

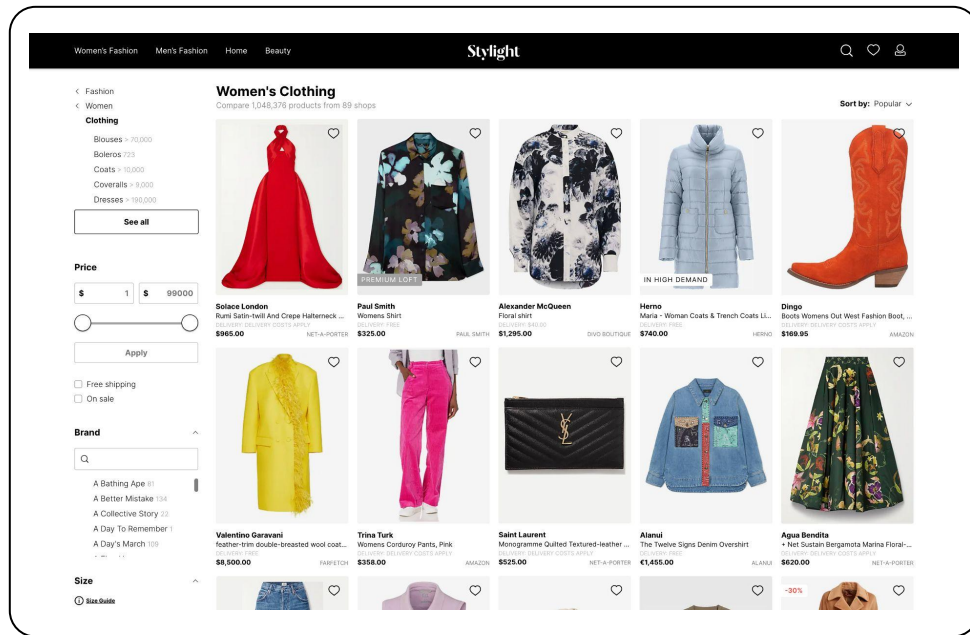
The logo for Stylight, featuring the word "Stylight" in a white, sans-serif font. The background of the slide is a dark, monochromatic photograph of people's lower legs and feet standing on a checkered floor. The lighting is dramatic, with strong shadows and highlights, creating a sophisticated and modern aesthetic.

Stylight

**The *ultimate* place for your brand  
to attract ready-to-buy users.**

Company Presentation 2024

# Stylight is the go-to destination to find and compare fashion and home products from top retailers and brands



We enable online shoppers in **11 countries** to find and compare products from 1,000+ online shops, while offering them **inspirational content** throughout their shopping journey.



With **one easy click**, users that show an interest in your products are **redirected to your online shop's page**.



Our ready-to-buy users simply proceed with their order **on your website**, increasing your **sales, traffic** and **brand awareness** all at once.

