



MOTHERS DAY

PREPARATION FROM 26 APRIL TO 1 MAY - LAST MINUTE FROM 14 TO 18 MAY 2022

AN UNMISSABLE COMMERCIAL DATE

FOR YOUR ONLINE SALES STRATEGY



+40%

**of purchases are made
online (1)**



+20 M

mothers in France (1)



71%

**of French people intend to
mark Mothers Day (1)**



50 €

average spend (1)

(1) Source : LSA Toluna survey

(2) Yougov – Showroomprivé purchasers base

SHOWROOMPRIVE GROUP

A MAJOR PLAYER IN EUROPEAN E-COMMERCE

15 years

Founded in 2006
Listed on Euronext since 2015

7

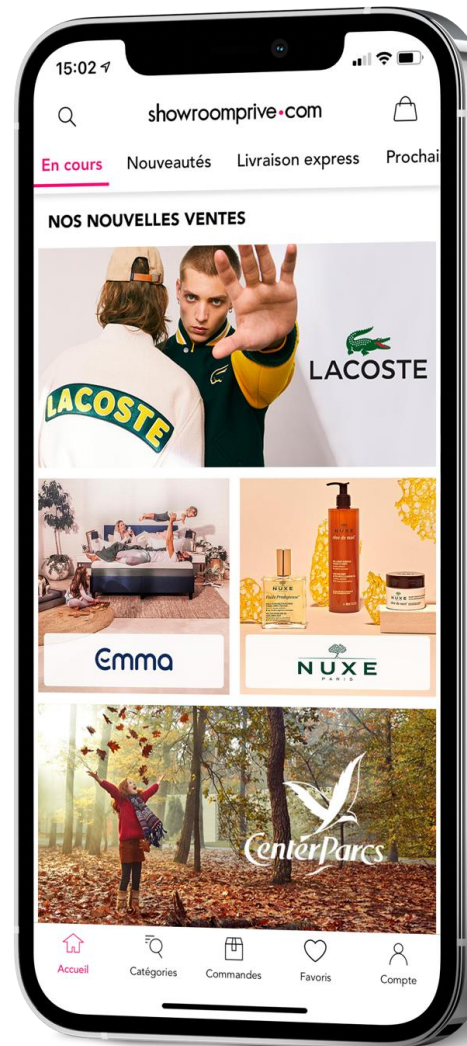
Countries
France, Italy, Portugal, Belgium,
Spain, Morocco, Netherlands

