

Club de l'élégance



Statistics

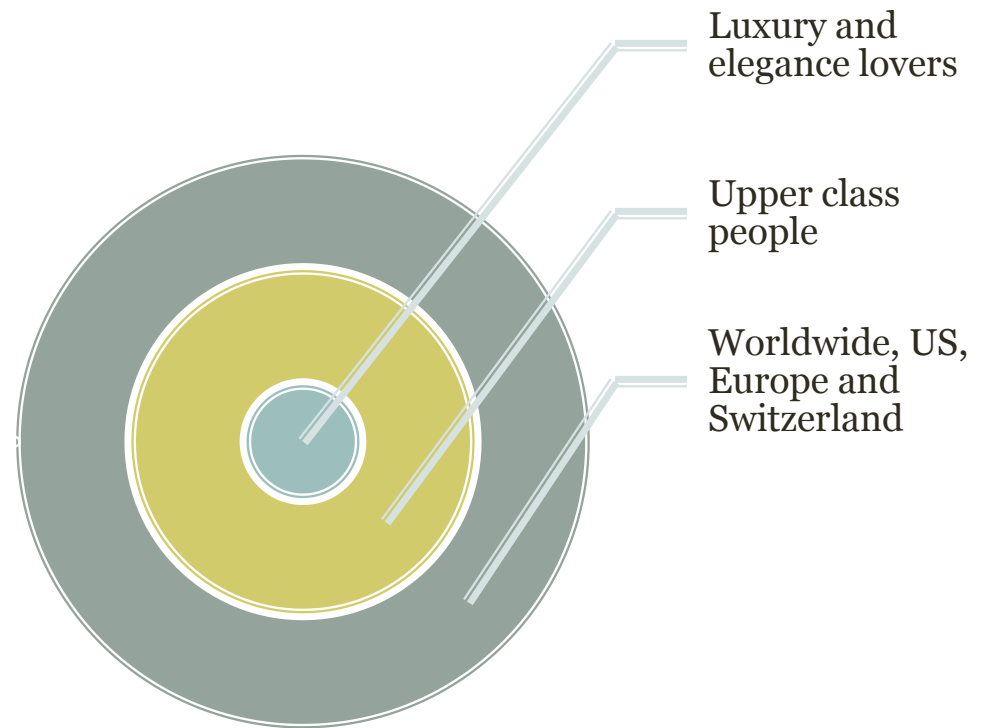
April 2023

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

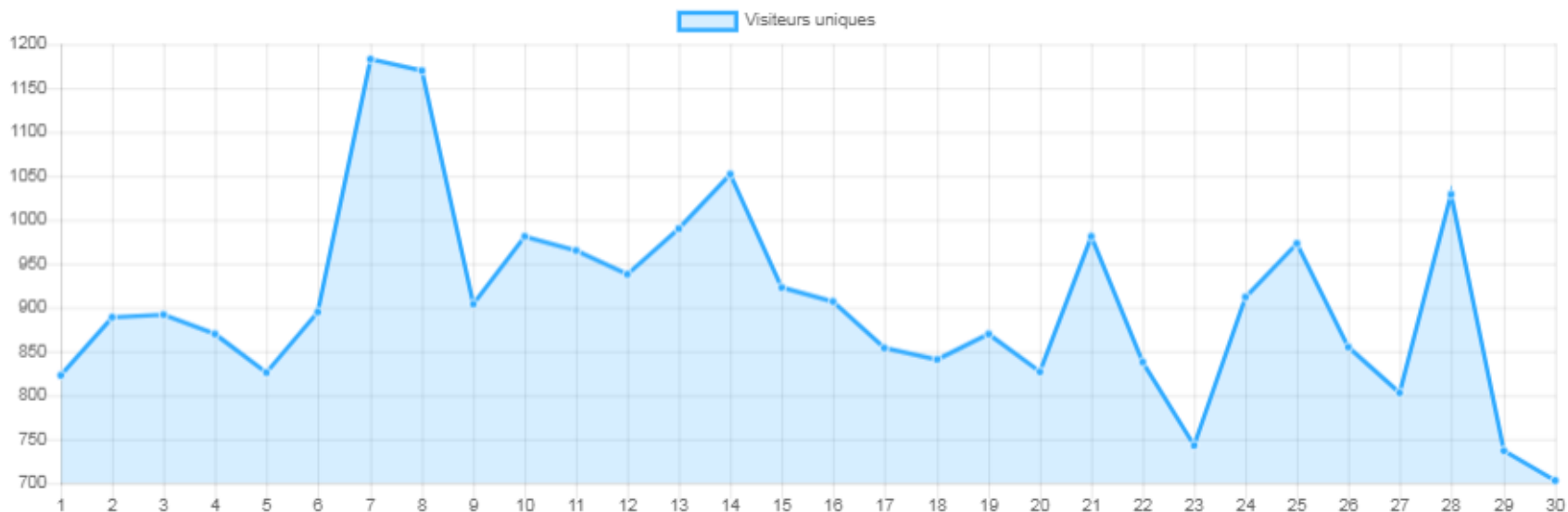
Visiteurs uniques

