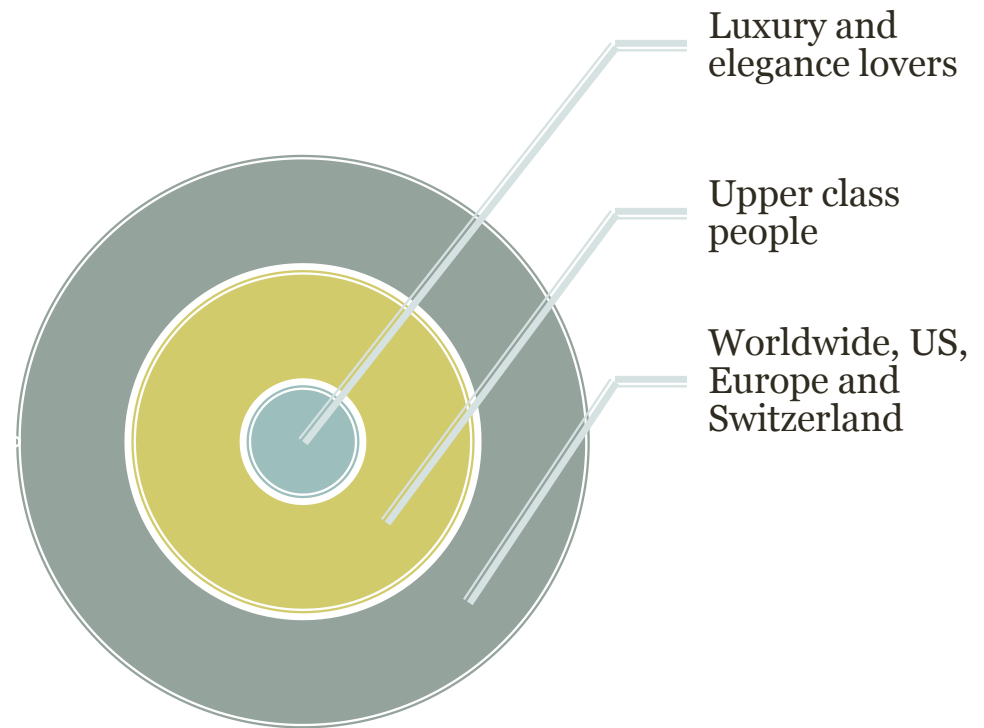
May 2022

# 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



PWA

# Monthly visitors