# We empower partners to reach untapped, ready-to-purchase audiences

**90m**

yearly shoppers

**>50k**

brands

**1,000+**

retailers & brand shops

**6**

target ROAS

“

The perfect union of branding and performance

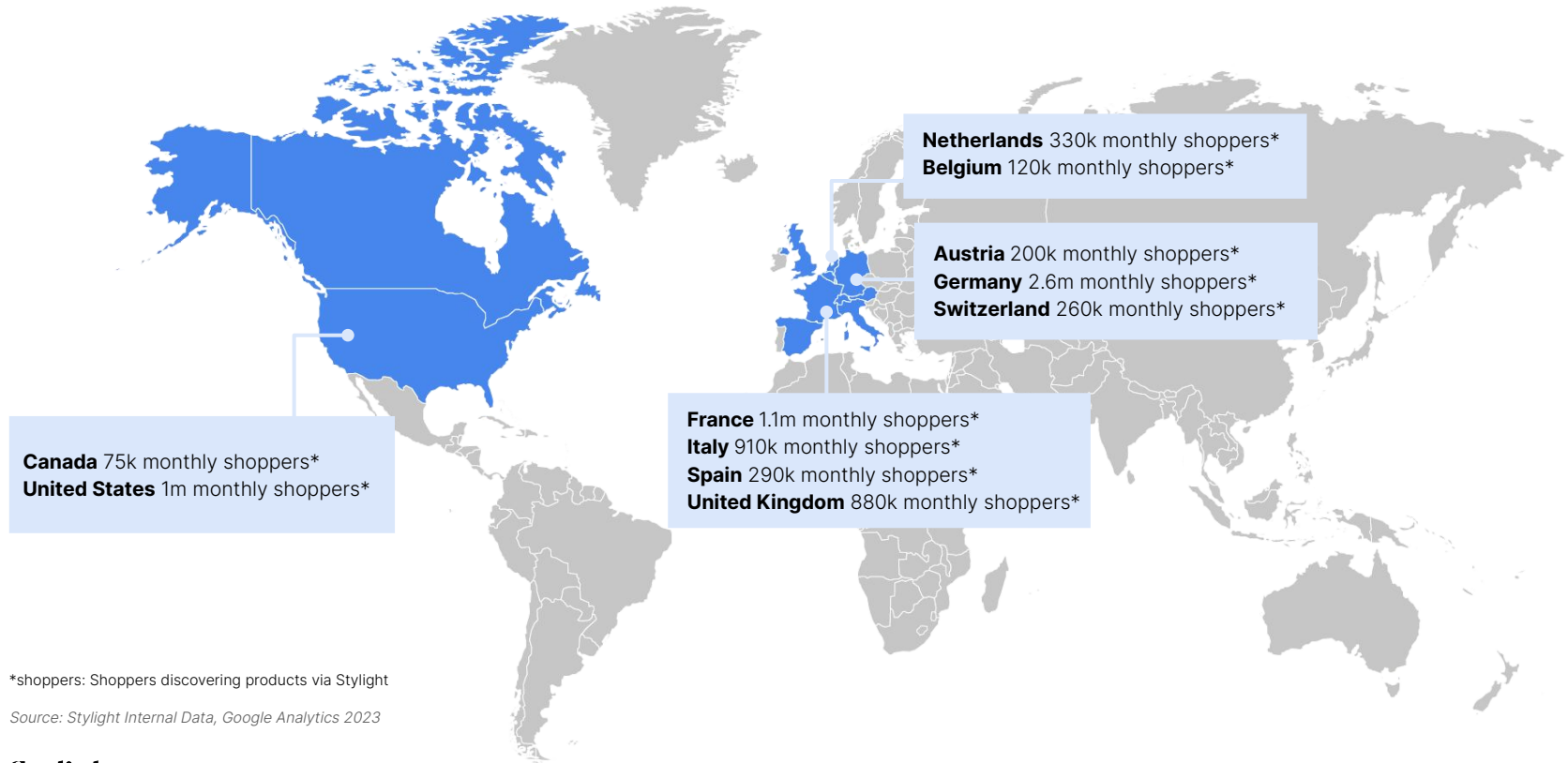
Stylight has been providing our partners qualitative traffic, mostly new users, in addition to increasing visibility and leveraging sales. Besides that, they have an awesome team that is always ready to help, presenting suggestions for constant improvement.



**Lucas Carli**  
Key Account Management  
Publishers at Awin



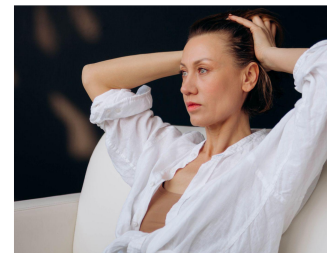
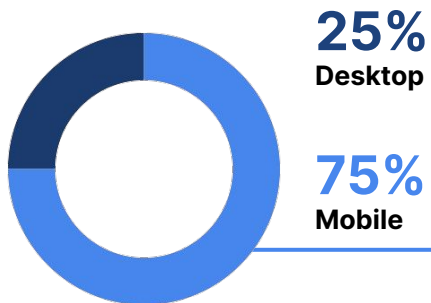
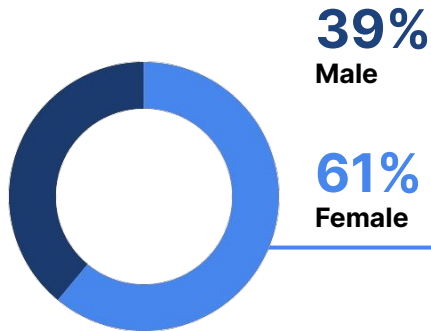
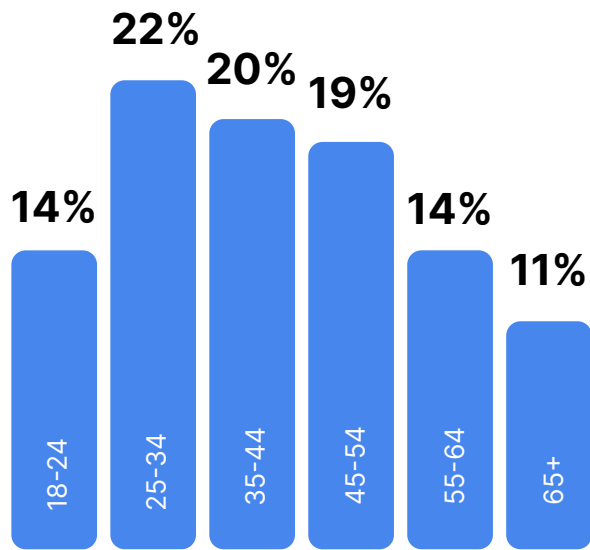
# We help online shops expand their online presence across 11 different countries



