

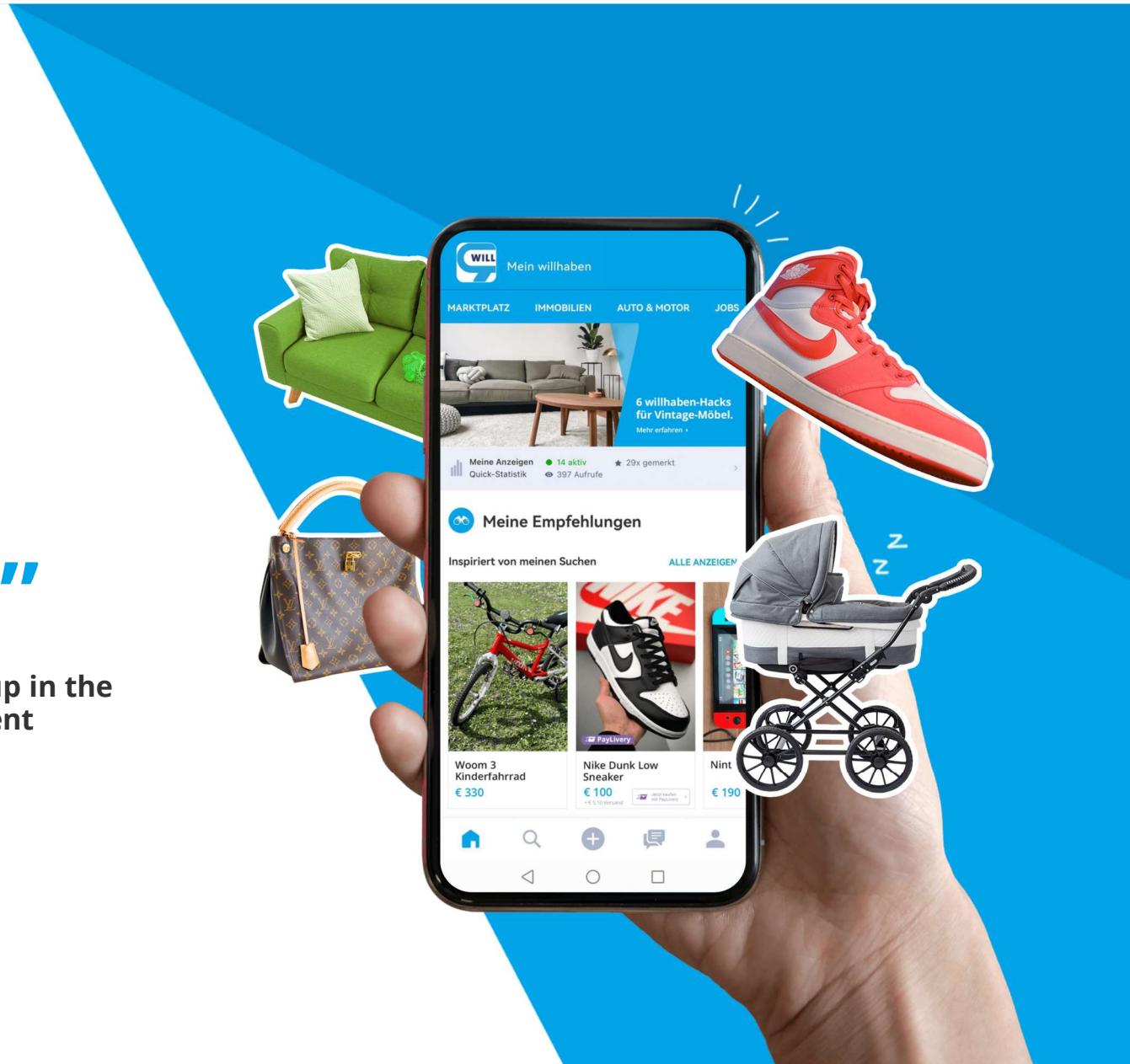
WILLHABEN

# Stay “FESCH”

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

Reinhard Franz / CPO

June 2024



## 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\*

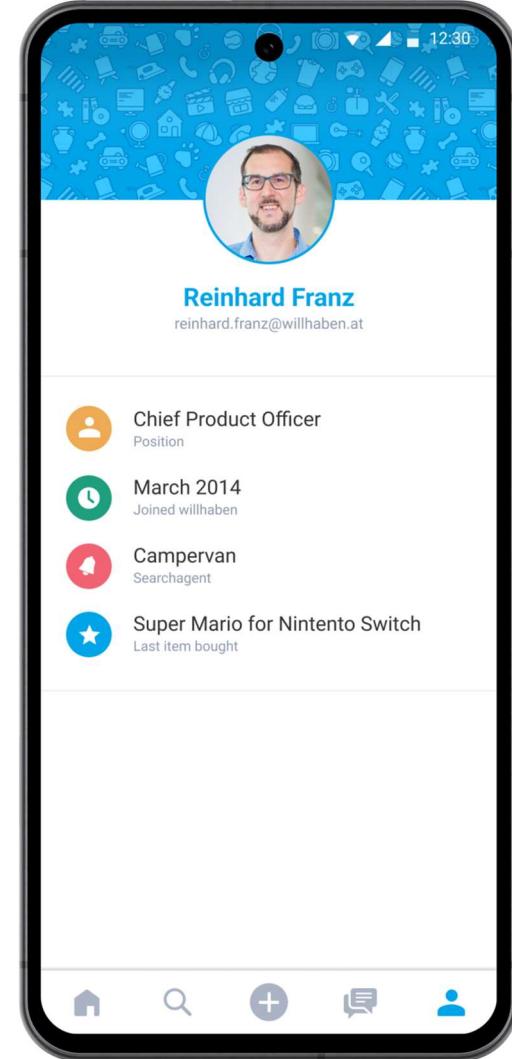
65.1%