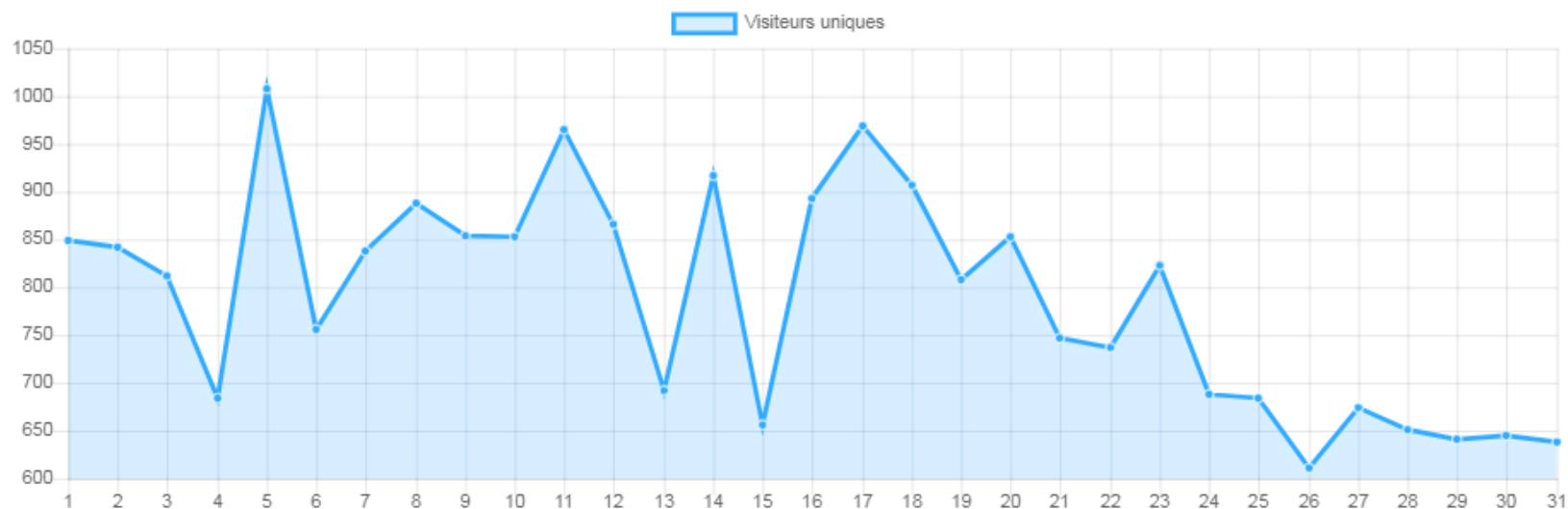
Visiteurs uniques

Total  
**24,449**

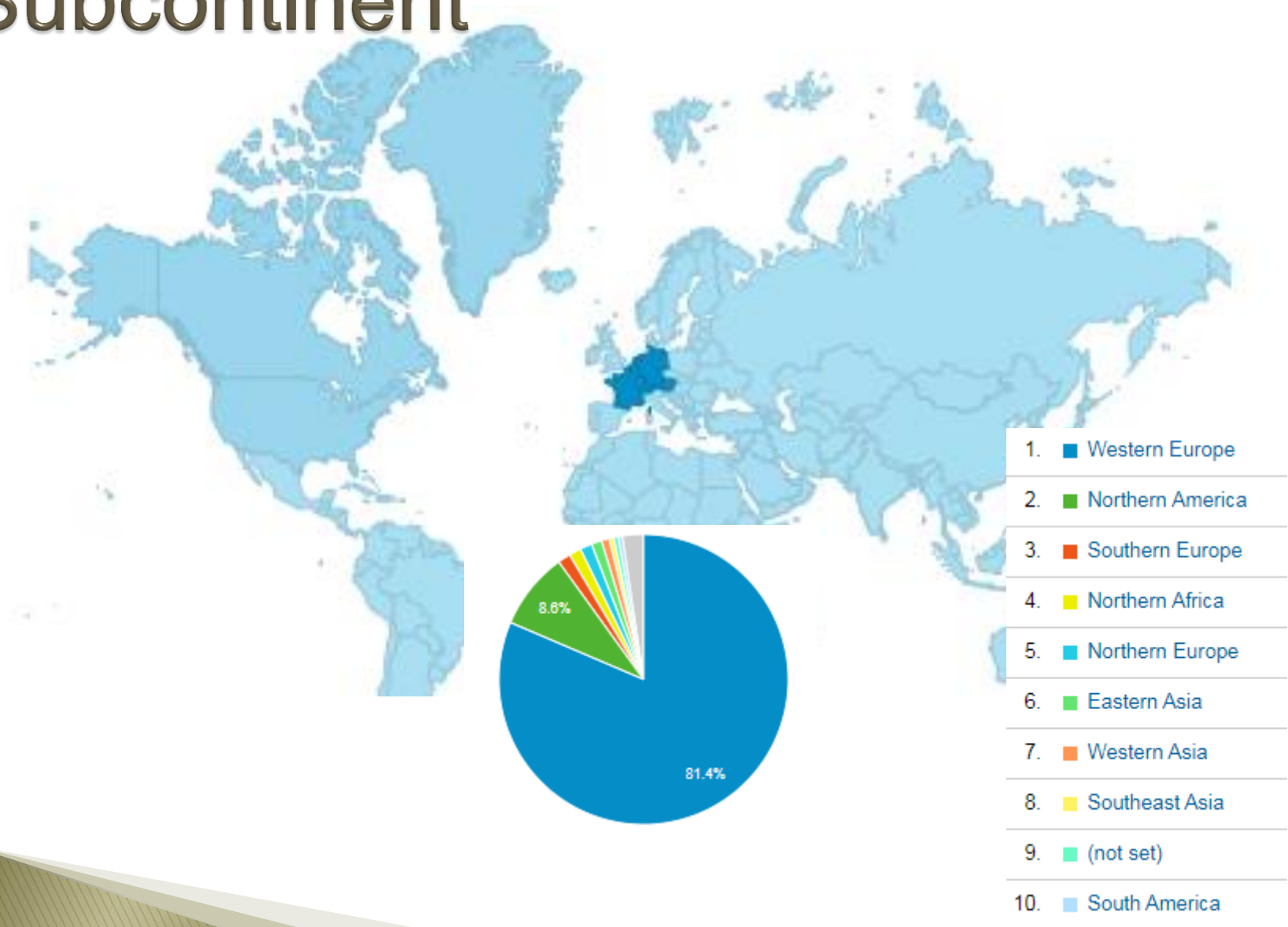
Maximum  
**1,008**  
05/05/2022