Total
27 174

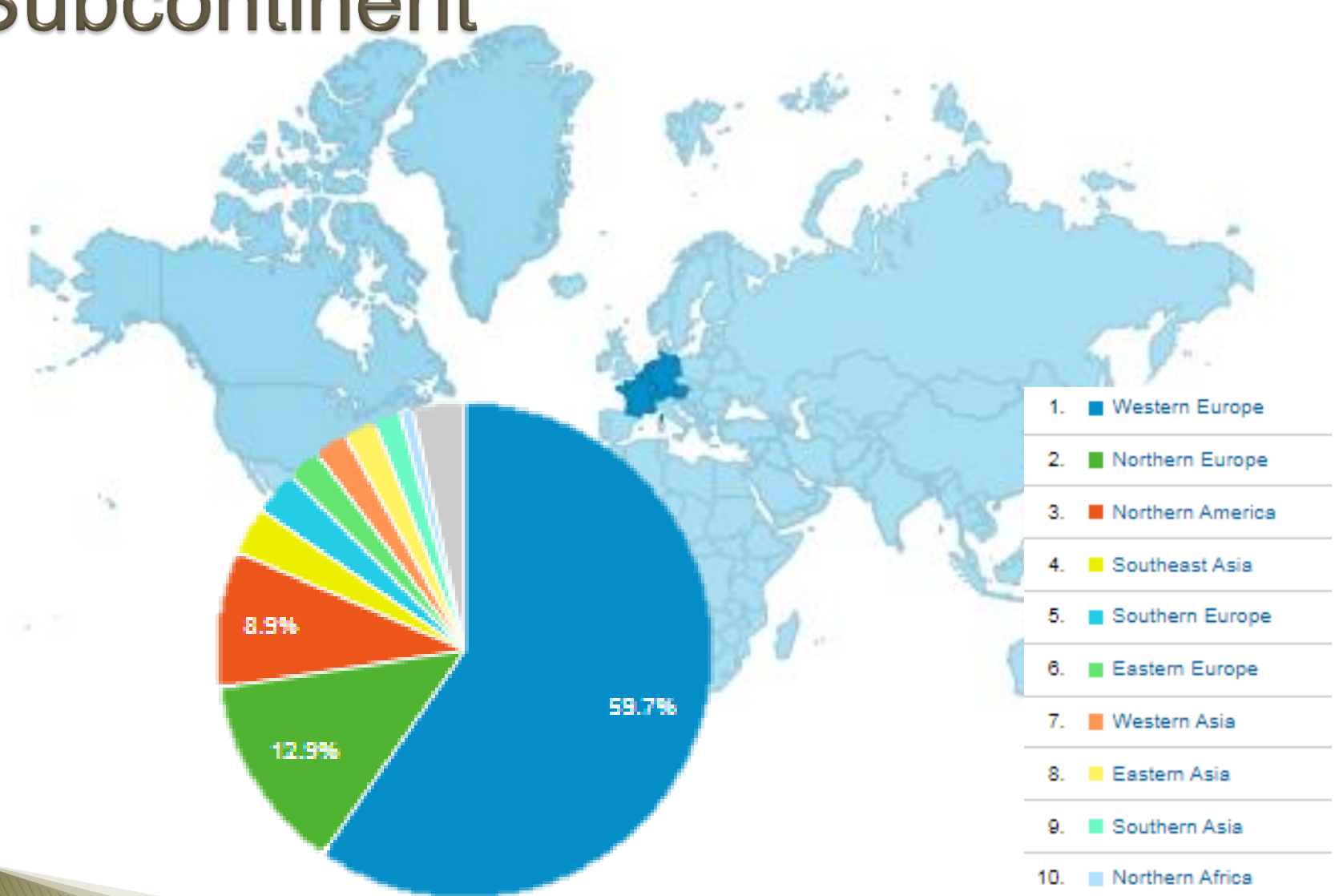
Maximum
1 183
07/04/2023

Minimum
703
30/04/2023

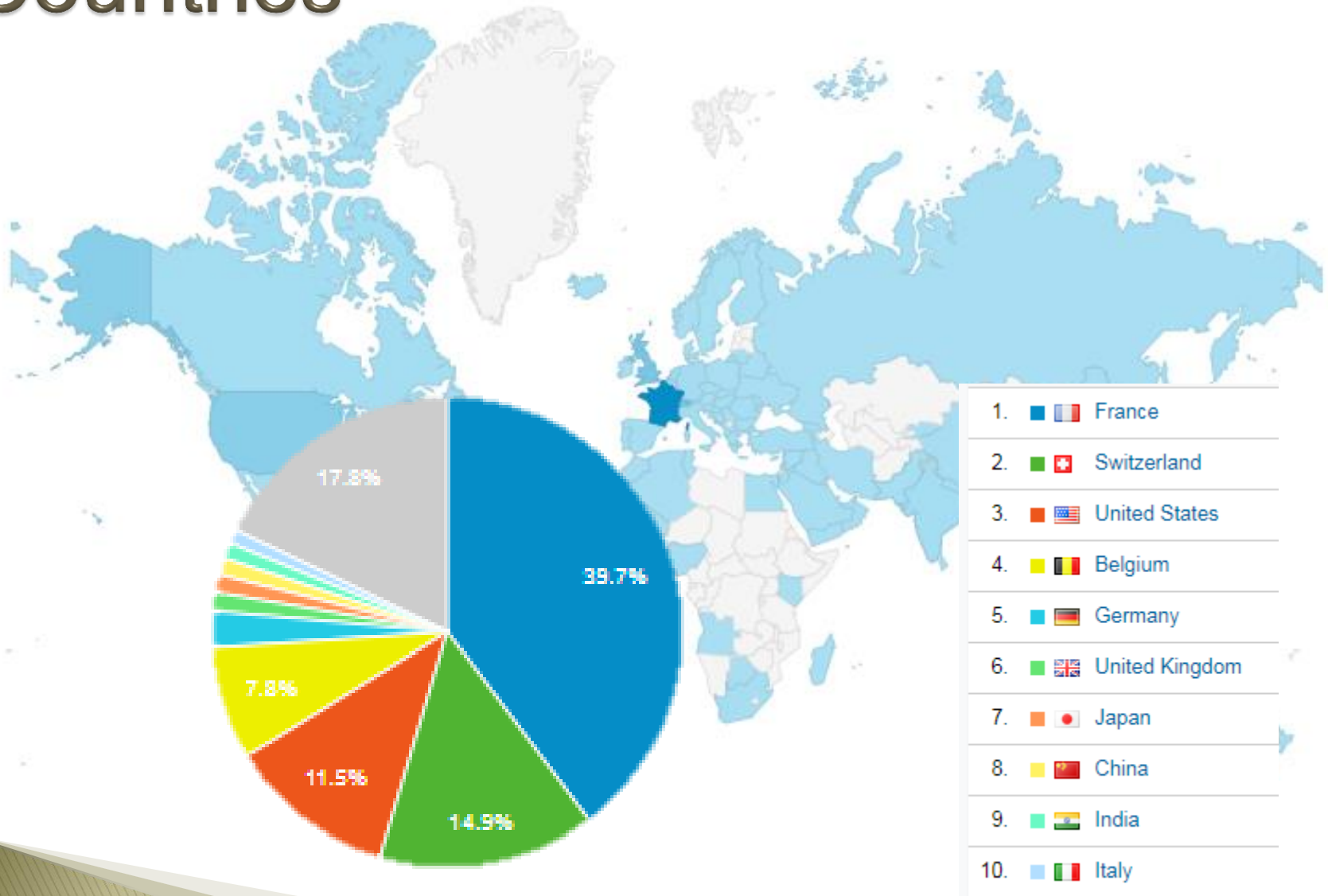
Moyenne
906



Subcontinent



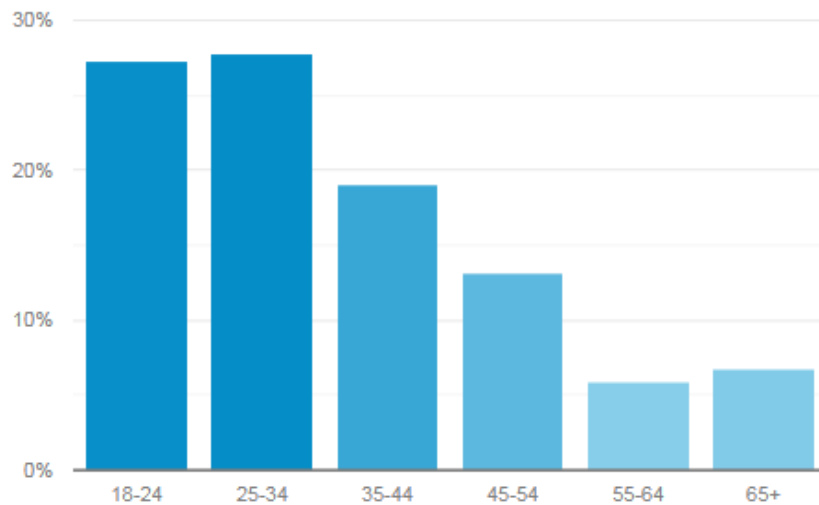
Countries



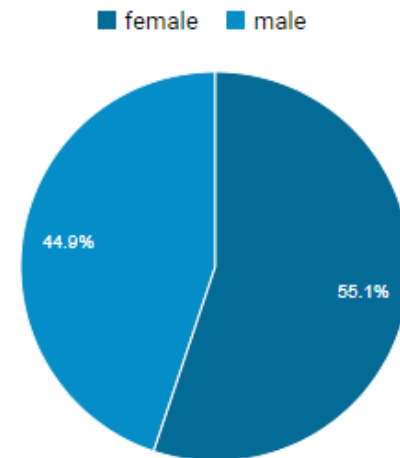
Age/Gender

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 · 399 (25%)



Premier emploi · 379 (23,7%)



Directeur · 205 (12,8%)



Manager · 124 (7,8%)



Propriétaire · 96 (6%)



PDG · 71 (4,4%)



VP · 66 (4,1%)



Partenaire · 25 (1,6%)



Stagiaire · 16 (1%)



Autres · 218 (13,6%)



LINKEDIN

Données démographiques des abonnés ?