Monthly Reach\*

09:24

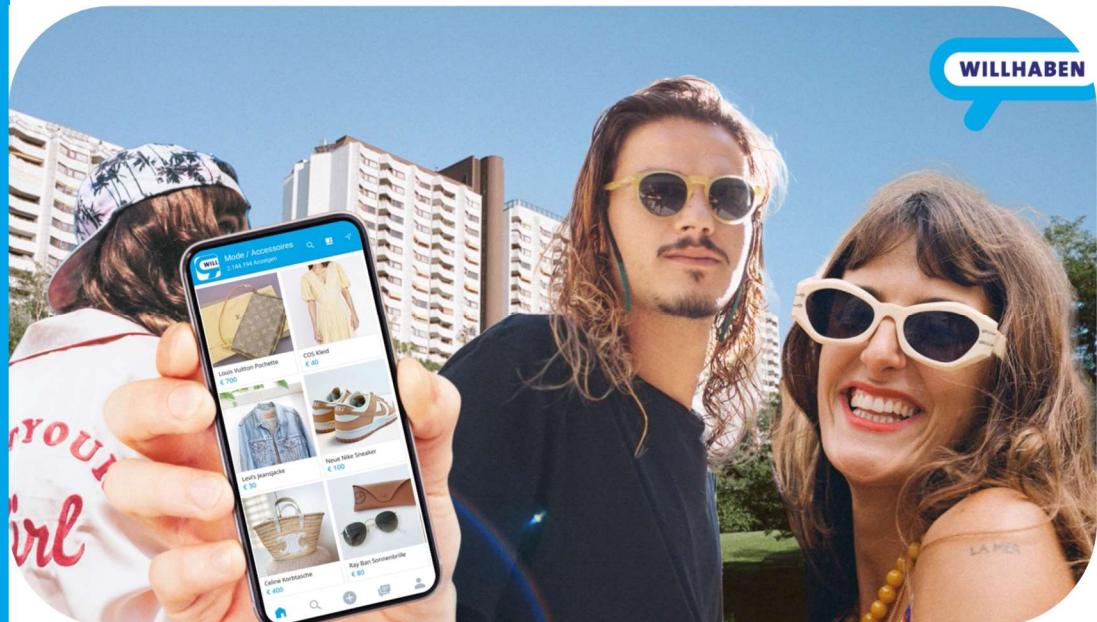
Minutes Usetime

\* ÖWA Plus Q4/23



# Agenda

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



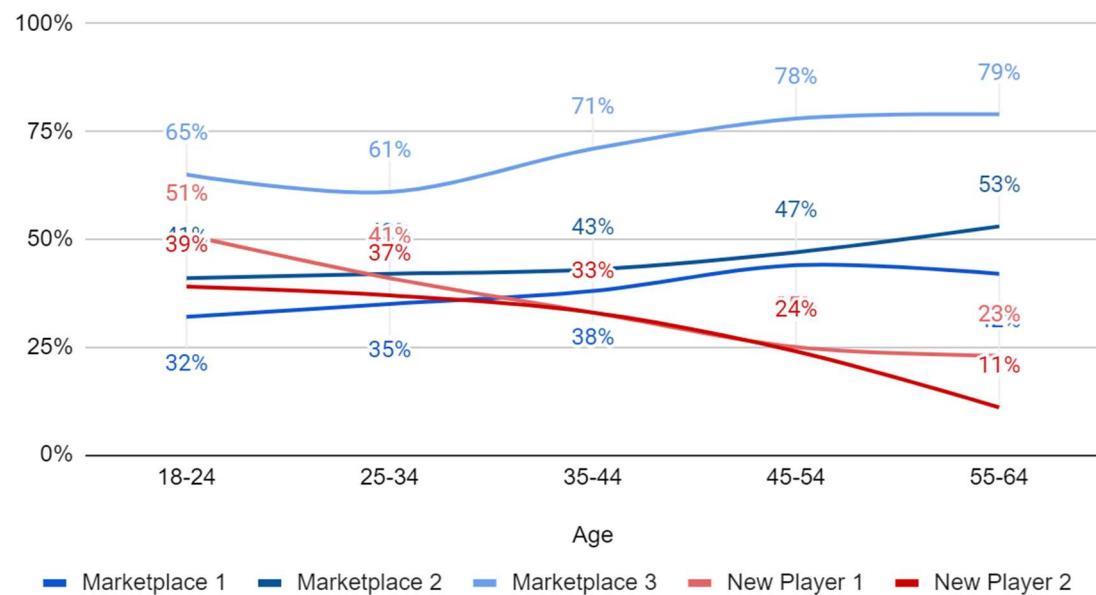
# 1. Context/Background

**Traditional marketplaces