



# FATHERS DAY

PREPARATION FROM 22 TO 26 MAY - LAST MINUTE FROM 2 TO 5 JUNE 2022

showroomprive.com

# AN UNMISSABLE COMMERCIAL DATE

**FOR YOUR ONLINE SALES STRATEGY**

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**+18 M**

**fathers in France (1)**



**58%**

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



**48 €**

**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**

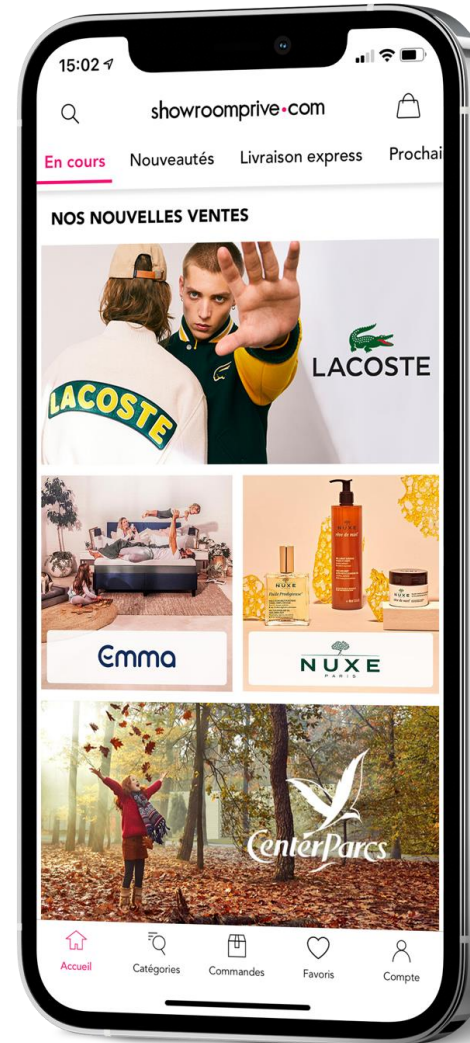
Countries  
France, Italy, Portugal, Belgium,  
Spain, Morocco, Netherlands