Minimum  
**611**  
26/05/2022

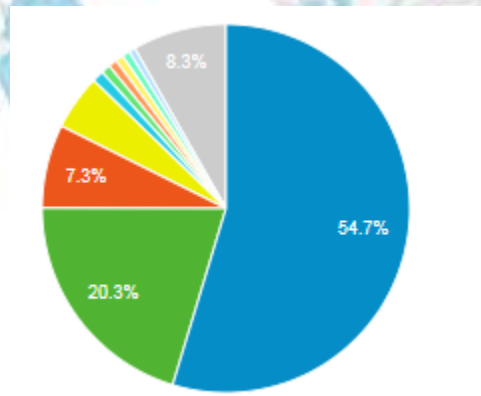
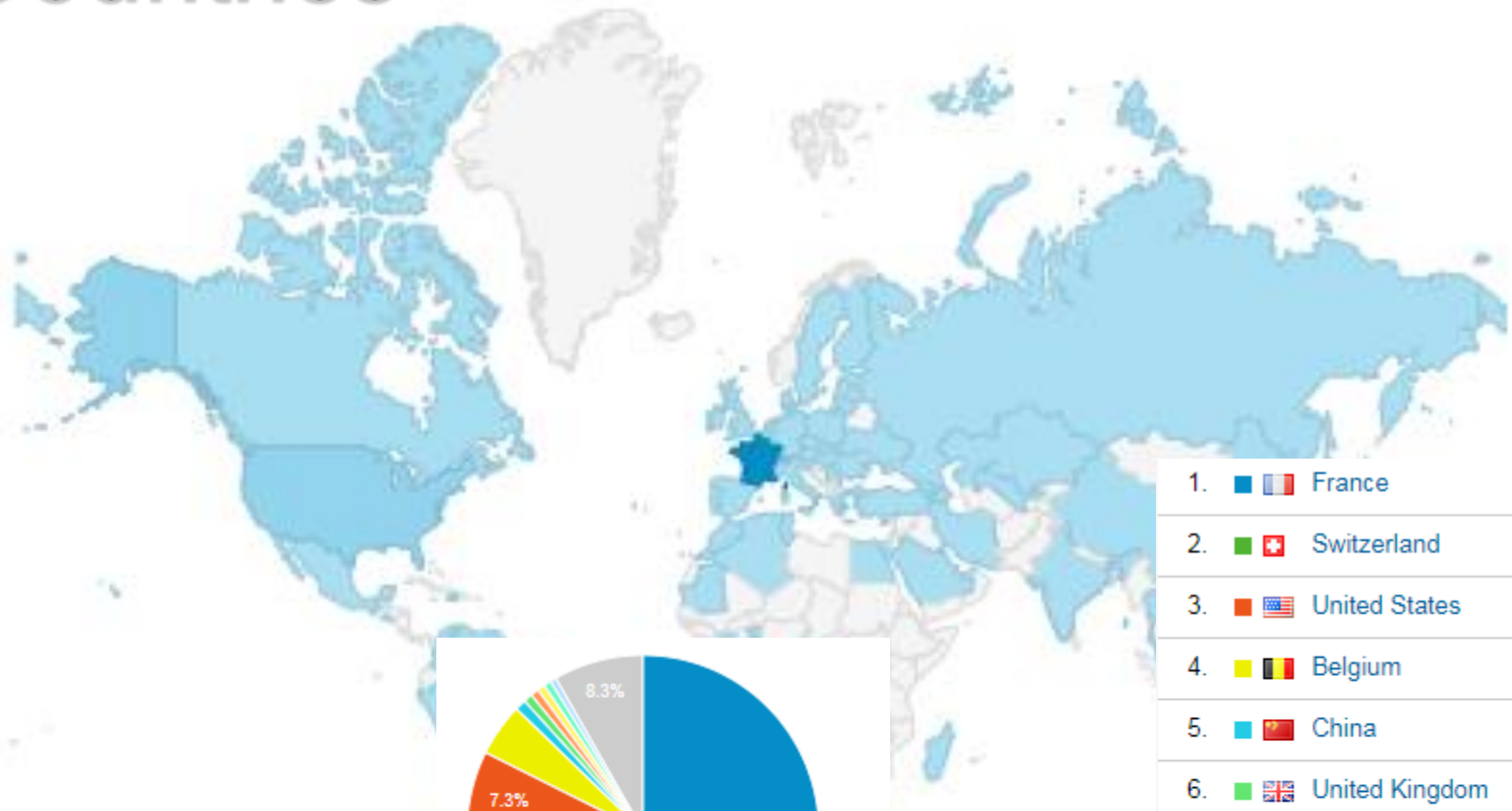
Moyenne  
**789**