Fonction ▼

Développement commercial · 236 (14,8%)

Ventes · 150 (9,4%)

Opérations · 139 (8,7%)

Marketing · 88 (5,5%)

Médias et communication · 85 (5,3%)

Arts et Design · 81 (5,1%)

Ressources humaines · 54 (3,4%)

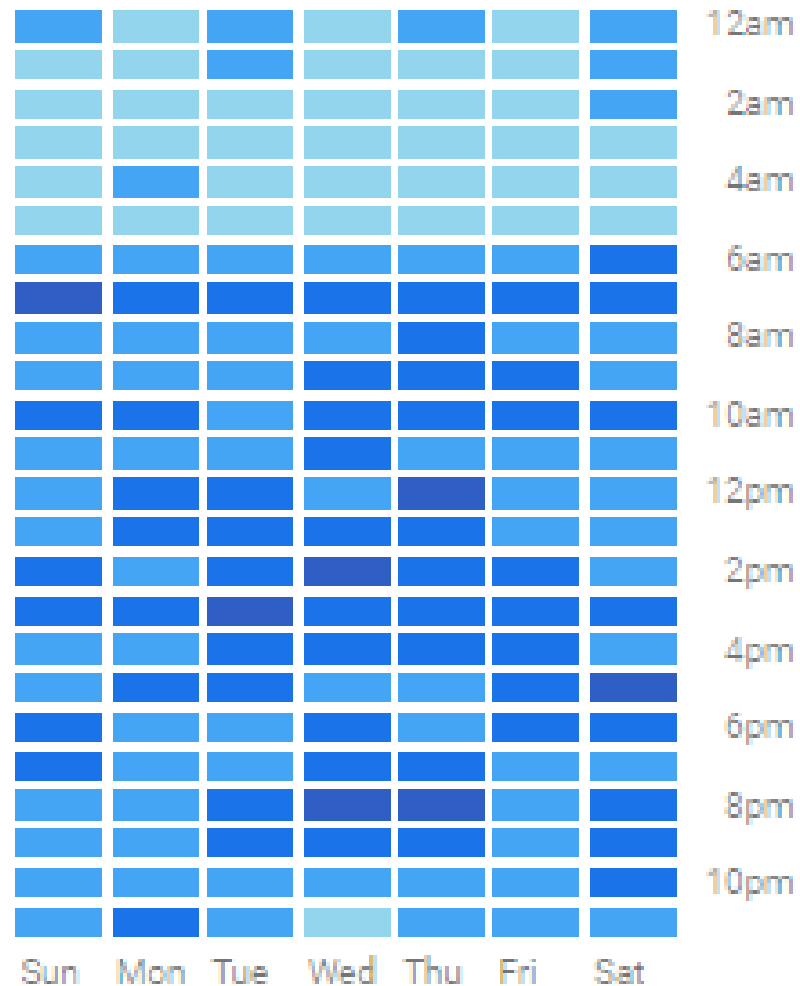
Administration · 53 (3,3%)

Management de projets et de programmes · 47 (2,9%)

Finance · 44 (2,8%)