~€1billion

GMV 2021
18% international | 78% on a mobile

~1000

Employees



2nd

Flash sales actor
in Europe ⁽²⁾



1st

Beauty flash sales
actor
in France ⁽²⁾

OUR CLIENT: DIGITAL WOMAN

DECISION MAKER FOR THE WHOLE FAMILY

67%

67% of SRP clients buy gifts for their parents
vs 57% % of French people ⁽²⁾

77%

Of women ⁽¹⁾



38 y.o

average age ⁽¹⁾

73%

Are in a relationship
Vs 66% % French population ⁽²⁾



66%

Have a child under 18 y.o
51% % French population ⁽²⁾

83%

Decision makers for the whole family ⁽³⁾



40%

AB+ ⁽²⁾
vs 25% French population ⁽²⁾

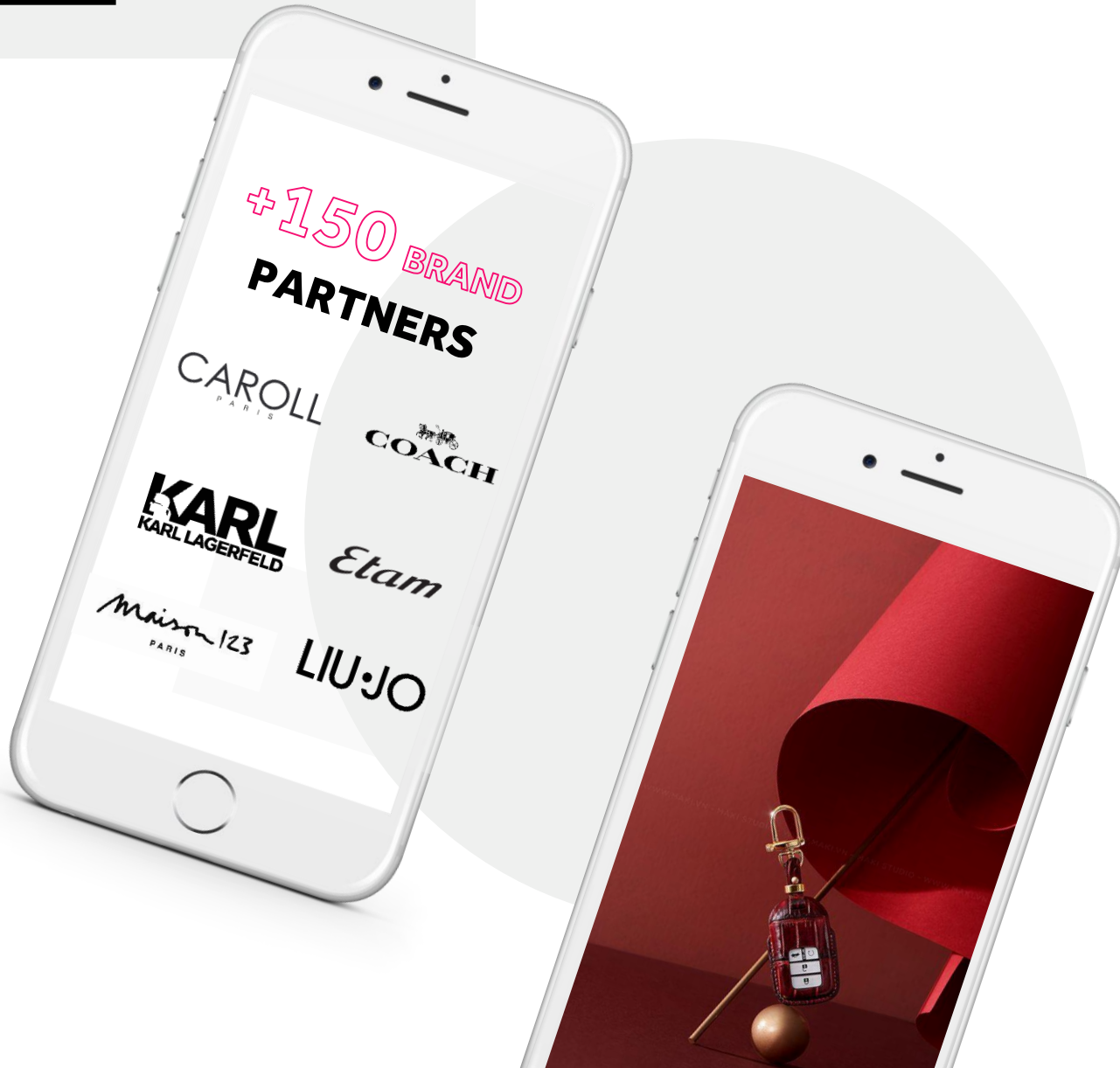
(1) Source: Qlickview - Internal data - Profile of our members 2021 (all countries) + annual survey of our members and buyers

(2) Source: Yougov panel of online shoppers 2021 - 15 years and over

(3) Source: Nelly Rodi - Qualitative & quantitative study in 2018 - French women aged 18-59

OPERATION MOTHERS DAY X SRP IN 2021

WE REVEAL ALL OUR STRENGTHS TO YOU



+27% UVs

FOR PARTICIPATING BRANDS⁽¹⁾

+56% T/O

FOR PARTICIPATING BRANDS⁽¹⁾

⁽¹⁾ vs annual sales average, not incl. business action plan / UV = Unique visitors, T/O = Turnover

IN 2022, A TIMELY EVENT

JOIN OUR OPERATION AND BENEFIT FROM AN EXCEPTIONAL STRATEGY TO EMERGE IN THIS KEY PERIOD

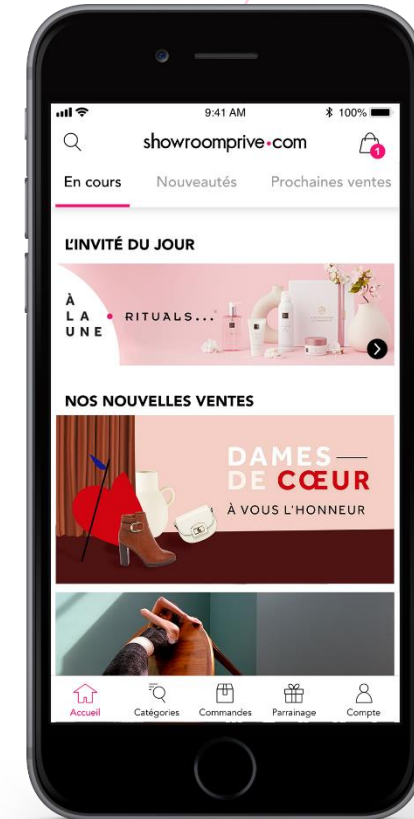
QUEENS of HEARTS : IN YOUR HONOUR



Even if we know them by heart, it's not easy to find the ideal gift for our mothers.
Showroomprivé is playing the game by offering a selection that is just right to touch their hearts.

