

# Context is the new black

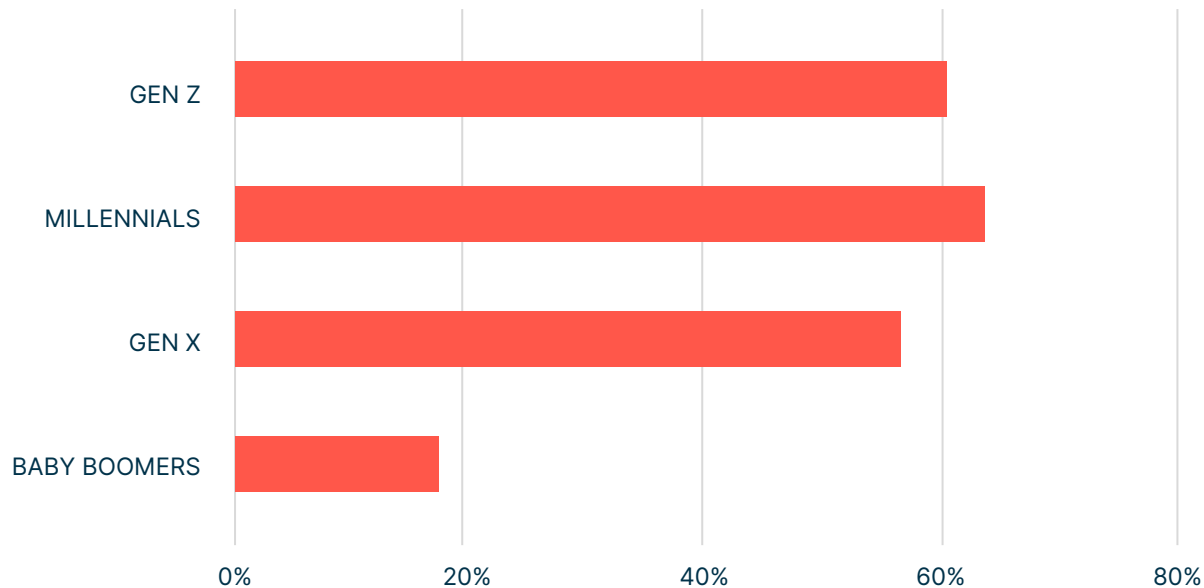
Boost your media with  
confidence



Embrace the challenge

# Luxury is getting younger

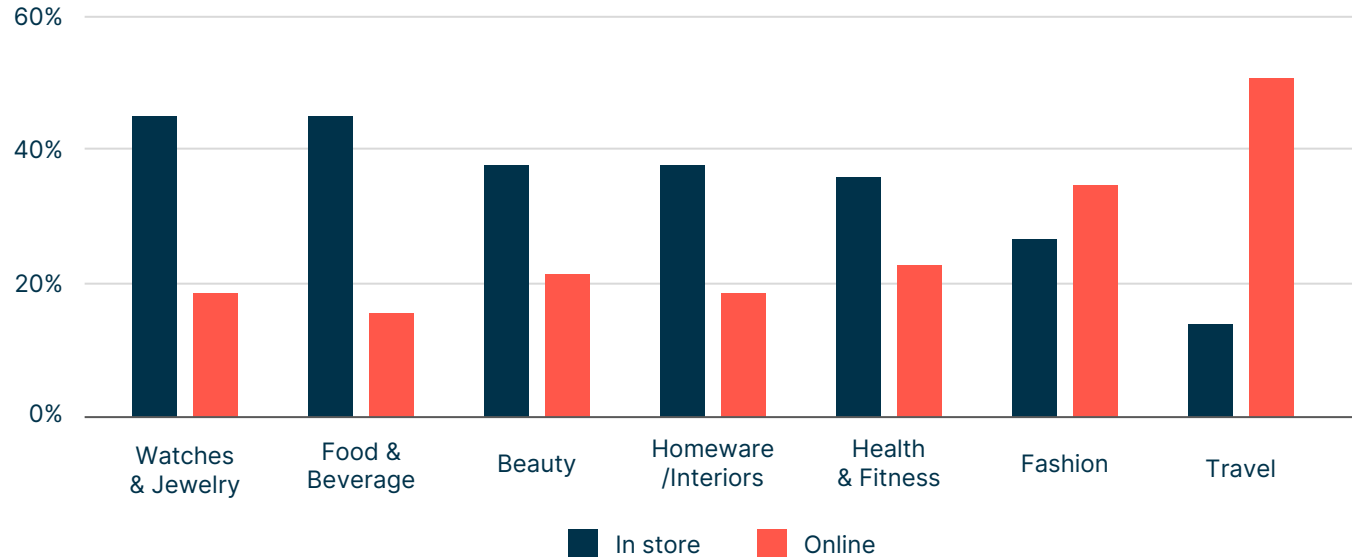
## Shopper who bought Luxury in the last 12 months