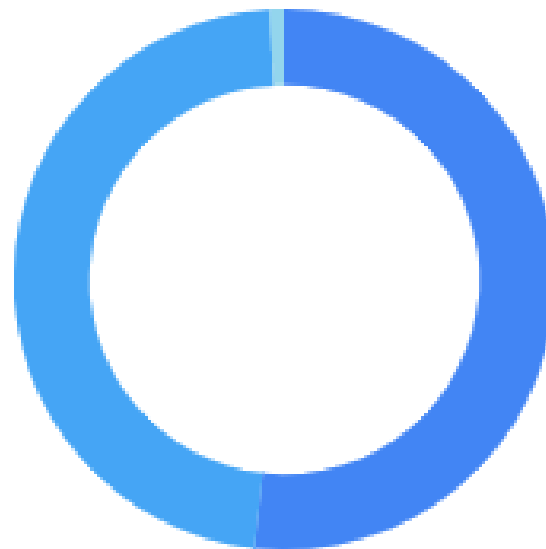
Time of the day

Users by time of day



Devices

Sessions by device



Desktop

51.8%

↓ 7.0%



Mobile

47.3%

↑ 12.0%



Tablet

0.9%

↑ 5.9%

Behaviour

Avg. Time on Page

00:01:57



Bounce Rate

8.68%



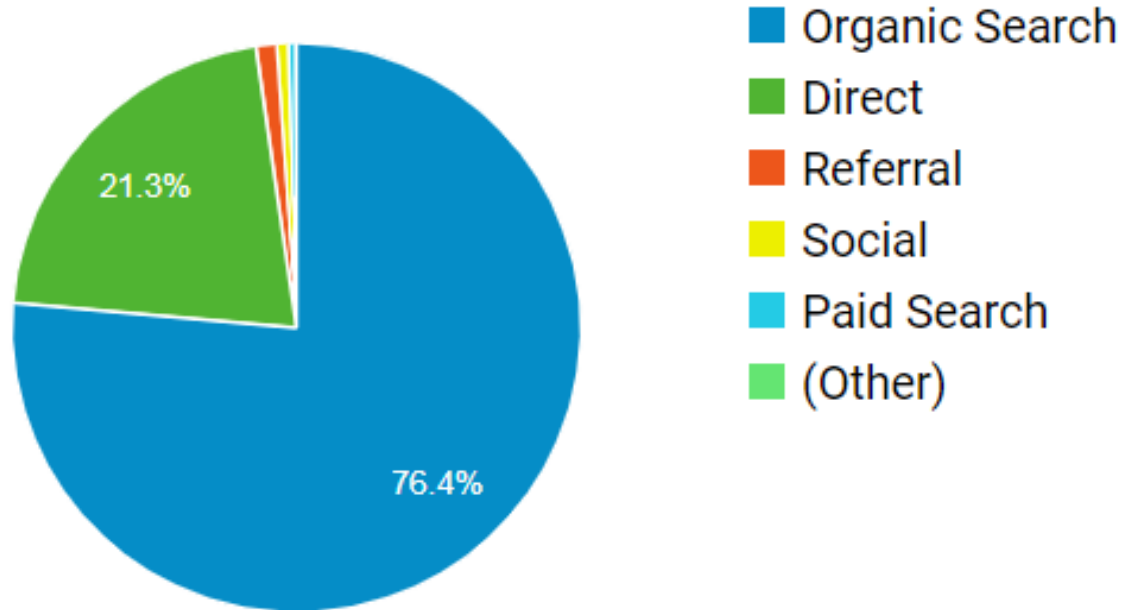
% Exit

74.84%



Acquisition

Top Channels



Top keywords

Keyword	Intent	SF	Pos. elegance-suisse.ch		
			Apr 1	Apr 30	Diff
> <input type="checkbox"/> elegance geneve	I	3	1	1	0
> <input type="checkbox"/> groupe luxe <input type="checkbox"/> groupe de luxe X <input type="checkbox"/> groupes de luxe X <input type="checkbox"/> groups luxe X	I	4	2	1	↑1
> <input type="checkbox"/> luxury groups <input type="checkbox"/> luxury group X	I	3	1	1	0
> <input type="checkbox"/> luxury sectors <input type="checkbox"/> luxury sector X	I	3	2	2	0
> <input type="checkbox"/> secteurs du luxe <input type="checkbox"/> secteur luxe X <input type="checkbox"/> secteurs du luxe X <input type="checkbox"/> secteurs luxe X	I	3	2	2	0
> <input type="checkbox"/> marque de luxe <input type="checkbox"/> marque luxe X <input type="checkbox"/> marques de luxe X <input type="checkbox"/> marques luxe X	I	6	4	3	↑1
> <input type="checkbox"/> élégance suisse <input type="checkbox"/> elegance suisse X	I	6	2	3	↓1

C Commercial
The user wants to investigate brands or services.

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











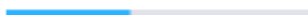



N Navigational
The user wants to find a specific page or site.

