

tagwalk.  
fashion brand insights.

# who we are.

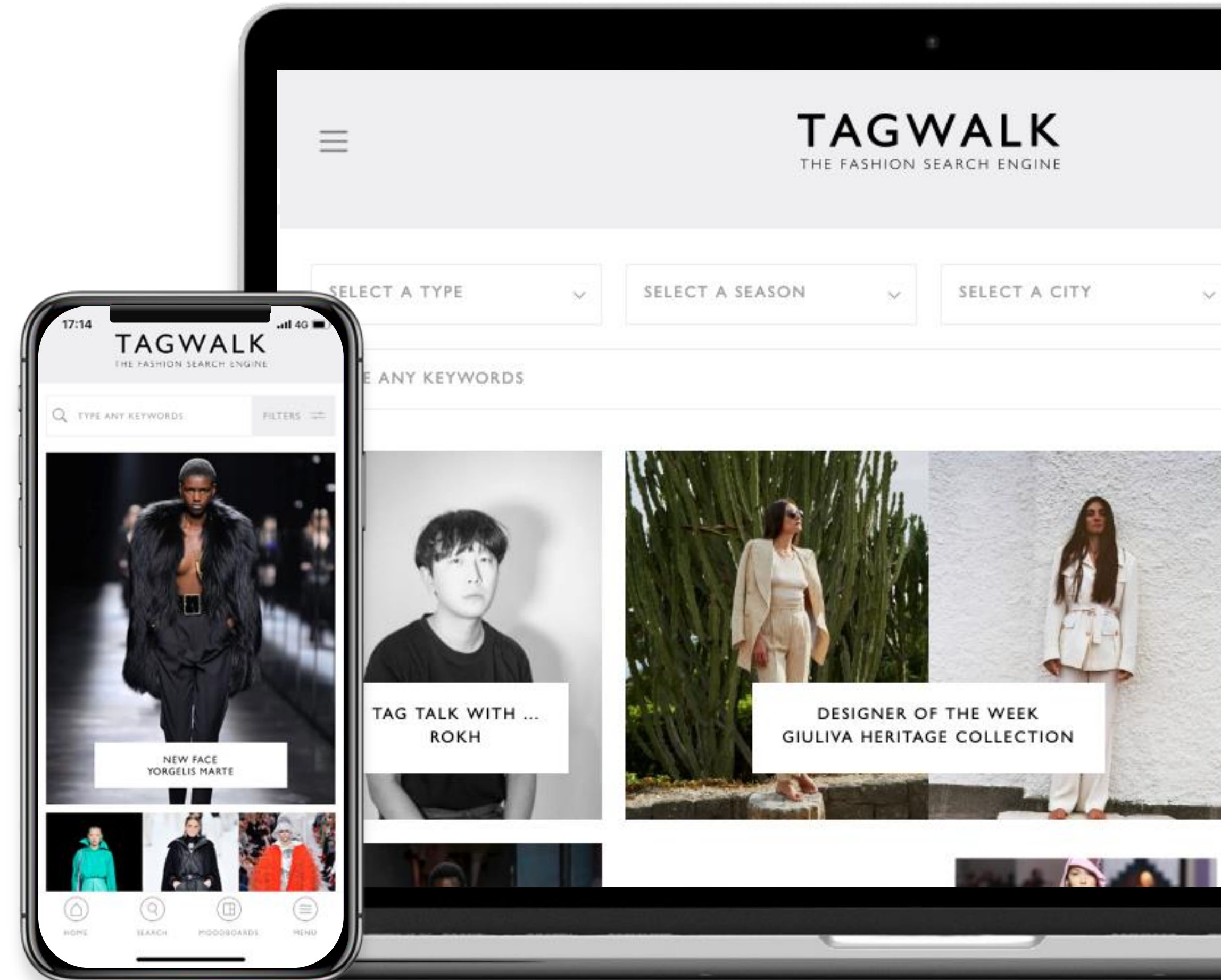
The first fashion search engine  
with an unique tagging methodology

TAGWALK IS **THE FIRST PROFESSIONAL SEARCH-ENGINE** WITH 330.000 ACTIVE USERS

TAGWALK **CENTRALISES ALL FASHION CATEGORIES**

(RUNWAY, ACCESSORIES, STREETSTYLE, MODELS)

TAGWALK HAS **750 DESIGNERS**  
FROM PARIS, LONDON, MILAN AND NEW YORK







## **BRAND EQUITY REPORT**

### **WHAT**

A data driven analysis of the value of your brand through the B2B Tagwalk audience + platform.

### **WHY**

Identify strengths and opportunities of your brand through key insights and weak signals from the industry. Leverage the data to reinforce your brand strategy.

### **HOW**

Data x Fashion experts using:

- Brands' collection structure and traffic from Tagwalk
- B2B Panel Interviews



# data sources overview.

## DATA FROM THE **TAGWALK PLATFORM**

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### FOR EACH REPORT

55,7 MILLIONS OF DATA ANALYZED  
1,8 MILLIONS OF SEARCHES  
2,7 MILLIONS OF VIEWS ON ENLARGED PICTURES

80,000 UNIQUE USERS  
WORLDWIDE  
90% FROM FASHION INDUSTRY

263 TAGS BY BRAND & BY SEASON

#### **MAIN KPIs:**

BRAND SEARCH, KEYWORD SEARCH, VIEW ON PICTURE,  
BRAND TRAFFIC, COLLECTION STRUCTURE, USER PROFILE

## DATA FROM THE **PANEL SURVEY**

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### FOR EACH REPORT

9,600 ANSWERS ANALYZED  
39 MINUTES OF COMPLETION TIME IN AVERAGE

PANELISTS FROM THE TAGWALK  
WORLDWIDE AUDIENCE  
(B2B & FASHION LOVERS)

1600 ANSWERS ANALYZED BY BRAND

#### **MAIN KPIs:**

BRAND APPRECIATION, BRAND POSITIONING, SOCIAL MEDIA,  
HERITAGE, INNOVATION, QUALITY/ AFFORDABILITY



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