are “getting old”**



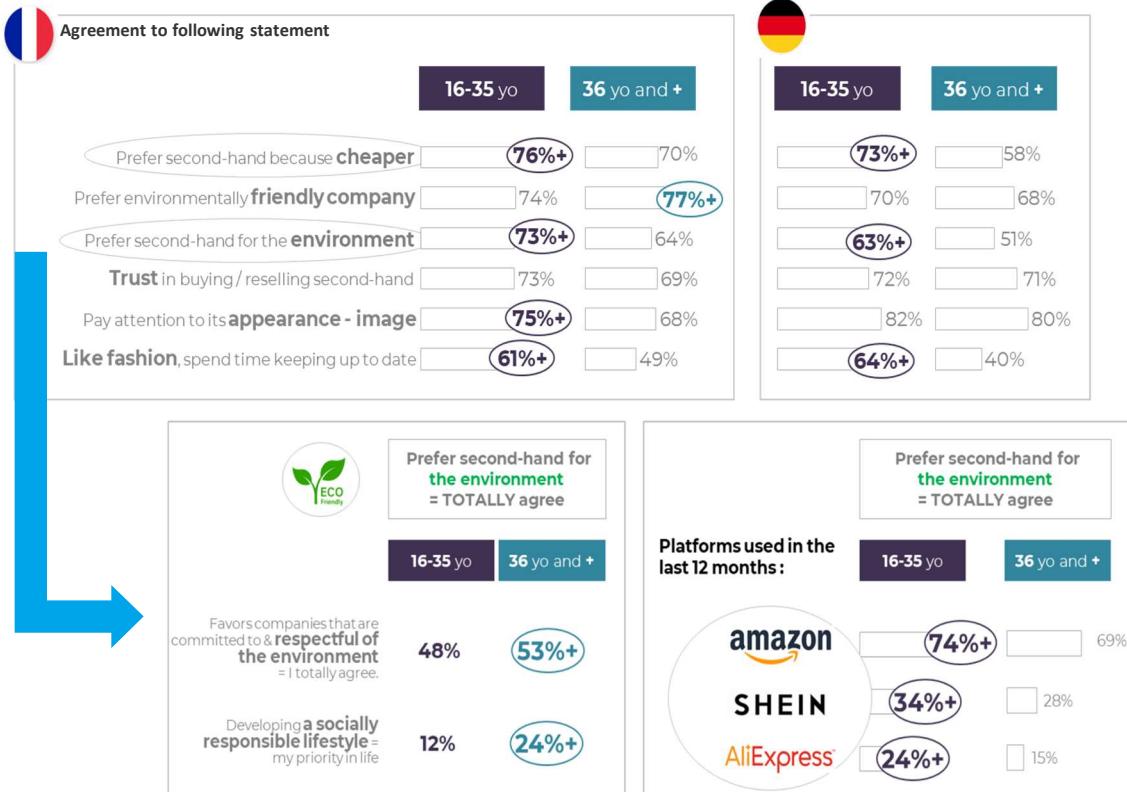
# Traditional marketplaces are “getting old”

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

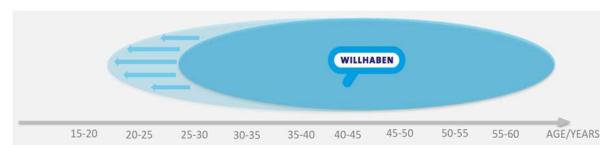
## Why Fashion?

- 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

