



Statistics

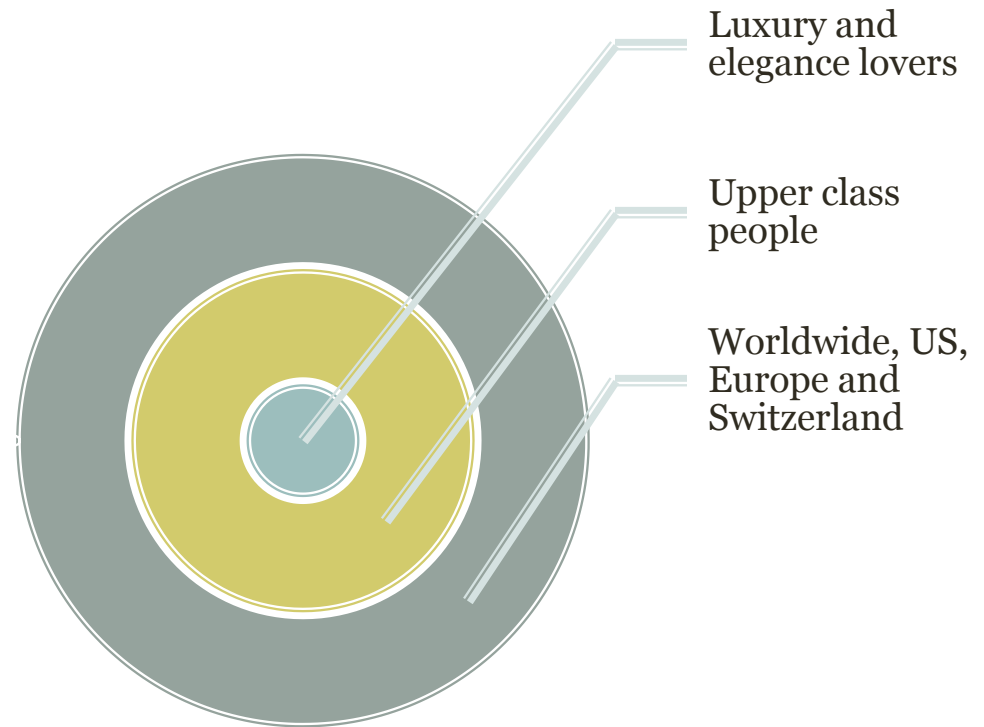
September 2022

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

21 064

Maximum

898