# Subcontinent



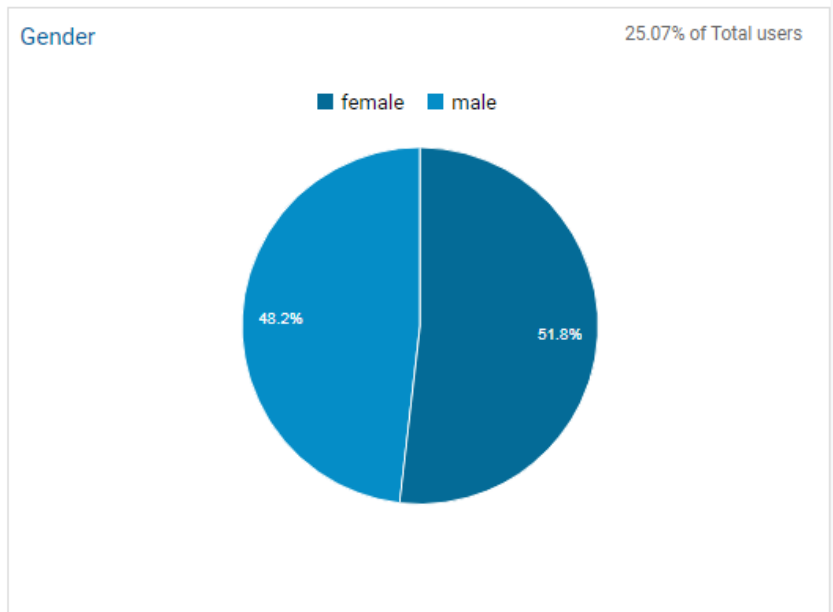
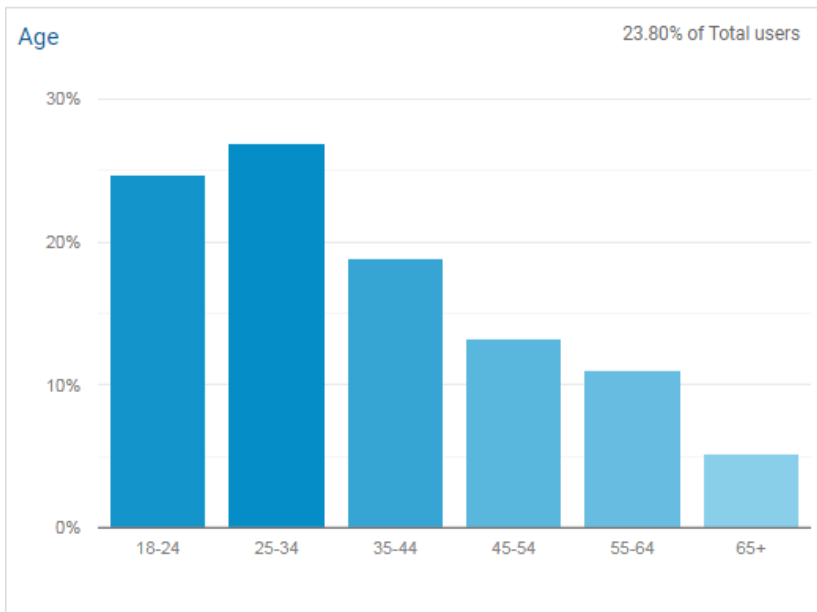
# Countries