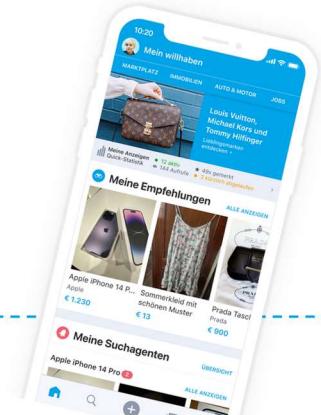
Strong associations in the young target group

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



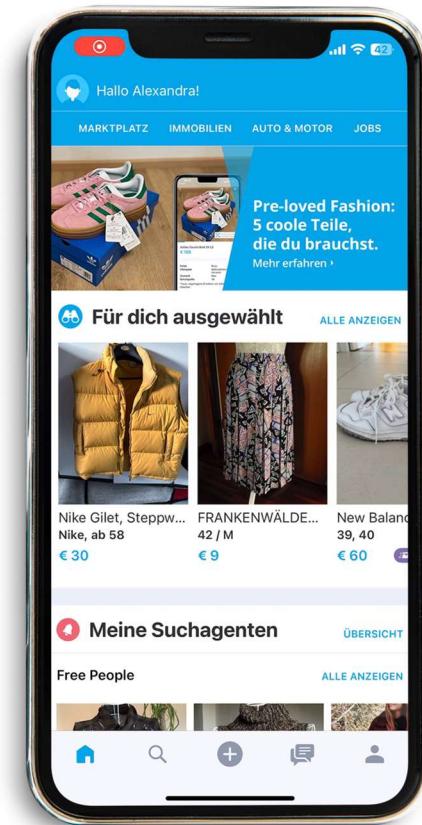
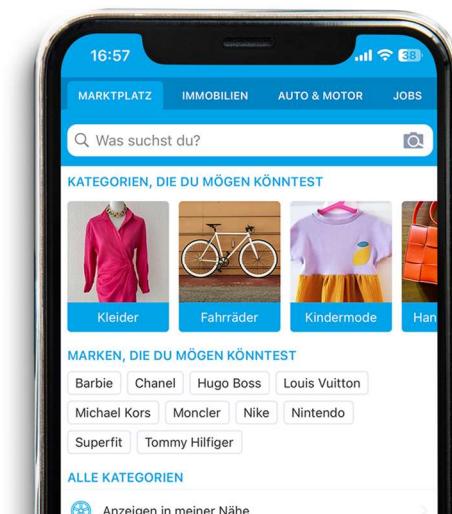
## Mobile/App focus