10/09/2022

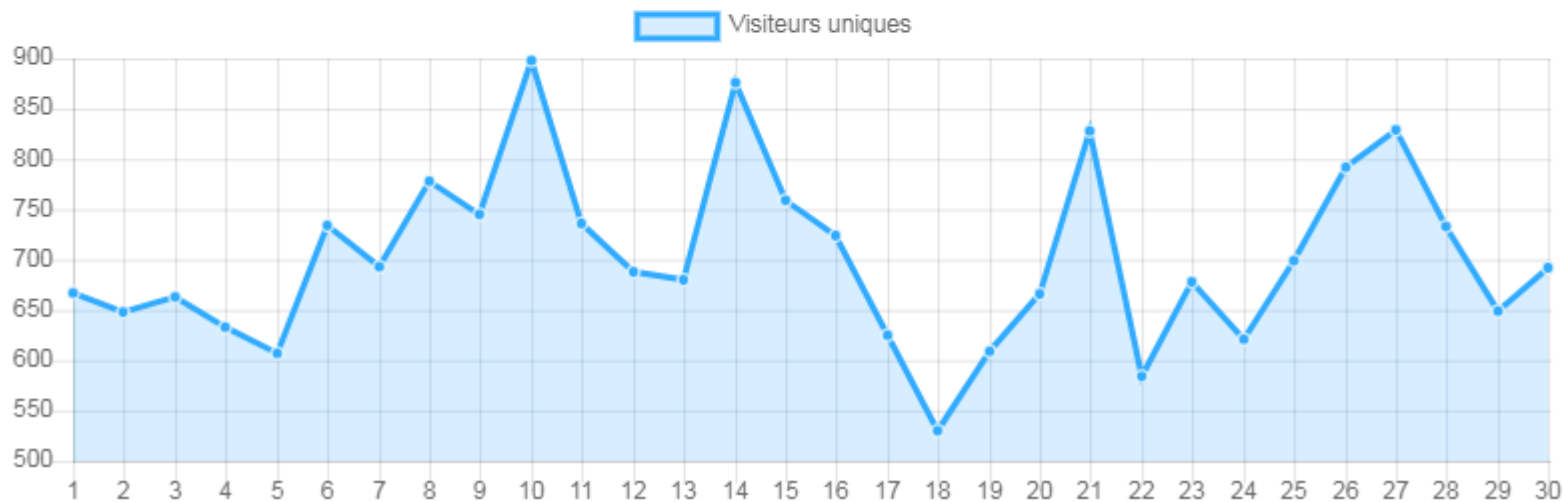
Minimum

530

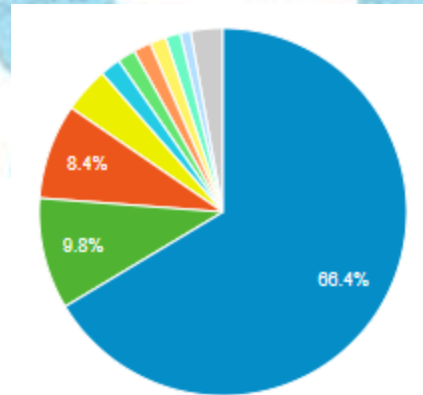
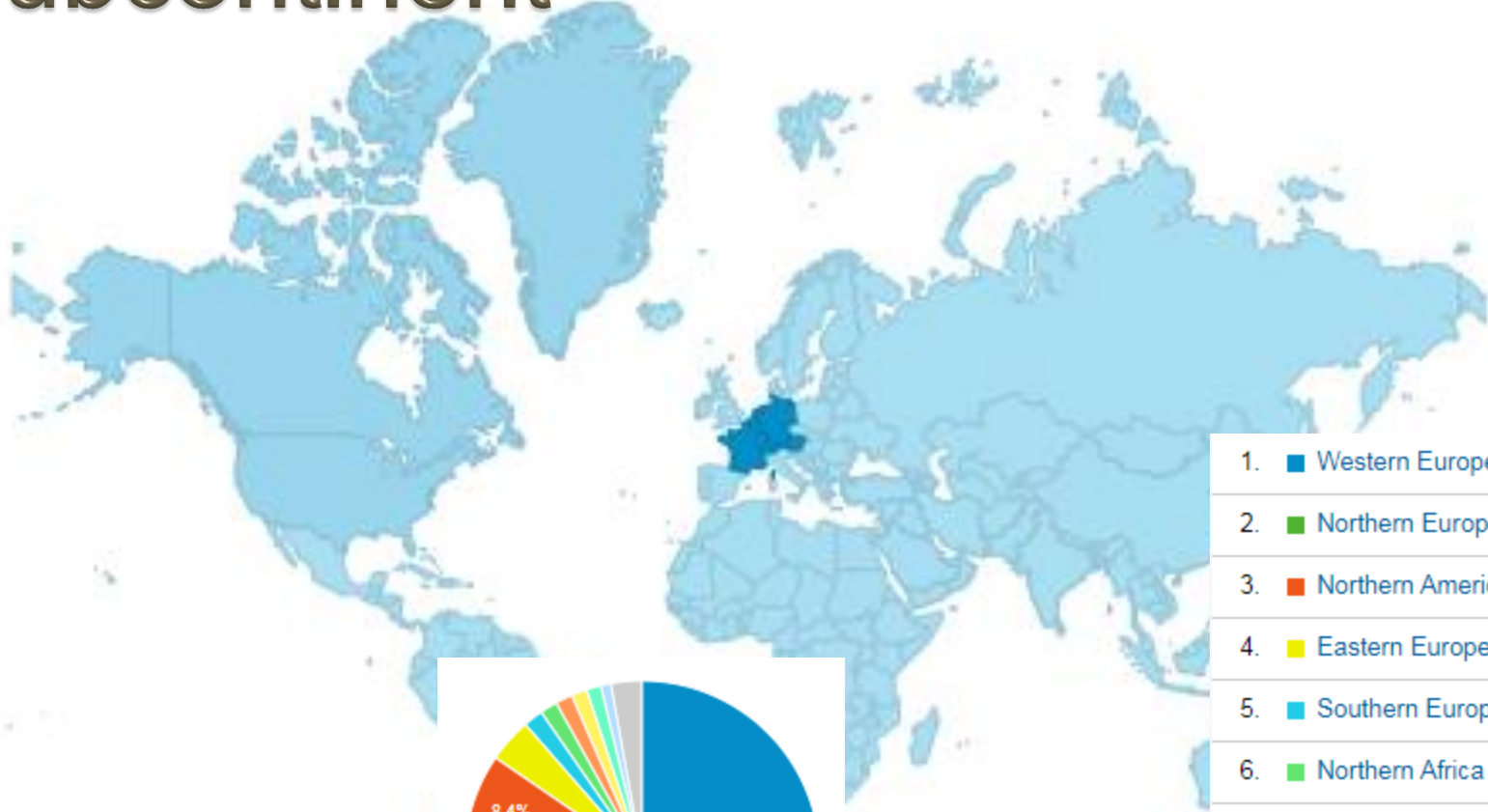
18/09/2022