1.  France
2.  Switzerland
3.  United States
4.  Belgium
5.  China
6.  United Kingdom
7.  (not set)
8.  Morocco
9.  Canada
10.  Germany

# Age/Gender

Key Metric: Users ▾





# Interests

Key Metric: Users ▾

Affinity Category (reach)		25.96% of Total users
3.42%		Shoppers/Value Shoppers
3.25%		Travel/Travel Buffs
3.13%		Lifestyles & Hobbies/Green Living Enthusiasts
3.05%		Beauty & Wellness/Frequently Visits Salons
2.93%		Media & Entertainment/Movie Lovers
2.91%		Lifestyles & Hobbies/Fashionistas
2.81%		Travel/Business Travelers
2.79%		Lifestyles & Hobbies/Business Professionals
2.77%		Sports & Fitness/Health & Fitness Buffs
2.71%		Lifestyles & Hobbies/Art & Theater Aficionados

In-Market Segment		21.95% of Total users
3.74%		Apparel & Accessories/Women's Apparel
3.71%		Travel/Hotels & Accommodations
2.97%		Apparel & Accessories
2.31%		Business Services/Advertising & Marketing Services
2.28%		Software/Business & Productivity Software
2.28%		Travel/Air Travel
2.07%		Travel/Trips by Destination/Trips to Europe/Trips to France
1.75%		Employment
1.70%		Real Estate/Residential Properties/Residential Properties (For Sale)
1.67%		Home & Garden/Home Decor

# LINKEDIN

## Données démographiques des abonnés

Niveau hiérarchique ▾

Cadre supérieur · 296 (25%)



Jeune diplômé · 275 (23%)



Directeur · 172 (14%)



Manager · 103 (9%)



Propriétaire · 73 (6%)



PDG · 69 (6%)



VP · 53 (4%)



Partenaire · 18 (1%)



Formation · 12 (1%)



Autres · 137 (11%)



# LINKEDIN

## Données démographiques des abonnés

Secteur ▾

Articles de luxe et bijouterie · 248 (21%)



Secteur	Nombre	Pourcentage
Articles de luxe et bijouterie	248	21%
Marketing et publicité	56	5%
Confection et mode	47	4%
Hôtellerie et hébergement	42	3%
Commerce de détail	40	3%
Immobilier	36	3%
Services financiers	35	3%
Enseignement supérieur	30	2%
Banques	26	2%
Administration publique	25	2%

Marketing et publicité · 56 (5%)

Confection et mode · 47 (4%)

Hôtellerie et hébergement · 42 (3%)

Commerce de détail · 40 (3%)

Immobilier · 36 (3%)

Services financiers · 35 (3%)

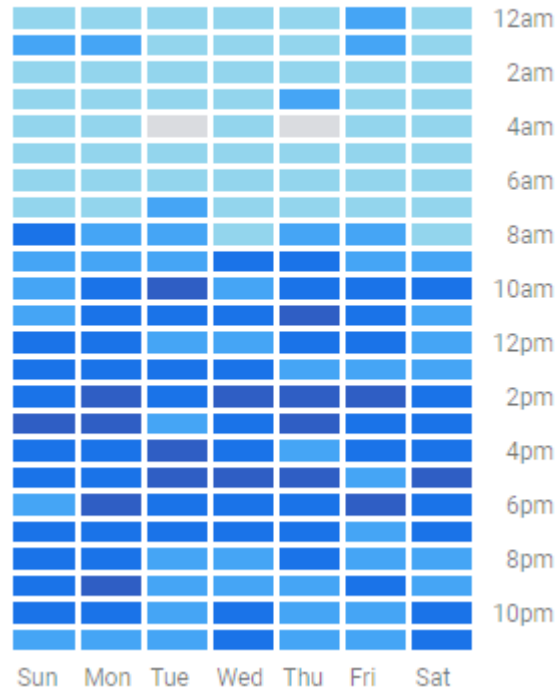
Enseignement supérieur · 30 (2%)