Other new keywords:

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

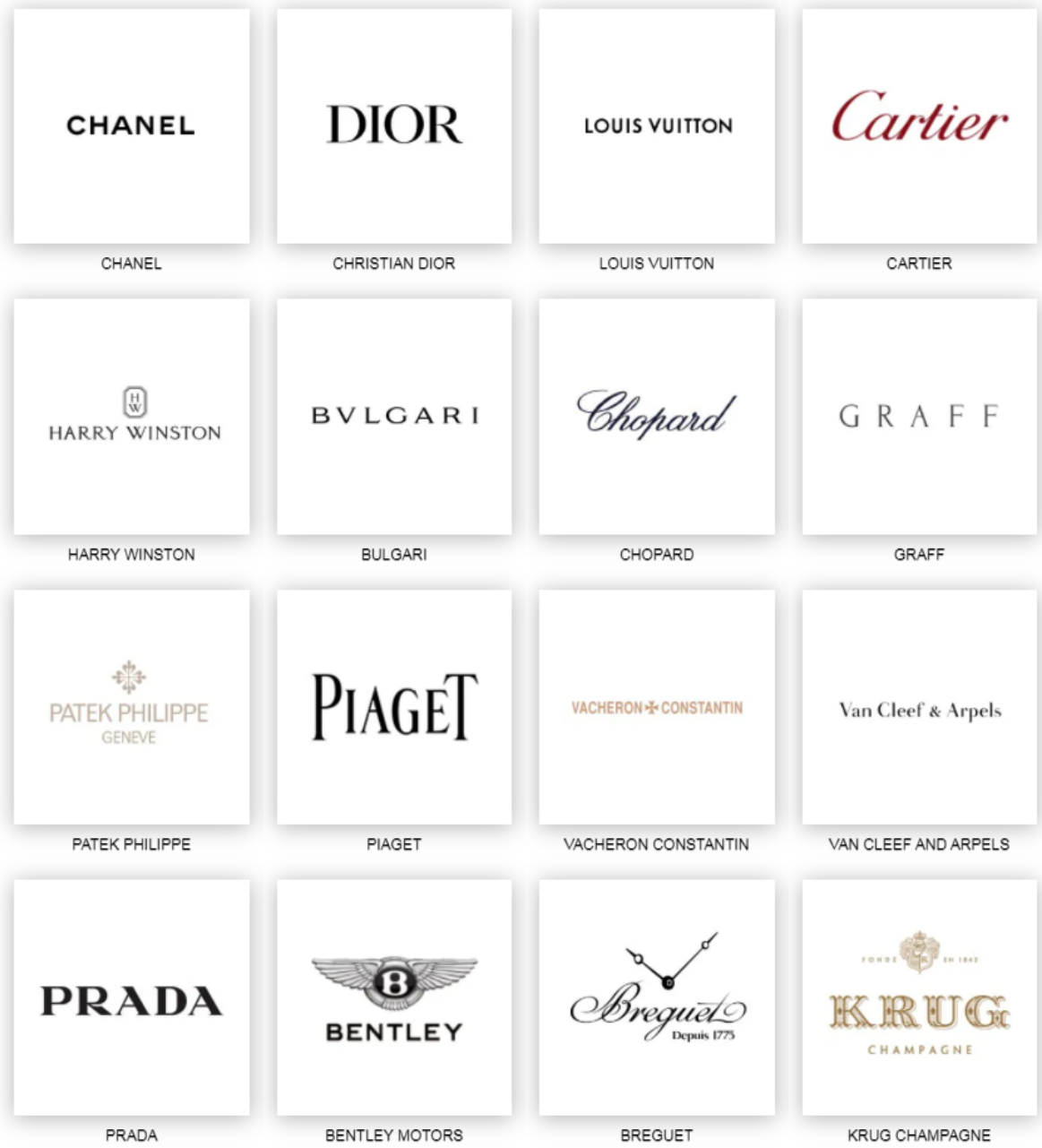
Social channels

Overview of elegance-suisse.ch

Channel	Audience 
 Instagram @clubdelegance	3,453  
 Facebook @clubdelegance	2,152 
 LinkedIn @club-de-l-elegance	1,599  
 YouTube @UCKfWijF3zRBk7lobMd0z34w	1,390 
 Twitter @elegancesuisse	444  

9'038

Referenced brands



See all brands:

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

More statistics

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