Moyenne

702

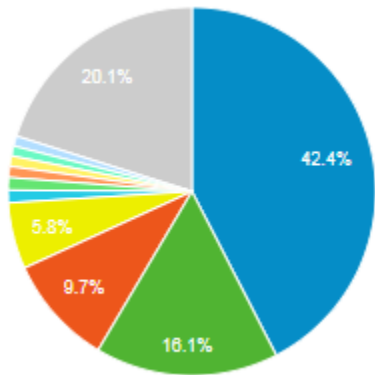
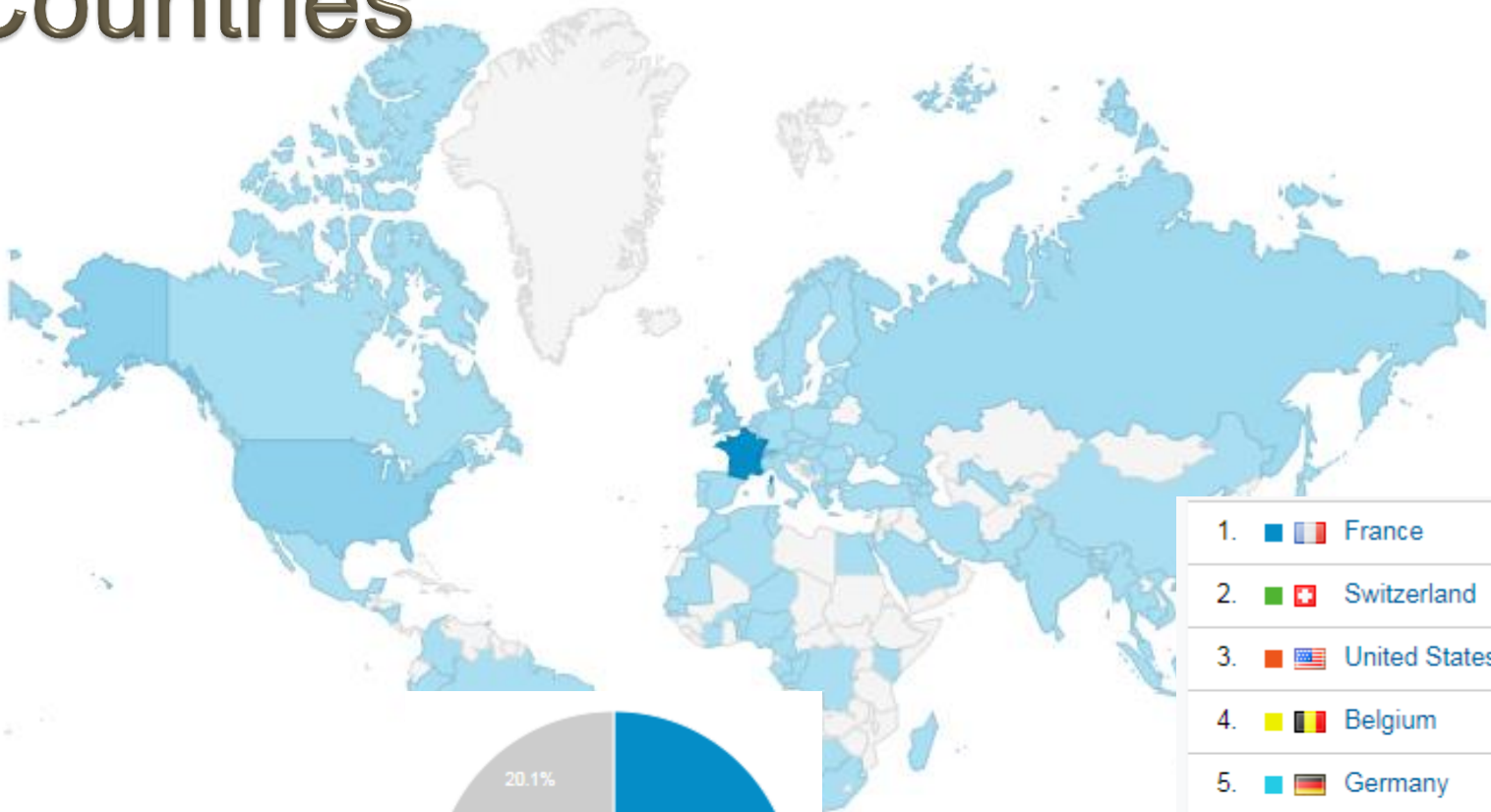