Banques · 26 (2%)

Administration publique · 25 (2%)

# Time of the day

Users by time of day



# Devices



Desktop  
50.2%



Mobile  
48.2%



Tablet  
1.6%

# Behaviour

Avg. Time on Page

00:01:20



Bounce Rate

78.34%



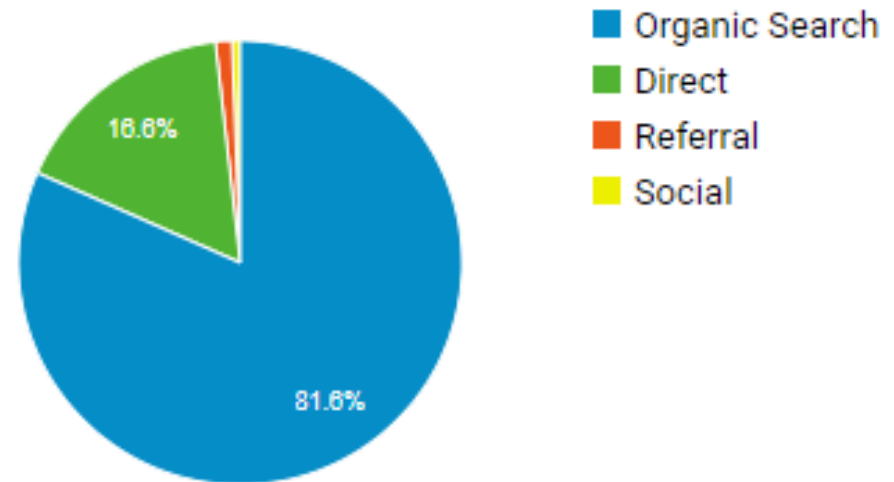
% Exit

51.02%



# Acquisition

Top Channels



# Top keywords

**C Commercial**  
The user wants to investigate brands or services.

**N Navigational**  
The user wants to find a specific page or site.

**I Informational**  
The user wants to find an answer to a specific question.















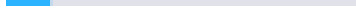
Keyword	Intent	SERP	SERP Features	elegance-suisse.ch		
				Pos. May 1	Pos. May 31	Diff
elegance geneve	N	🔍	⭐ 🔗 📄	🔗 1	🔗 1	0
secteurs du luxe	I	🔍	👑 📄 🗨️ 📄	👑 1	👑 1	0
élégance suisse	C	🔍	📍 ⭐ 🔗 📄	📍 1	📍 1	0
marque de luxe	I	🔍	👑 🗨️ 📄	4	2	↑2
marques de luxe	I	🔍	👑 🗨️ 📄	3	2	↑1
elegance	C	🔍	⭐ 🔗 📄 🗨️ 📄 📍	7	3	↑4
elegance swiss	I	🔍	⭐ 📄	🔗 1	4	↓3
fashion elegance	C	🔍	📍 ⭐ 🔗 📄 📄 🛒	🔗 6	🔗 5	↑1
elegance brands	I	🔍	⭐ 🔗 📄 🗨️ 📄	23	36	↓13
luxury sectors	I	🔍	📄 📄	21	44	↓23

Other new keywords:

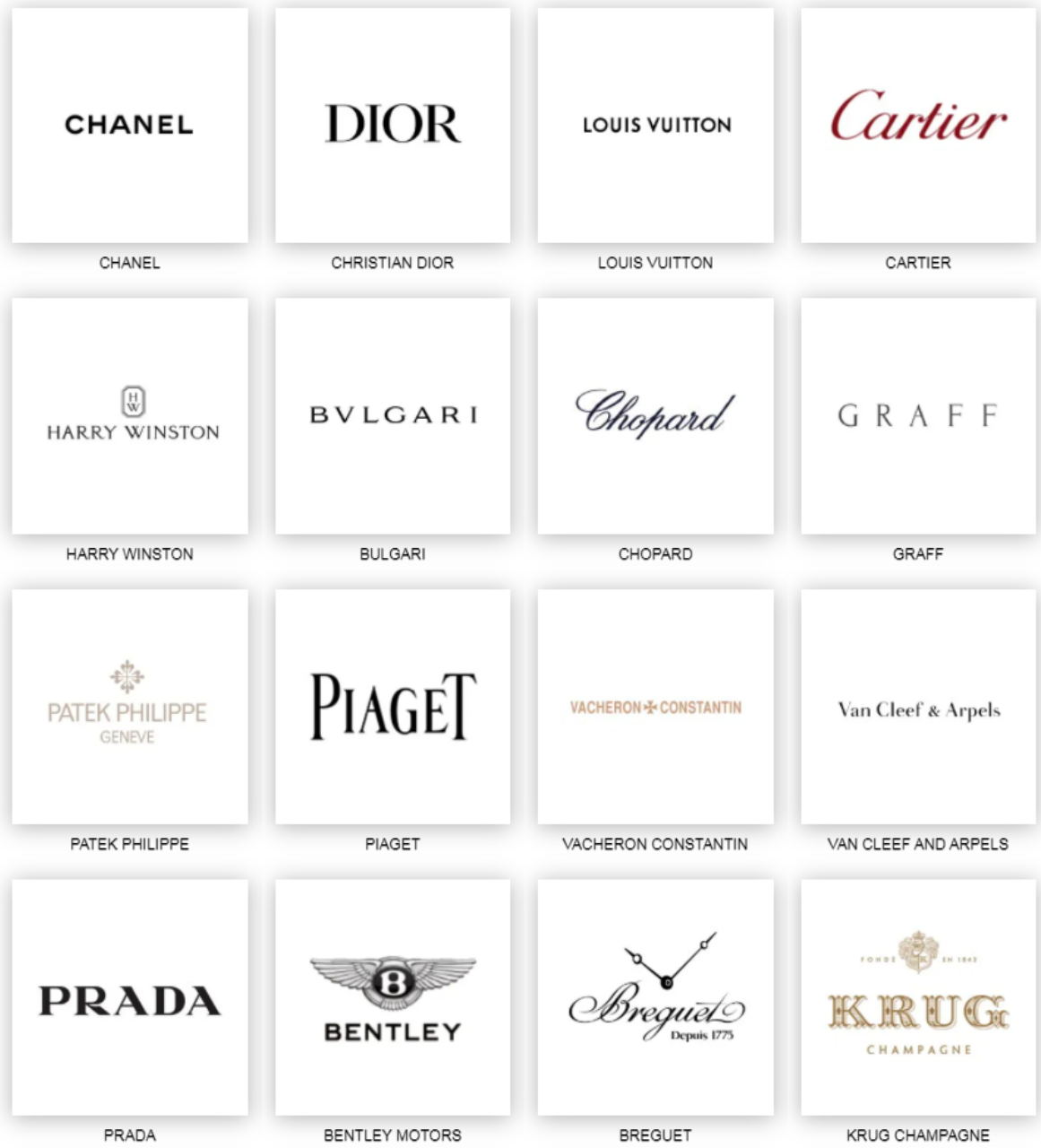
- elegance
- groupe luxe
- services de luxe
- domaine du luxe
- agence elegance
- mannequin suisse



# Social channels

Channel	Audience 
 <b>Instagram</b> @clubdelegance	3,453  
 <b>Facebook</b> @clubdelegance	2,163  
 <b>YouTube</b> @UCKfWijF3zRBk7IobMd0z34w	1,410 
 <b>LinkedIn</b> @club-de-l-elegance	1,209  
 <b>Twitter</b> @elegancesuisse	436  
	<b>8'671</b>

# Referenced brands



See all brands:

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

# More statistics

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