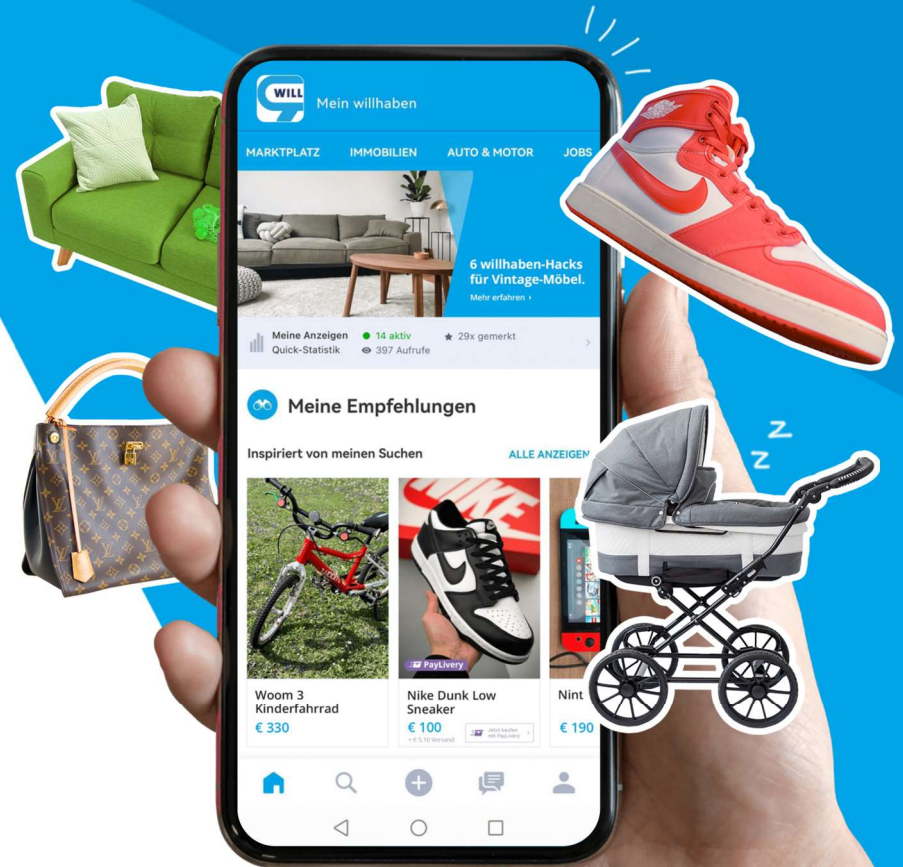


WILLHABEN

Stay "FESCH"

How to attract the young target group in the General Merchandise/Fashion segment

Reinhard Franz / CPO



Before we start...



Welcome to VIENNA

FESCH = Austrian slang for “good looking” / “attractive”
FESCHN = How typical Viennese youngsters & hipsters
pronounce “fashion”

About Willhaben

**WILLHABEN**

- Founded in 2006 as a Joint Venture (50% Styria Media / 50% Adevinta)
- ~330 employees
- Biggest digital marketplace in AT
- Great Place to Work since 2010

4 Verticals

12+ Mio ads

~4.6 Mio.