Subcontinent



1. ■ Western Europe
2. ■ Northern Europe
3. ■ Northern America
4. ■ Eastern Europe
5. ■ Southern Europe
6. ■ Northern Africa
7. ■ Eastern Asia
8. ■ Southeast Asia
9. ■ Western Asia
10. ■ Southern Asia

Countries

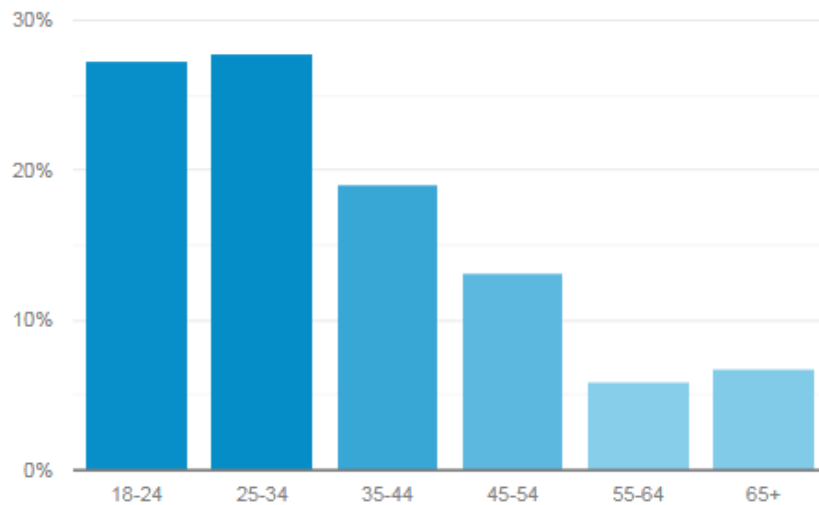


1.  France
2.  Switzerland
3.  United States
4.  Belgium
5.  Germany
6.  United Kingdom
7.  Japan
8.  China
9.  India
10.  Italy