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

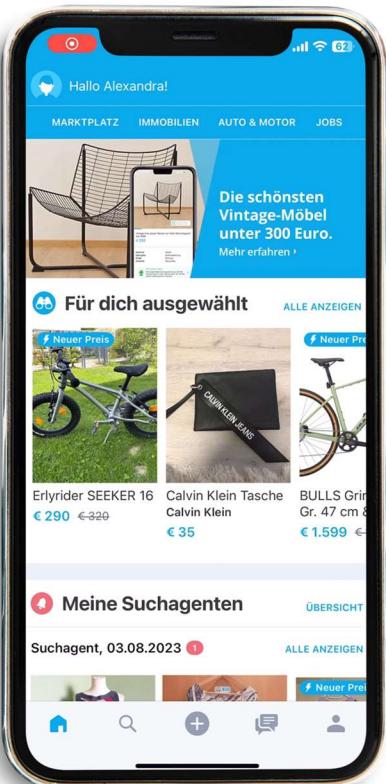


# First initiatives in product aimed for making FESCHN content more visible

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

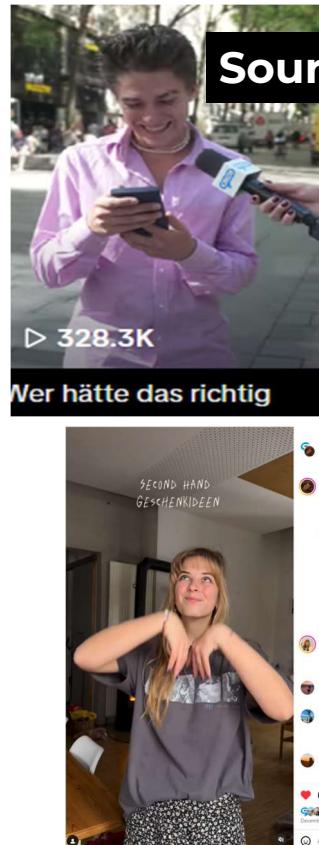