Monthly Unique User*

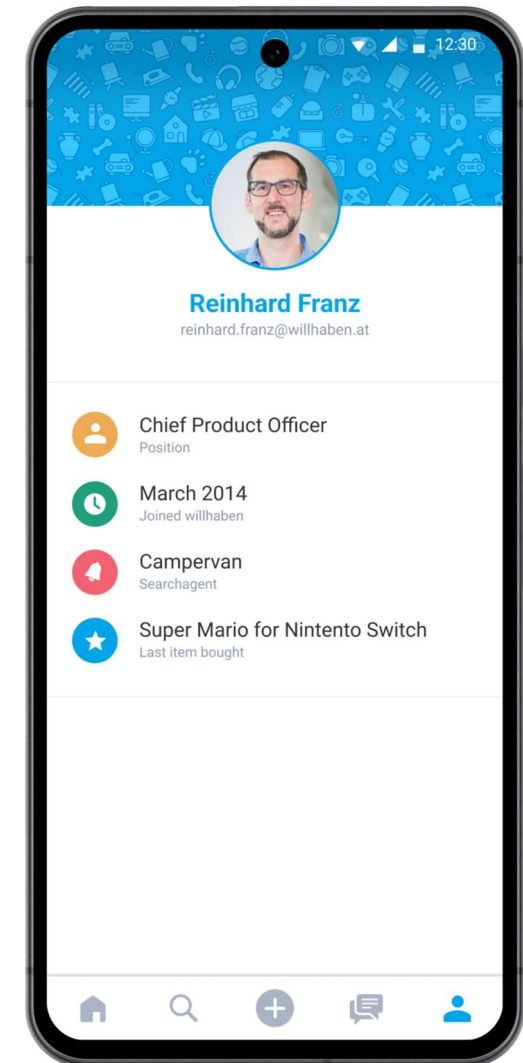
65.1%

Monthly Reach*

09:24

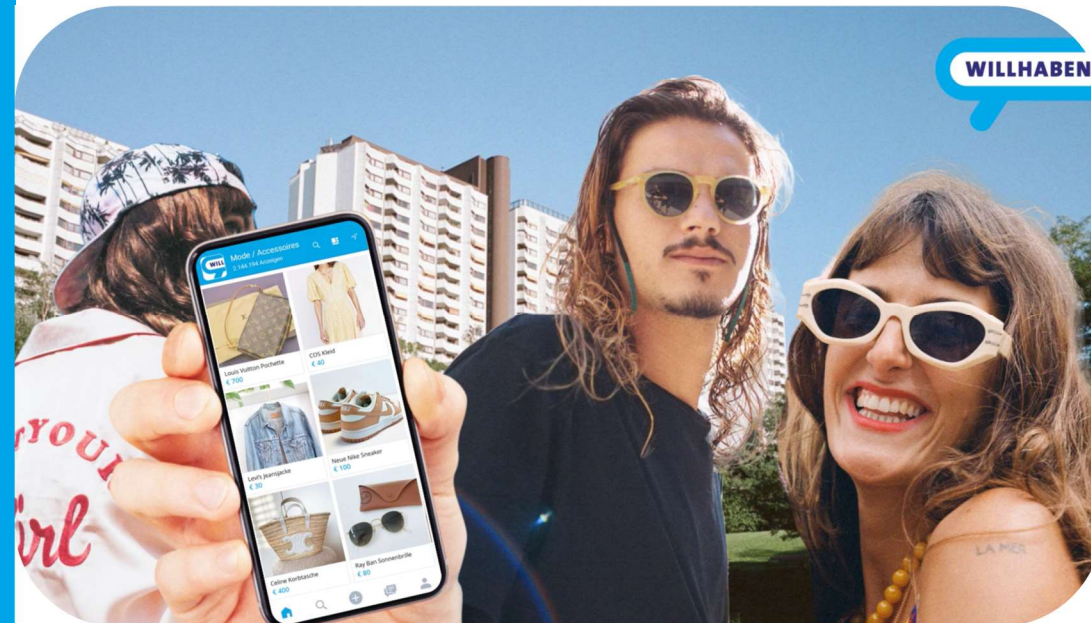
Minutes Usetime

* ÖWA Plus Q4/23



Agenda

1. Context/Background
2. Actions & Results
3. Learnings



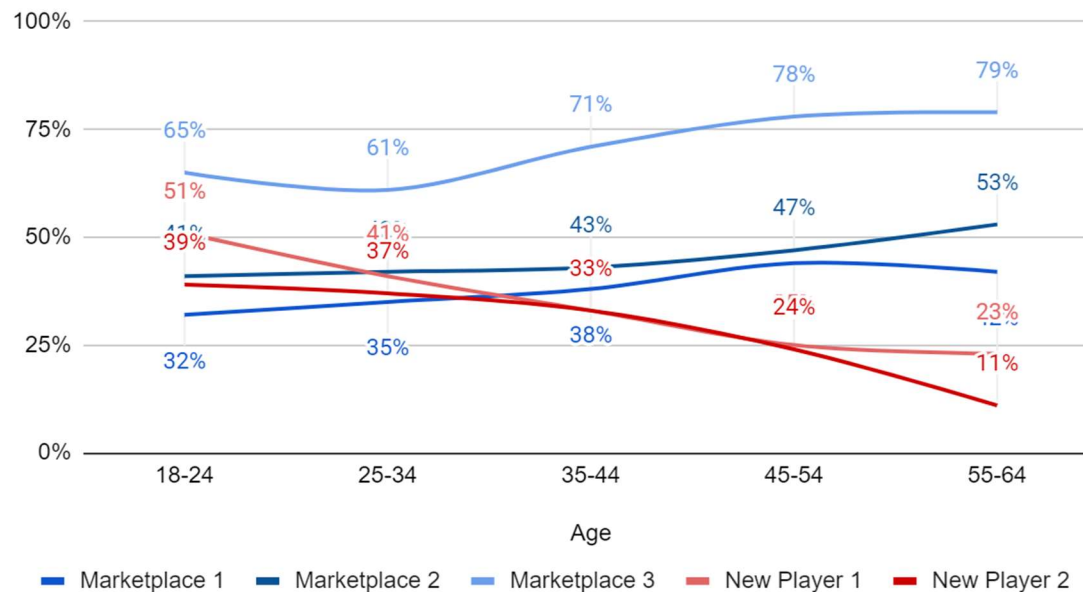
1. Context/Background

Traditional marketplaces are “getting old”



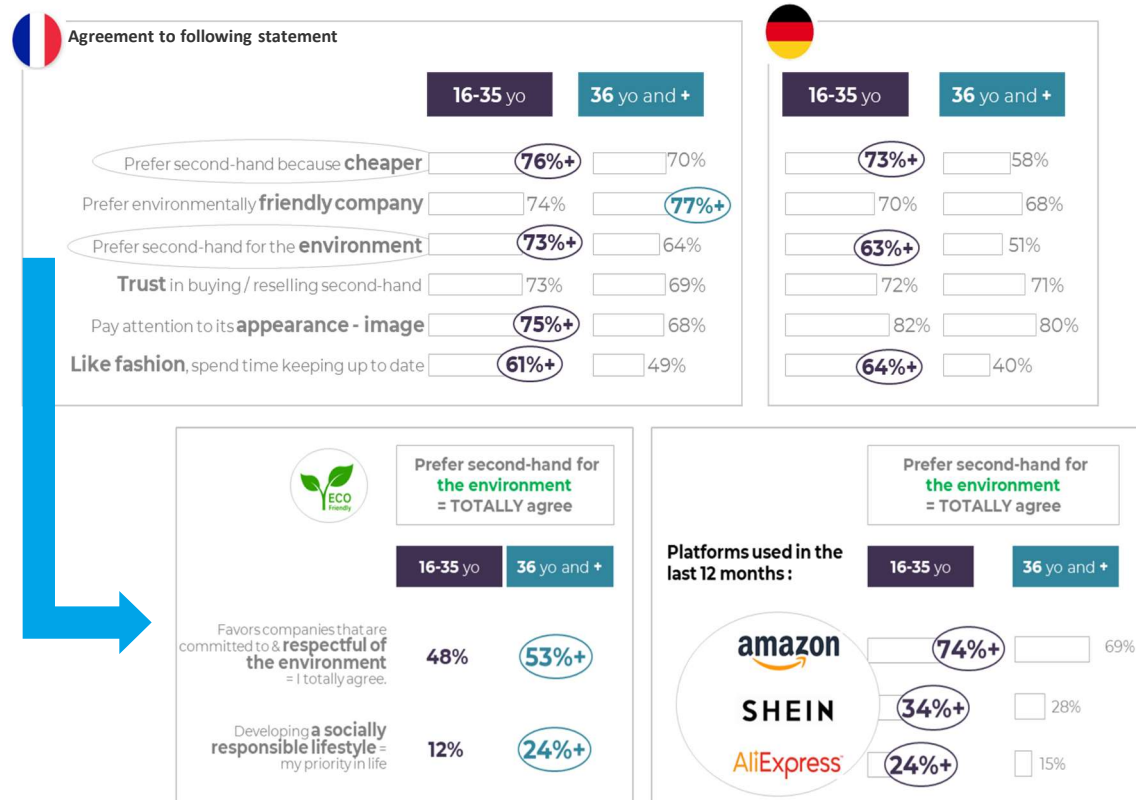
Traditional marketplaces are “getting old”

Brand preference traditional marketplaces vs. new players



- Weaker brand preference in GenZ
- New players strongly attract the young target groups
- Investments needed to not “age out”

The ambivalence of GenZ users



- Stronger commitment of GenZ to sustainability
- Different actual behavior when they are buying online



Sustainability

Affordability

2. Actions & Results

Focus on FESCHN to increase relevance for young target group

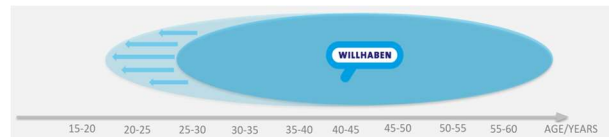
Why Fashion?