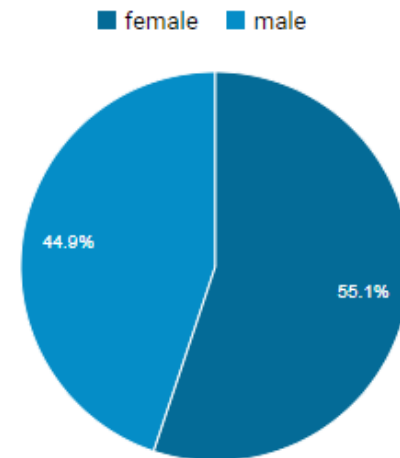
Age/Gender

Key Metric: Users ▾

Age 6.08% of Total users



Gender 6.46% of Total users



Interests

Key Metric: Users ▾

Affinity Category (reach)		6.82% of Total users
3.62%		Travel/Travel Buffs
3.50%		Shoppers/Value Shoppers
3.42%		Media & Entertainment/Movie Lovers
3.08%		Travel/Business Travelers
3.03%		Beauty & Wellness/Frequently Visits Salons
3.03%		Lifestyles & Hobbies/Art & Theater Aficionados
3.03%		Lifestyles & Hobbies/Fashionistas
3.00%		Lifestyles & Hobbies/Green Living Enthusiasts
2.85%		Beauty & Wellness/Beauty Mavens
2.68%		Media & Entertainment/Music Lovers

In-Market Segment		5.52% of Total users
6.68%		Travel/Hotels & Accommodations
5.04%		Apparel & Accessories/Women's Apparel
4.63%		Apparel & Accessories
4.50%		Travel/Air Travel
4.09%		Software/Business & Productivity Software
4.09%		Travel/Trips by Destination/Trips to Europe/Trips to France
3.54%		Employment/Career Consulting Services
3.27%		Employment
3.13%		Business Services/Advertising & Marketing Services
3.13%		Financial Services/Investment Services

LINKEDIN

Données démographiques des abonnés ⓘ

Niveau hiérarchique ▾

Expérimenté · 318 (24.2%)



Premier emploi · 313 (23.8%)



Directeur · 174 (13.3%)



Manager · 117 (8.9%)



Propriétaire · 73 (5.6%)



PDG · 70 (5.3%)



VP · 55 (4.2%)



Partenaire · 20 (1.5%)



Stagiaire · 10 (< 1%)



Non payé · 1 (< 1%)




LINKEDIN

Données démographiques des abonnés ?

Secteur ▼

Commerce de détail d'articles de luxe et joaillerie · 248 (18.9%)




Services de publicité · 50 (3.8%)



Commerce de détail de mode et habillement · 49 (3.7%)



Hôtellerie · 40 (3.0%)



Enseignement supérieur · 34 (2.6%)



Immobilier · 33 (2.5%)




Services et conseil aux entreprises · 29 (2.2%)



Services bancaires · 28 (2.1%)



Commerce de détail · 27 (2.1%)

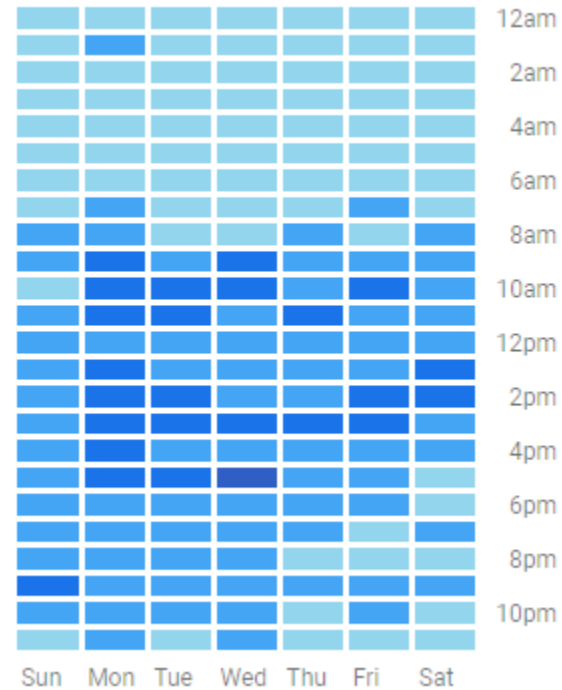


Administration publique · 24 (1.8%)