## With improving search capabilities, the complexity of the ad insertion process increased

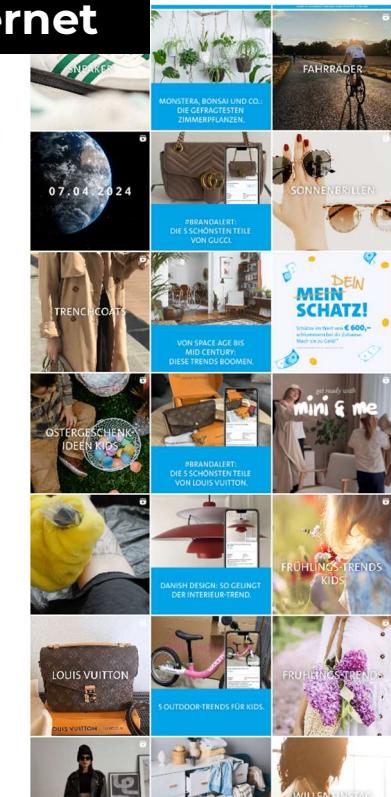
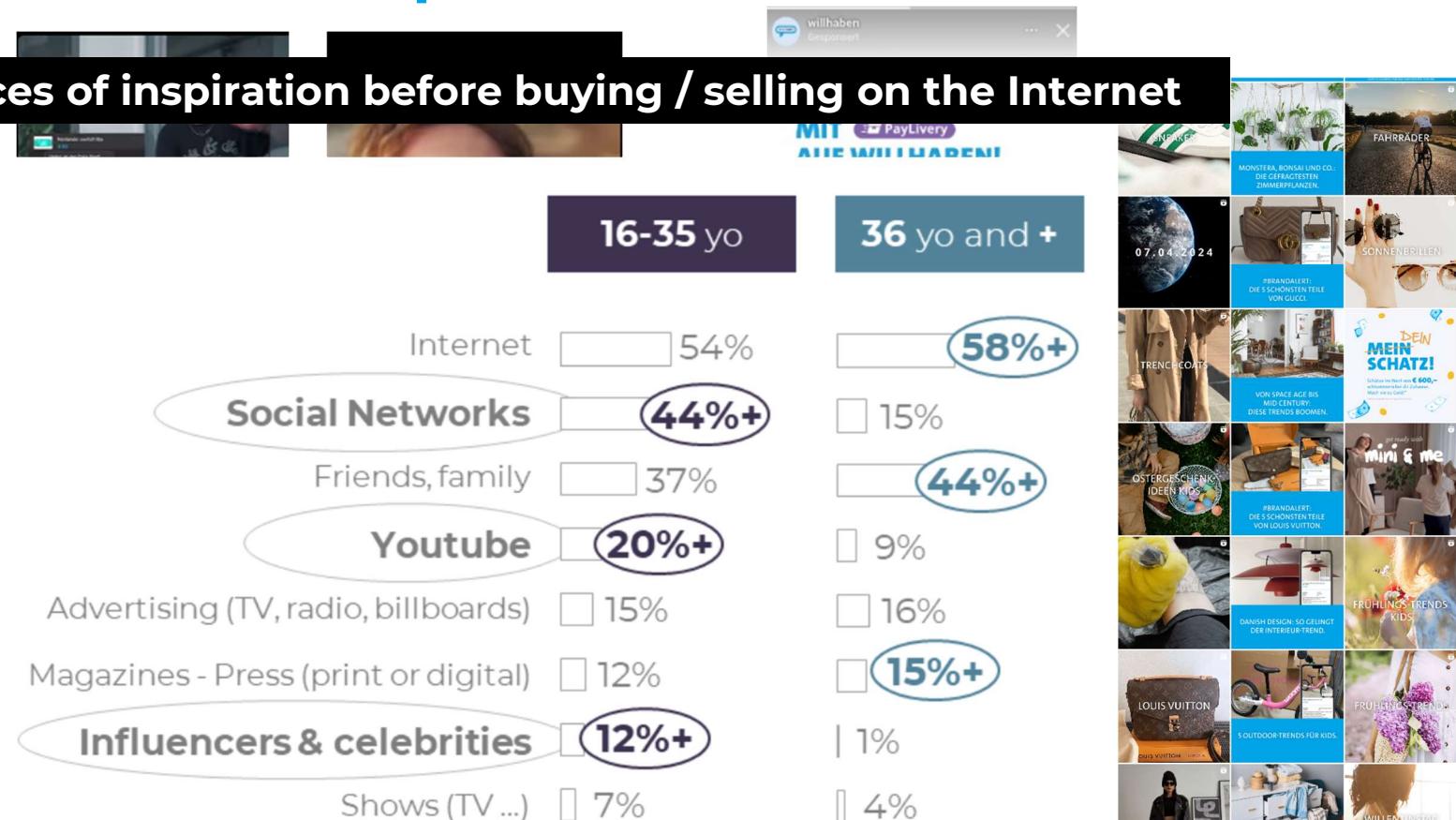


- Biggest user problem: Limited search capabilities for fashion → Solution: Adding several filters in fashion
- Complexity of ad insertion increased → Solution: automation of ad insertion