- Biggest inventory making up for 18% [=2,3M ads]
- Strong driver for regular usage and frequent buying
- Entry point for new competition

Stretching the brand

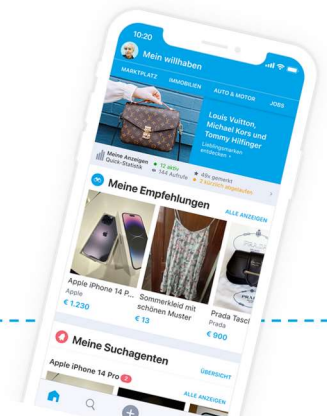
Strong associations in the young target group

- trust
- easy to use
- effective search
- big variety



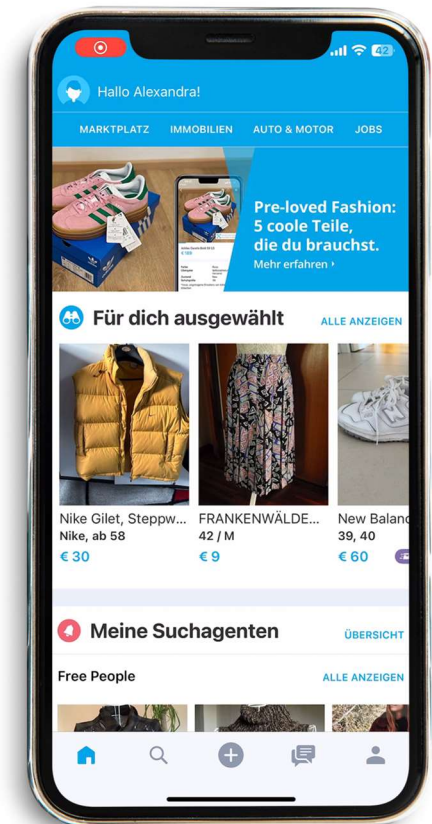
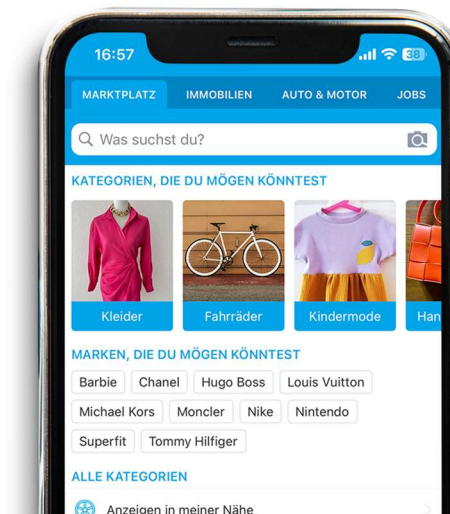
Mobile/App focus

- Native apps make up for more than 70% of our visits
- Main driver for retention and transactions