	MARKETING LEVERS DEDICATED TO THE OPERATION*	MARKETING LEVERS DEDICATED TO YOUR BRAND*
MARKETING GAME	Fun Quiz on the world of playing cards for our members to win vouchers	
HOME PAGE	Premium anchor Mothers Day throughout the duration of the operation + Banner of your sale in Top position at launch	Banner of your sale in Top position at launch
DEDICATED EMAILS	1/One launch email 2/One cross-sell email during the operation	
NEWSLETTER	"Superstar" showcasing in top position when the operation is launched	Showcasing in Top position at operation launch
PUSH NOTIFICATION	A launch push + a follow-up	
SOCIAL MEDIA	Links to Instagram, Facebook+ e-influence	

Principle model
Premium anchor Home page



*Subject to modification of the generic device - a customised device for your brand can be set up, contact us for more information on pricing,

GO FURTHER WITH YOUR ACTIVATIONS
WITH

**SRP.
MEDIA**

by [showroomprive.com](https://www.showroomprive.com)



REVIEW OF OUR MEDIA PERFORMANCES

A NUMBER OF PARTNERS WON OVER OUR MEMBERS DURING THIS PERIOD

On average in 2021 (over 2 days operation)

+69% UVs*

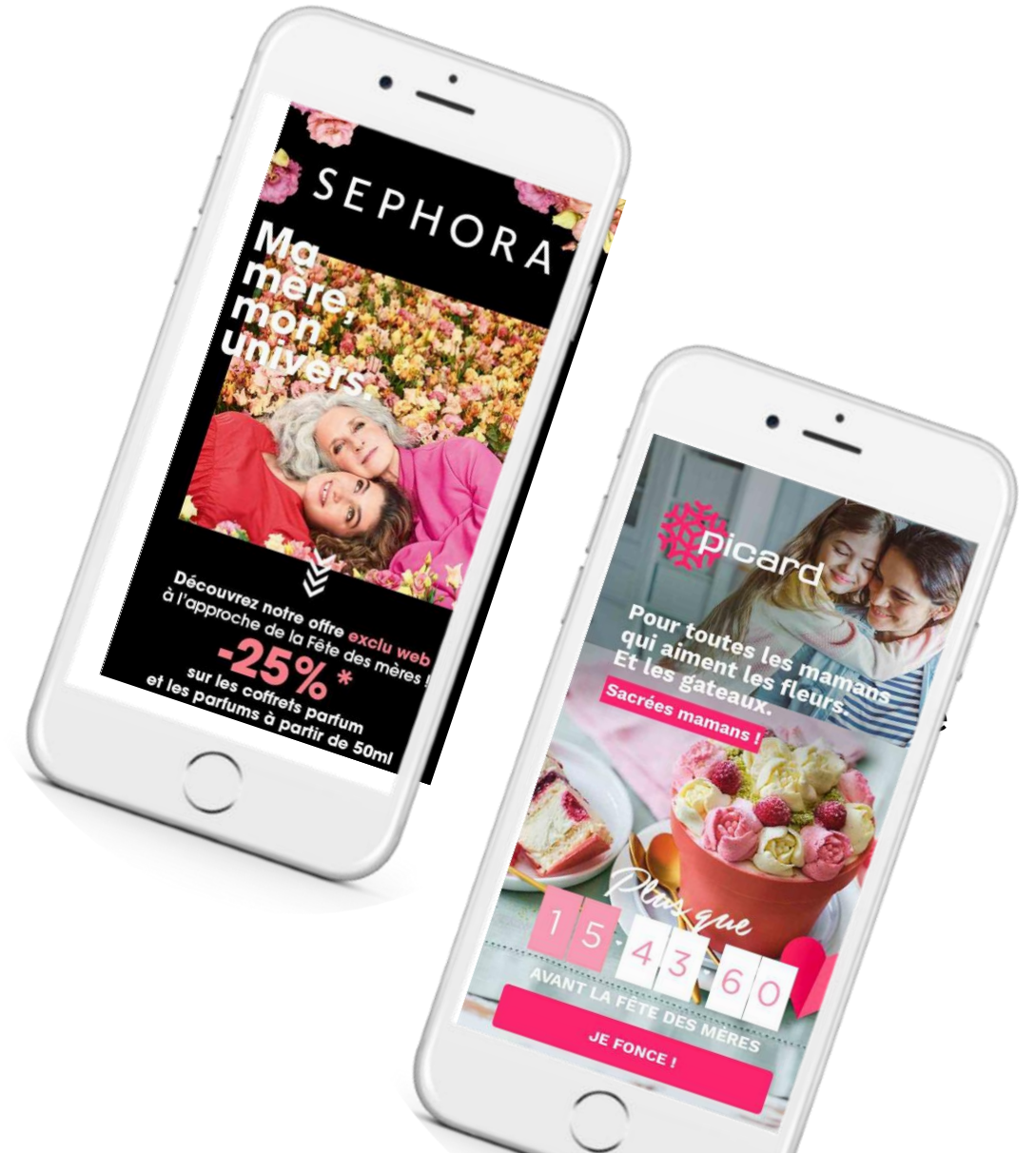
+47K OUTBOUND CLICKS

SEPHORA

PANDORA

NOCIBÉ
LA BEAUTÉ PARTAGÉE

picard



*Unique visits vs the rest of the year

TARGETING OUR AFFINITY GIFTERS

CAPITALISE ON OUR FIRST PARTY DATA TO MODEL YOUR SEGMENTS AND TARGET THE MOST RELEVANT PROFILES



+20
million profiles

+500
target criteria

Example of activation (+ de 500K activatable profiles*):