\*shoppers: Shoppers discovering products via Stylight

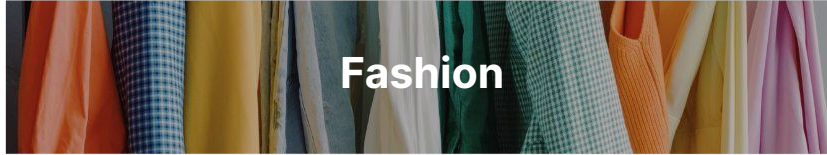
Source: Stylight Internal Data, Google Analytics 2023

# Meet our quality shoppers with a high purchase intent



Source: Stylight Internal Data, Google Analytics 2023

# Join the world's leading brands & retailers on Stylight across 2 verticals



Fashion

1k

partners

40k

brands



ALLSAINTS



LOEWE GUCCI

FARFETCH

LUISAVIAROMA



Discover our  
Fashion Success Story



Home & Living

250

partners

19k

brands



IKEA



MYCS



# Partnership overview

Stylyght

# Our Product Listing partnership in a nutshell

## Tapping into new audiences has never been simpler

Easily promote your products on Stylight by integrating your product feed into our search platform.

## No hidden costs

You will be charged monthly based on the number of clicks on your products and their CPC.

## 4 week trial period

Go offline within 24 hours during your first 4 weeks on Stylight.

## Easy access to our performance monitoring dashboard:

The [Stylight Partner Center](#). Also get access to a wealth of information available in our Help Center.

## Fixed integration fee

A one-time integration fee of €1,500 is invoiced after your first month live on Stylight. We also ask for a minimum global lifetime fee of €2,500 to generate reliable results.

**Stylight**

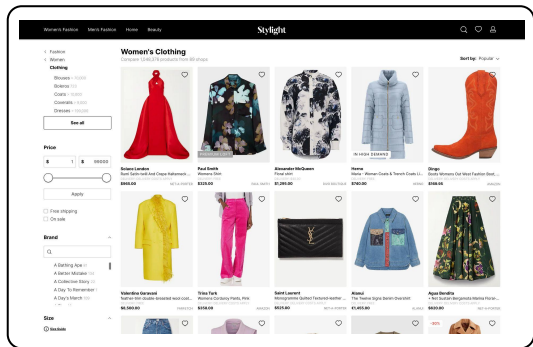




# Our cost per click prices

Country	Fashion		H&L	
	Desktop / Tablet	Mobile	Desktop / Tablet	Mobile
AT	€0.53	€0.39	€0.52	€0.39
BE	€0.41	€0.31	€0.43	€0.31
CA	USD 0.60	USD 0.42	-	-
CH	CHF 0.81	CHF 0.57	CHF 0.81	CHF 0.52
DE	€0.55	€0.40	€0.57	€ 0.42
ES	€0.27	€0.18	€0.28	€0.20
FR	€0.42	€0.27	€0.45	€0.30
GB	£0.50	£0.30	£0.54	£0.36
IT	€0.30	€0.16	€0.28	€0.19
NL	€0.47	€0.36	€0.46	€0.35
US	USD 0.74	USD 0.53	USD 0.74	USD 0.53

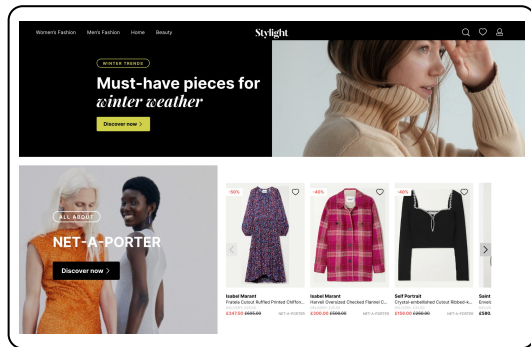
# Reach ready-to-buy users along every stage of their shopping journey



## Campaign Optimization

Maximize the potential of your campaign

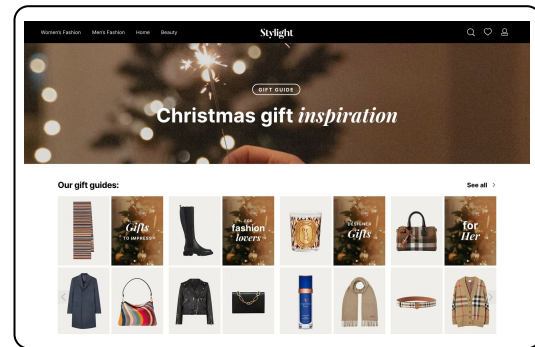
If you want your campaign to be among the best performers on Stylight, make sure to have a look at our [Campaign Optimization Tools](#). Whether you want to access richer campaign analytics and/or increase your product ranking, we've got what you need.