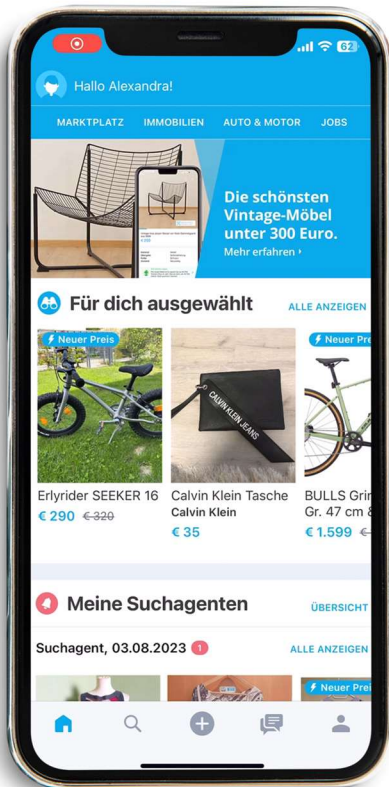


First initiatives in product aimed for making FESCHN content more visible

- Less technical, more emotional
- New fashion entry points
- Editorial content

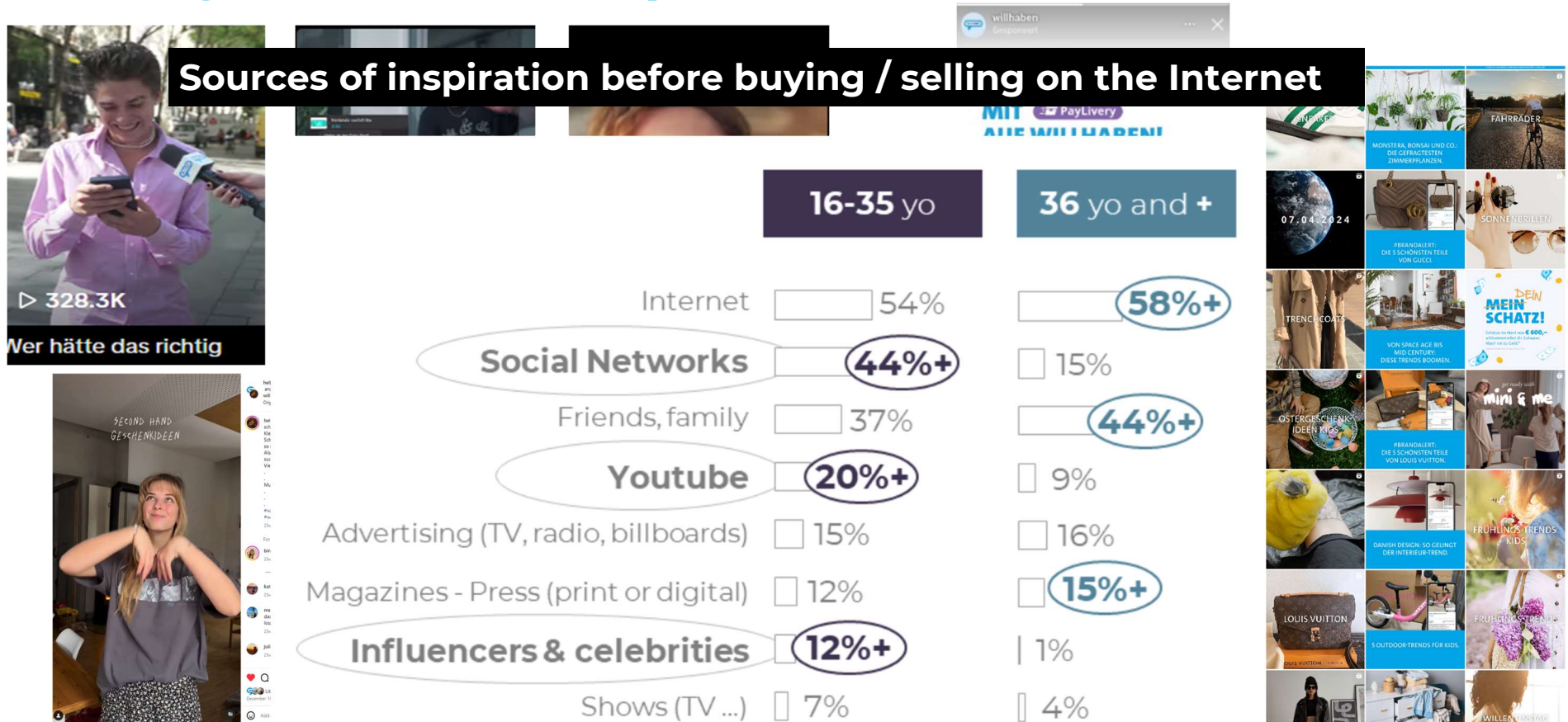


With improving search capabilities, the complexity of the ad insertion process increased