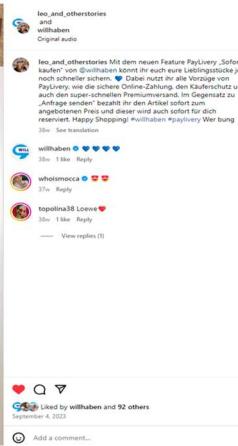
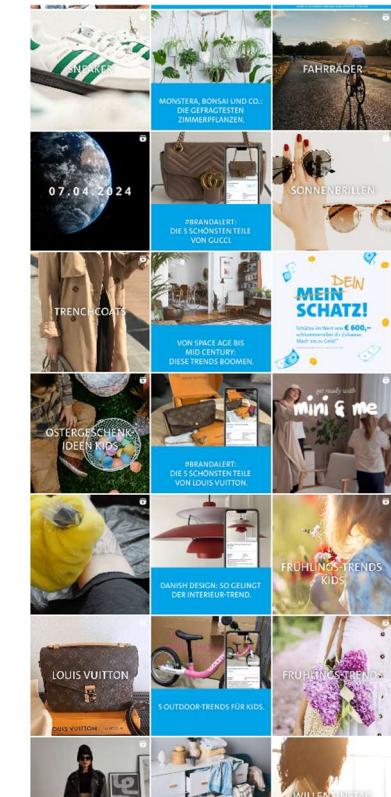
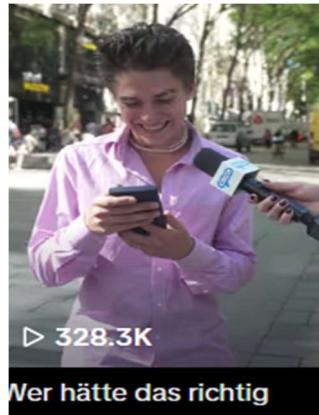
# Performance marketing in relevant channels and strong influencer cooperations raised awareness



## Sources of inspiration before buying / selling on the Internet



# 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**





HERSHEY'S 'SHEYS' HERSHEY'S

# 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

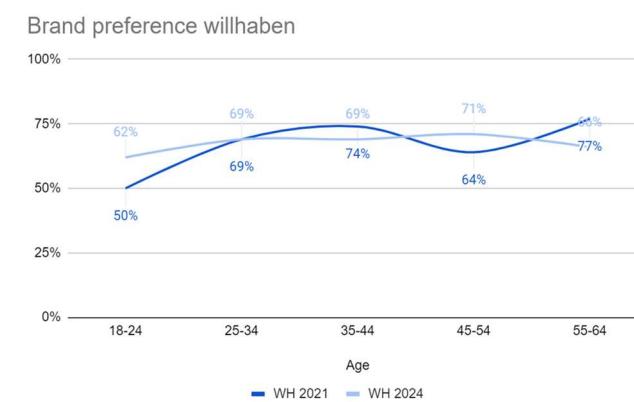
PayLivery Transactions +80.2% yoy

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%



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

# 3. Learnings

WILLHABEN

## 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

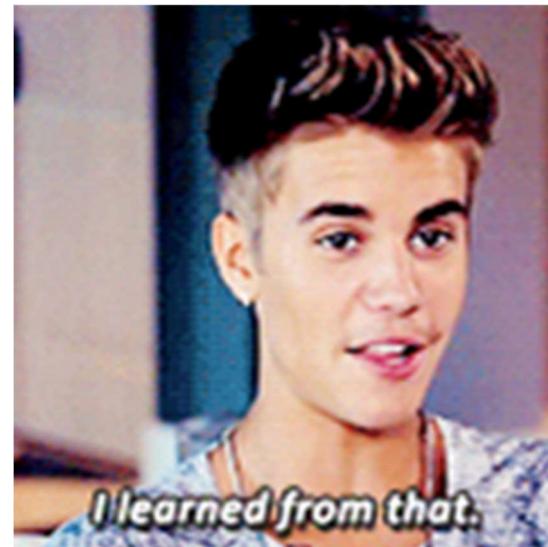


Your marketing campaign  
shouldn't promise,  
what your products can't keep

### 4

## Key Learnings from our FESCHN activities

5 Measure!  
Learn!  
Repeat!



*I learned from that.*

Thank you!  
Stay FESCH!