## All Year Round Placements

Highlight the products of your choice anytime you want

Whether you're aiming to showcase specific products, boost the start of your campaign, or build brand awareness, we've got you covered! Gain the visibility your shop needs through our [Homepage & Website Integration Packages](#), [Magazine Integration Packages](#), and [Push Marketing Packages](#).



## Seasonal Placements

Increase visibility for your products during popular events

From Summer Sales to Valentine's Day, Christmas, Black Friday, and beyond – the potential to elevate your sales is boundless! Enhance visibility and leverage our traffic surges during these events by showcasing your products on our [Seasonal Landing Pages & Website Integration Placements](#).

# Maximize your Return on Investment & sales with Stylight's Sales Tracking Solution

## Do you want your campaign to be among the best performers on Stylight?

Then make sure to install Stylight's Sales Tracking Solution as soon as you go live on our website. In a nutshell, our Sales Tracking Solution collects data regarding the sales made on your website based on clickouts coming from Stylight. It's only by installing the Sales Tracking Solution that you'll be able to access richer analytics to better monitor and drive your acquisition strategy. **Discover its main benefits below:**

- 1 Find out how many sales you generate with Stylight**
- 2 Understand your ROAS better**
- 3 Fuel your campaign strategy with data**
- 4 Pinpoint which product categories are sold, when, and on which device**
- 5 Optimize your performance together with your account manager**

“

## A very powerful tool to maximize one's ROAS

If there is one thing that I constantly hear from partners using our Sales Tracking Solution, it's how useful it's been for them when it comes to optimizing their campaign and improving their ROAS in the long run. With this solution, they're able to identify which product categories are driving sales on their website, which, coupled with our CPC Bidding options, can be a very powerful tool to ensure that their top categories are receiving the highest rankings onsite.



**Vera Digner**  
Team Lead Partner Growth  
Stylight DACH

# Fashion success story - *AllSaints*

Partnering with us for over 2 years, the British fashion brand AllSaints is recording excellent results on Stylight. Eager to boost their performance on our platform, the brand has notably taken advantage of our CPC bidding solutions, which enabled them to increase traffic on their best performing categories. Here is an overview of their average results:

**8k-15k**

clicks per month

**€120**

AOV

**7.2**

ROAS

Stylight

“

Fantastic performance and service!

We have seen nothing but fantastic performance and service through our partnership with Stylight. Not only are we able to see tangible results, but offered great insight into what our customer is buying and searching for. I am thrilled with the growth of the partnership and look forward to delving into new international growth.

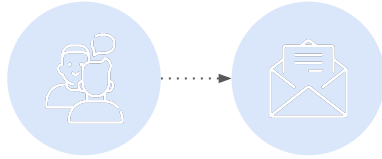


**Megan Barker**  
Partnership Manager at  
AllSaints



# What's next?

## Step 1: Let's Chat



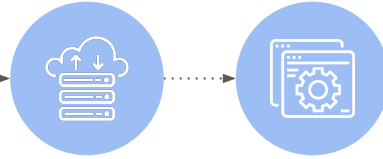
Good Match?

Contract

We **discuss your company goals** and explore how Stylight can help you achieve them.

We send you our one-page **Insertion Order** that you simply have to send us back signed.

## Step 2: Feed Test



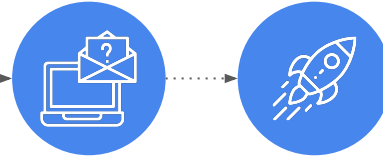
Feed Sendout

Feed Test

You share your **product feed** with us so that we can test it.

We may ask you to **modify** your feed so that your products can benefit from the best exposure on Stylight.

## Step 3: Integration



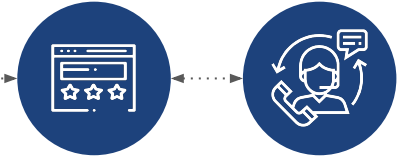
Product Integration

Launch

Once your feed is ready, our technical team **ensures your products go live** on our website.

Your **products are now live** on Stylight!

## Step 4: Monitoring



SPC Access

Follow Up

**Monitor** your campaign via the [Stylight Partner Center](#).

Benefit from your Stylight Partner Growth Manager's expertise in **campaign optimization**.

**Stylight**

**Let's chat!**

**Any questions?**

Reach out to your Partner Growth Manager  
at Stylight