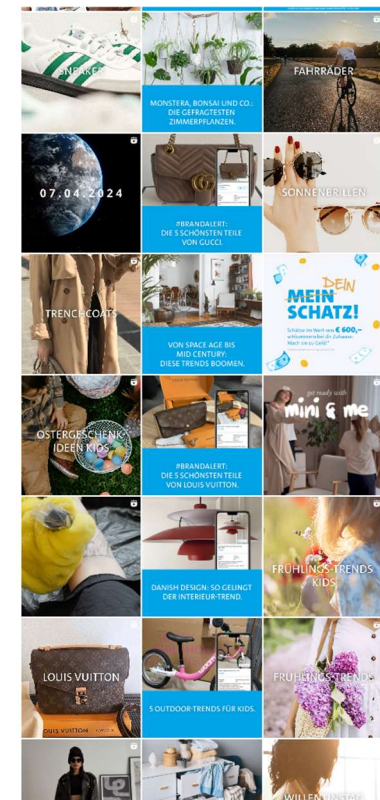
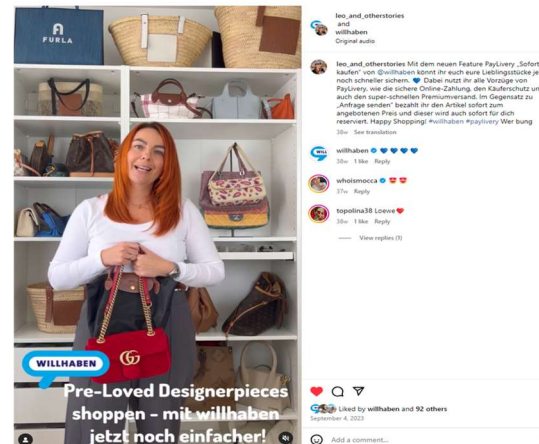
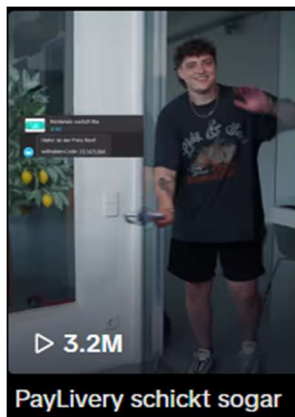
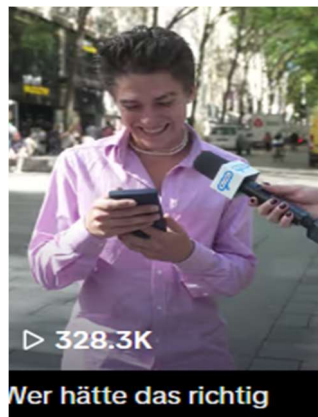


- Biggest user problem: Limited search capabilities for fashion → Solution: Adding several filters in fashion
- Complexity of ad insertion increased → Solution: automation of ad insertion

Performance marketing in relevant channels and strong influencer cooperations raised awareness



Performance marketing in relevant channels and strong influencer cooperations raised awareness



In the center of our activities was a completely new spot also pushing our transactional service





We significantly improved awareness in the young target group - still it is a segment we need to grow

Vital growth in Fashion segment on willhaben in 2023

New private ads
+6.7% yoy

Sellers
+8.4% yoy

Buyers
+4% yoy

PayLivery Transactions
+80.2% yoy

All-Time-Highs in Young Audience (15 - 34 yrs) in July 23 (after summer campaign)

Top of mind
59% to 68%

Unaided Awareness
76% to 83%

Aided Awareness
91% to 96%



Brand preference willhaben



Strong significant growth in brand preference in age group 18-24 years since 2021

3. Learnings

Key Learnings from our FESCHN activities

1 Let people who “can feel” the target group take the actions



Get a deep understanding **2** of GenZ and their user problems

Key Learnings from our FESCHN activities

- 3** Get the basics right
- don't start with fancy
AI features

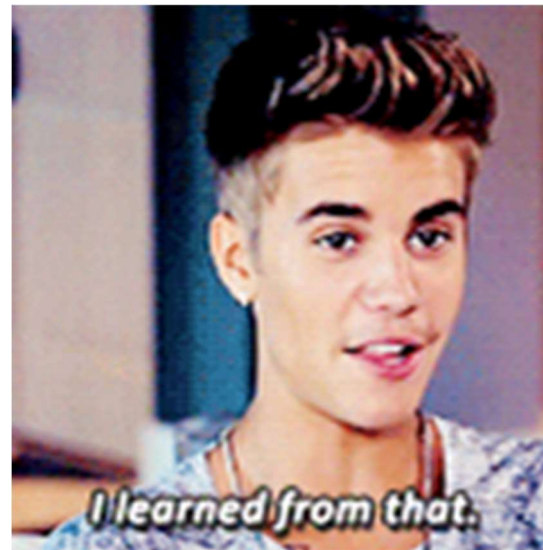
The Basics



- Your marketing campaign
shouldn't promise,
what your products can't keep
- 4**

Key Learnings from our FESCHN activities

5 Measure!
Learn!
Repeat!



Thank you!
Stay FESCH!