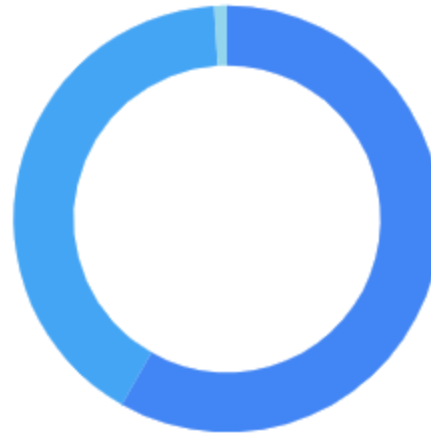
Time of the day

Users by time of day



Devices

Sessions by device



Desktop

58.2%



Mobile

40.8%



Tablet

1.0%

Behaviour

Avg. Time on Page

00:01:35



Bounce Rate

10.75%



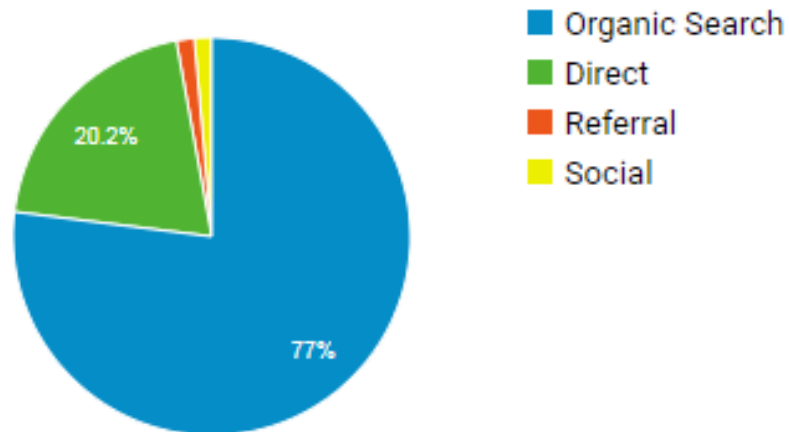
% Exit

65.25%



Acquisition

Top Channels



Top keywords

Keyword	Intent	SERP	SERP Features	elegance-suisse.ch		
				Pos. Sep 1	Pos. Sep 30	Diff
elegance geneve	I N	🔍	☆ 🔗 📄 📄	🔗 1	🔗 1	0
élégance suisse	C	🔍	📍 ☆ 🔗 📄 📄 📄	📍 1	📍 1	0
elegance swiss	I	🔍	☆ 📄 📄 📄	1	2	↓1
marques de luxe	I	🔍	👑 ☆ 🔗 📄 📄 📄	3	2	↑1
secteurs du luxe	I	🔍	👑 ☆ 📄 📄 📄 📄	📄 2	📄 2	0
marque de luxe	I	🔍	👑 ☆ 📄 📄 📄	3	3	0
elegance	C	🔍	📍 ☆ 🔗 📄 📄 📄	5	5	0
fashion elegance	C	🔍	📍 ☆ 🔗 📄 📄 📄	🔗 4	🔗 📄 8	↓4

C Commercial
The user wants to investigate brands or services.

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









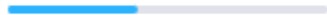






N Navigational
The user wants to find a specific page or site.