MEN
aged 30-55



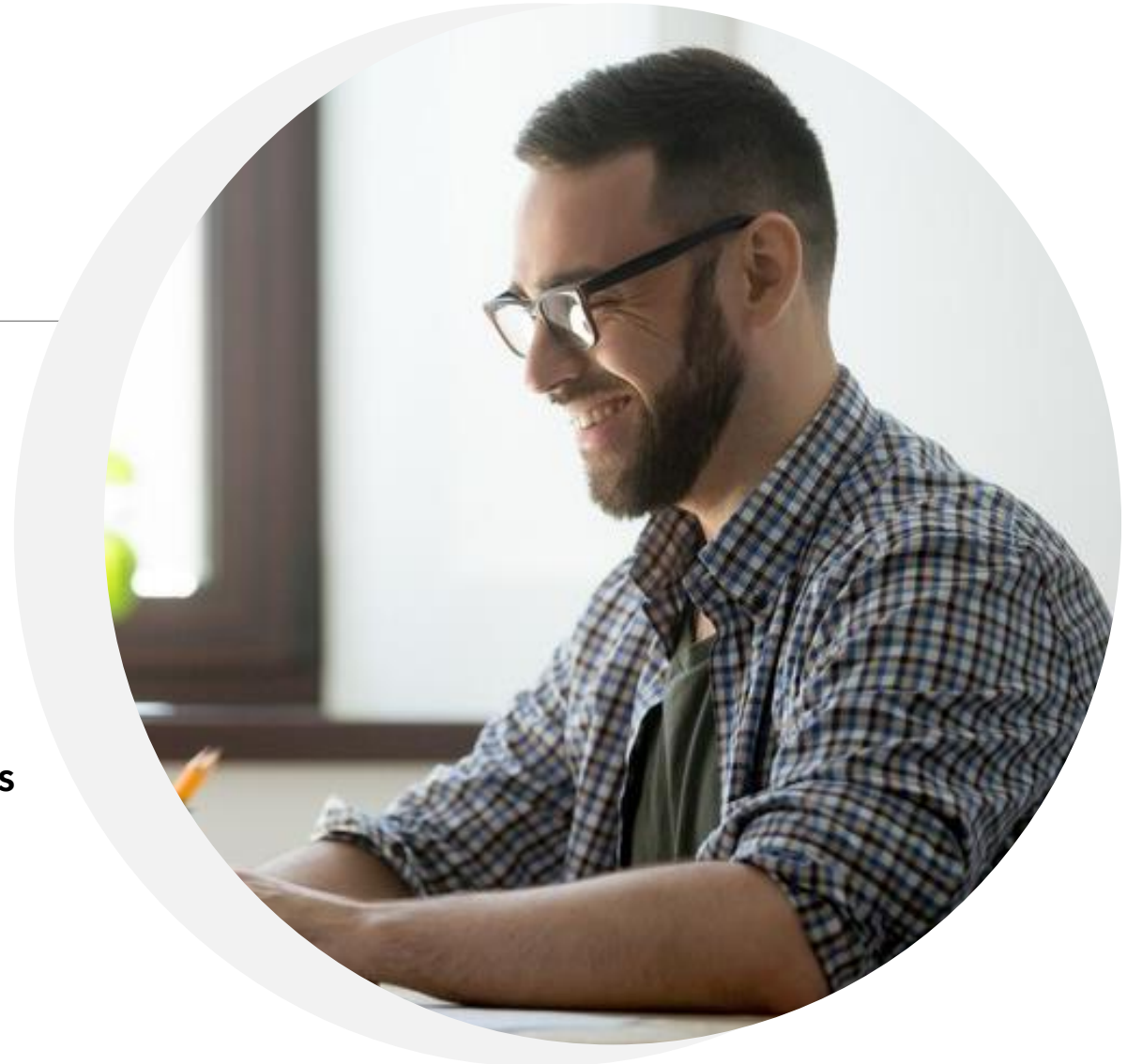
Upper socio-
professionals



URBANITES



WOMEN
PURCHASERS
WEBPAGE AD SALES



optin data previous 12 months

CONTACT US

FOR MORE DETAILS

showroomprive.com

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THANKS
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