**~€1billion**

GMV 2021  
18% international | 78% on a mobile

**~1000**

Employees



**2<sup>nd</sup>**

Flash sales actor  
in Europe <sup>(2)</sup>



**1<sup>st</sup>**

Beauty flash sales  
actor  
in France <sup>(2)</sup>

# 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 <sup>(2)</sup>*

**77%**

**Of women <sup>(1)</sup>**



**38 y.o**

**average age <sup>(1)</sup>**

**73%**

**Are in a relationship**  
*Vs 66% % French population <sup>(2)</sup>*



**66%**

**Have a child under 18 y.o**  
*51% % French population <sup>(2)</sup>*

**83%**

**decision makers for the whole family <sup>(3)</sup>**



**40%**

**AB+ <sup>(2)</sup>**  
*vs 25% French population <sup>(2)</sup>*

(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

# A STRATEGIC HIGHLIGHT

**RAPIDLY EXPANDING SECTORS ON SHOWROOMPRIVE.COM\***



**MEN'S READY TO WEAR**

**+32%**

in sales



**SPORT**

**+49%**

products sold



**HIGH TECH**

**+19%**

products sold



**AUTO**

**+50%**

media operations



**MEN'S GROOMING**

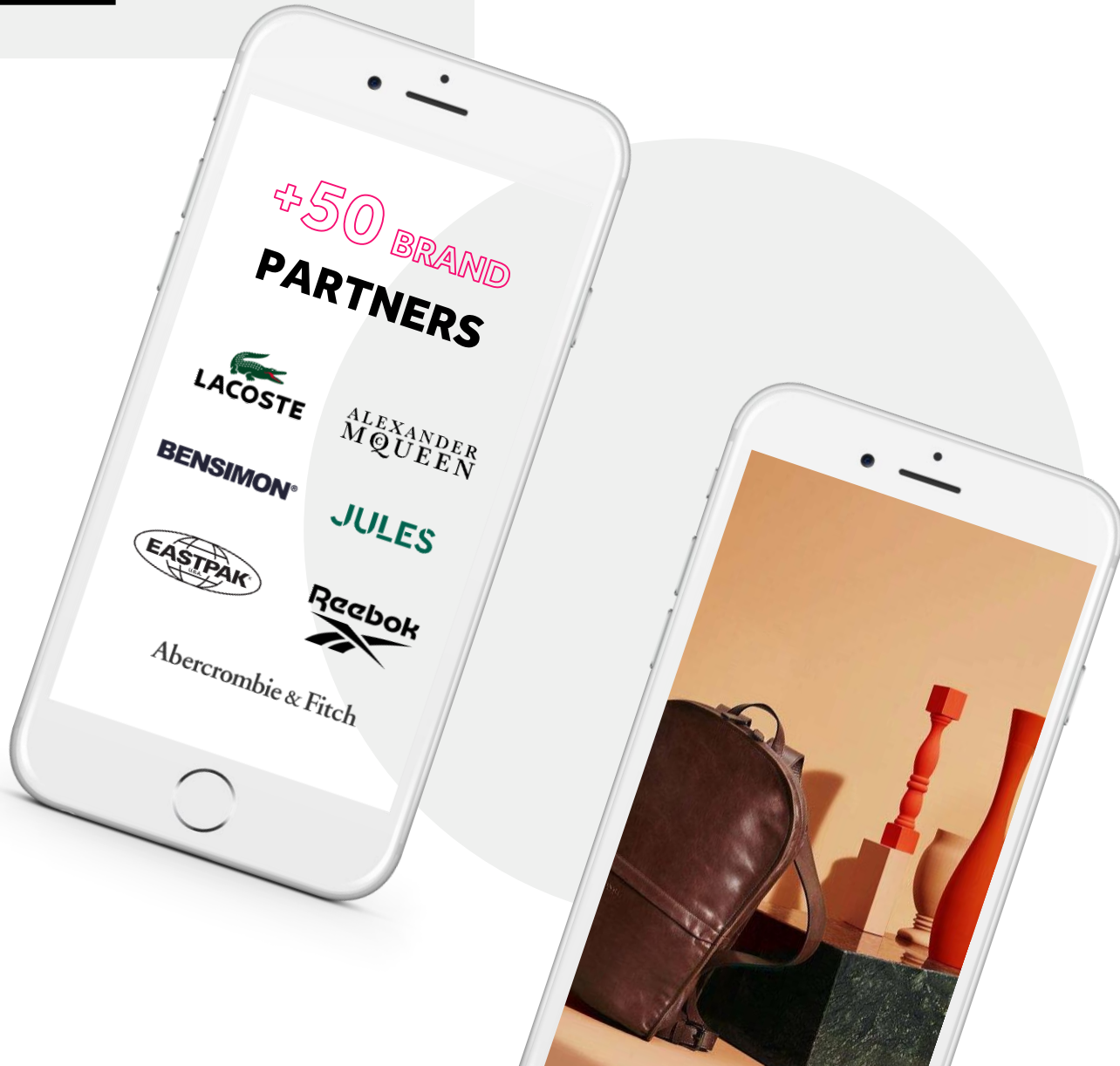
**+14%**

products sold

\*In 2020 vs. 2019

# OPERATION FATHERS DAY X SRP IN 2021

WE REVEAL ALL OUR STRENGTHS TO YOU



**+17% UVs**  
FOR PARTICIPATING BRANDS<sup>(1)</sup>

**+26% T/O**  
FOR PARTICIPATING BRANDS<sup>(1)</sup>

<sup>(1)</sup> vs 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**

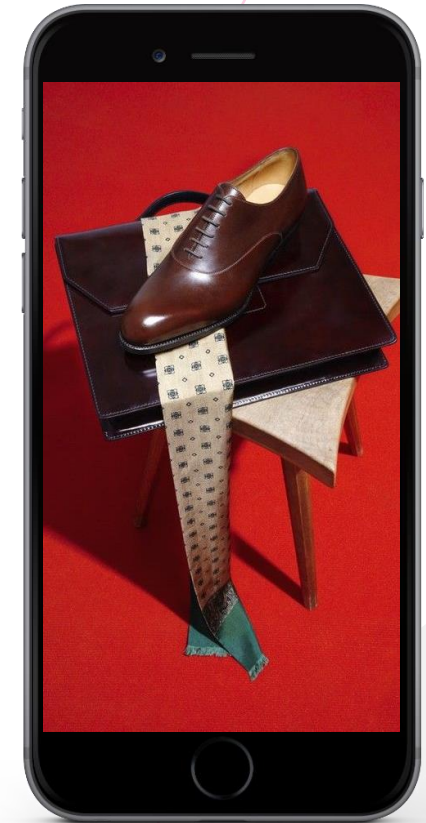
## THE KING'S CHOICE



Don't leave anything to chance for Fathers Day. This year nothing is decided yet. Showroomprivé unveils its best features with a king's selection to avoid being left behind.

	MARKETING LEVERS DEDICATED TO THE OPERATION*	MARKETING LEVERS DEDICATED TO YOUR BRAND*
HOME PAGE	Premium anchor <b>Fathers Day</b> throughout the duration of the operation + Banner of your sale in Top position at launch	<b>Banner</b> of your sale in Top position at launch
DEDICATED EMAILS	1/One launch <b>email</b> 2/One <b>cross-sell email</b> during the operation	
NEWSLETTER	<b>"Superstar"</b> showcasing in top position when the operation is launched	<b>Showcasing</b> in Top position at operation launch
PUSH NOTIFICATION	A <b>push outside the</b> app with special offer mechanisms on D Day + <b>push in app</b> to follow up	
SOCIAL MEDIA	Links to <b>Instagram, Facebook + e-influence</b>	

\* 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

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**SRP.  
MEDIA**

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

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# REVIEW OF OUR MEDIA PERFORMANCES

**A DOZEN PARTNERS WON OVER OUR MEMBERS DURING THIS PERIOD**



**celio\***

*deejo*

**BOSE®**

**lafuma** 

 **Microsoft**

Average sector performance:

BRANDING  
&  
CONVERSION

ACQUISITION  
&  
TRAFFIC

**FRONT PAGE**

**DISPLAY**

Over 2 days of operations:

**156K** UV  
**63K** outbound clicks

Over 3 days of operations:

**149K** unique clicks

# TARGETING OUR AFFINITY GIFTERS

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



**+20**

million profiles

**+500**

targeting criteria

Activation example (+ 500K activatable profiles\*):



**WOMEN**  
aged 20-45



**Upper socio-**  
**professionals**



**URBANITES**



**VISITORS SALES**  
**MEN'S JEWELLERY**



# CONTACT US

FOR MORE DETAILS

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showroomprive.com

## CONTACT FORM

<https://www.showroomprivegroup.com/marques/#contact>

Or your Showroomprivé Purchasing  
commercial contact



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<https://www.srp-media.com/contact>

Or your SRP media commercial contact





**THANKS**  
THANKS