Other new keywords:

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

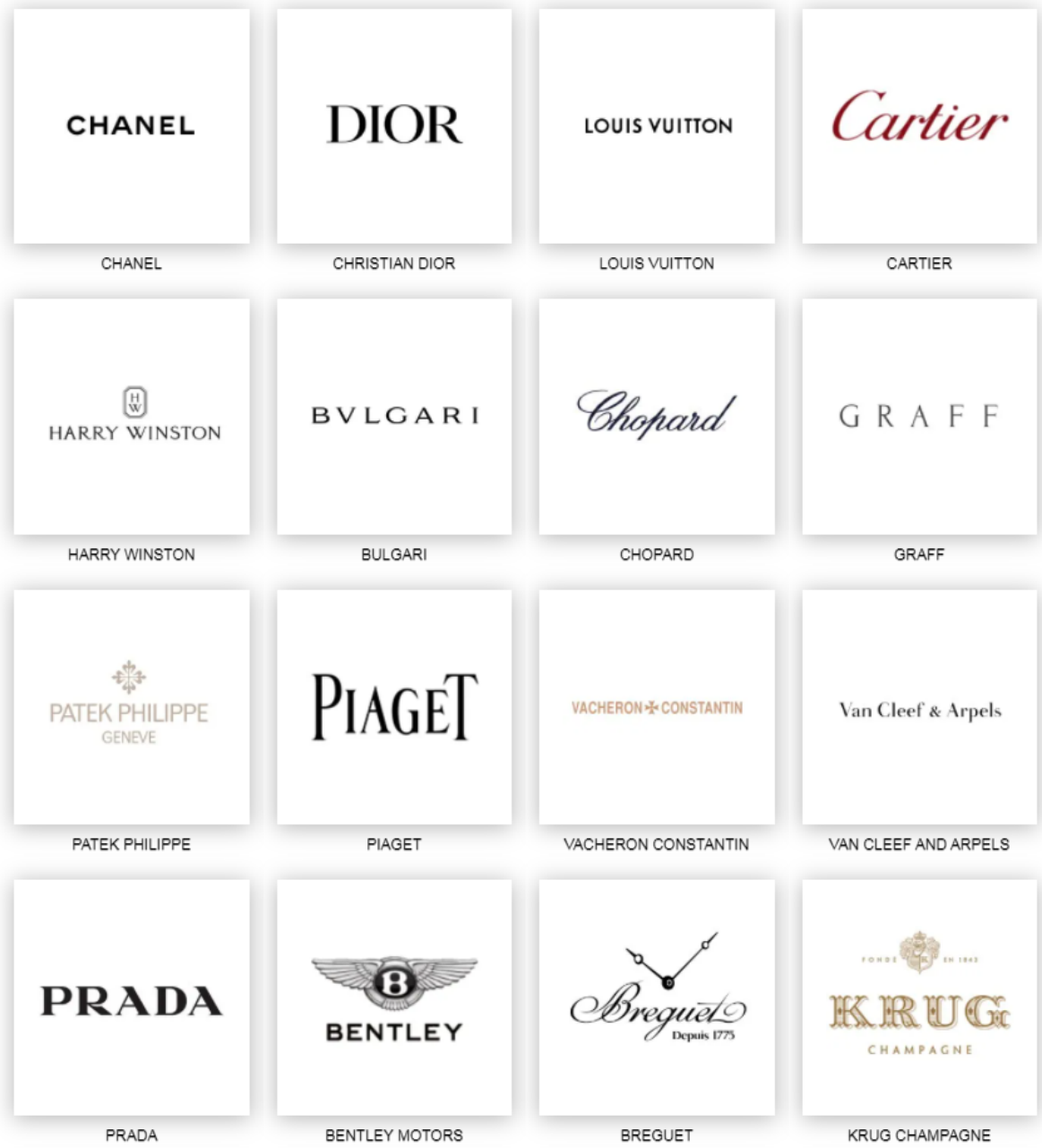
Social channels

Overview of elegance-suisse.ch

Channel	Audience 
 Instagram @clubdelegance	3,486  
 Facebook @clubdelegance	2,158  
 YouTube @UCKfWjF3zRBk7lob...	1,410 
 LinkedIn @club-de-l-elegance	1,302  
 Twitter @elegancesuisse	457  

8'813

Referenced brands



See all brands:

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

More statistics

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