Source: Klarna Luxury Report US, February 2022

# This impacts where purchase happens

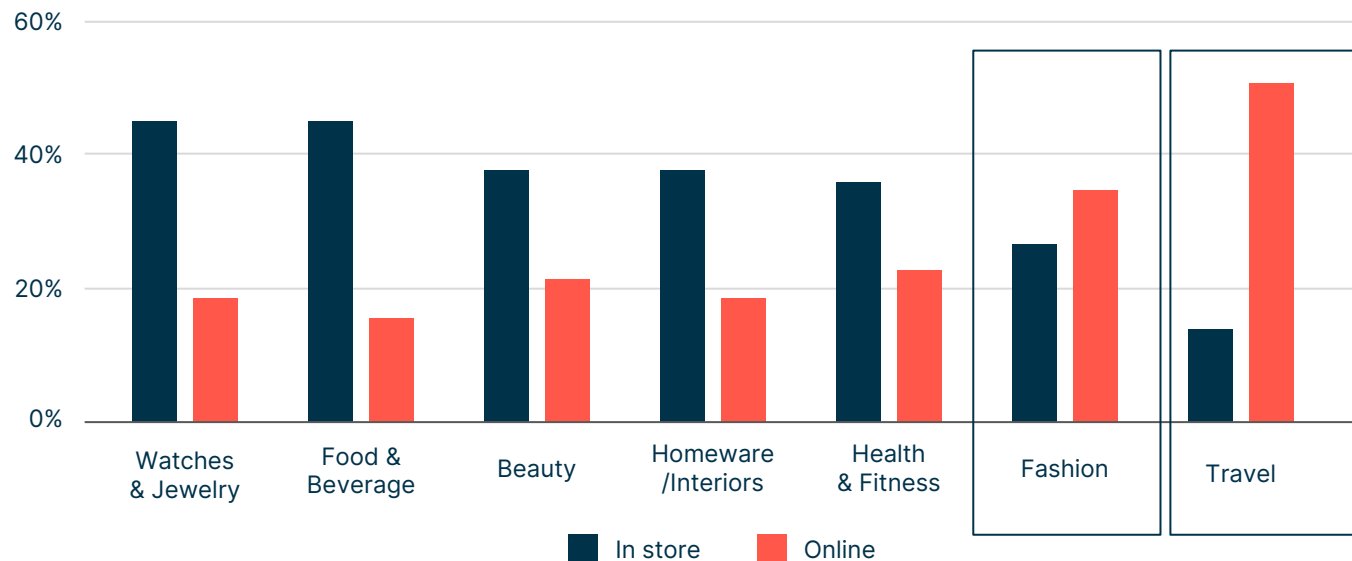
## Best Buys by Category



Source: Klarna Luxury Report US, February 2022

# With Fashion and Travel driven by online sales

## Best Buys by Category



Source: Klarna Luxury Report US, February 2022

# How brands are perceived

4x

Luxury shoppers are 4x more likely than non-luxury buyers to consider premium brands sustainable

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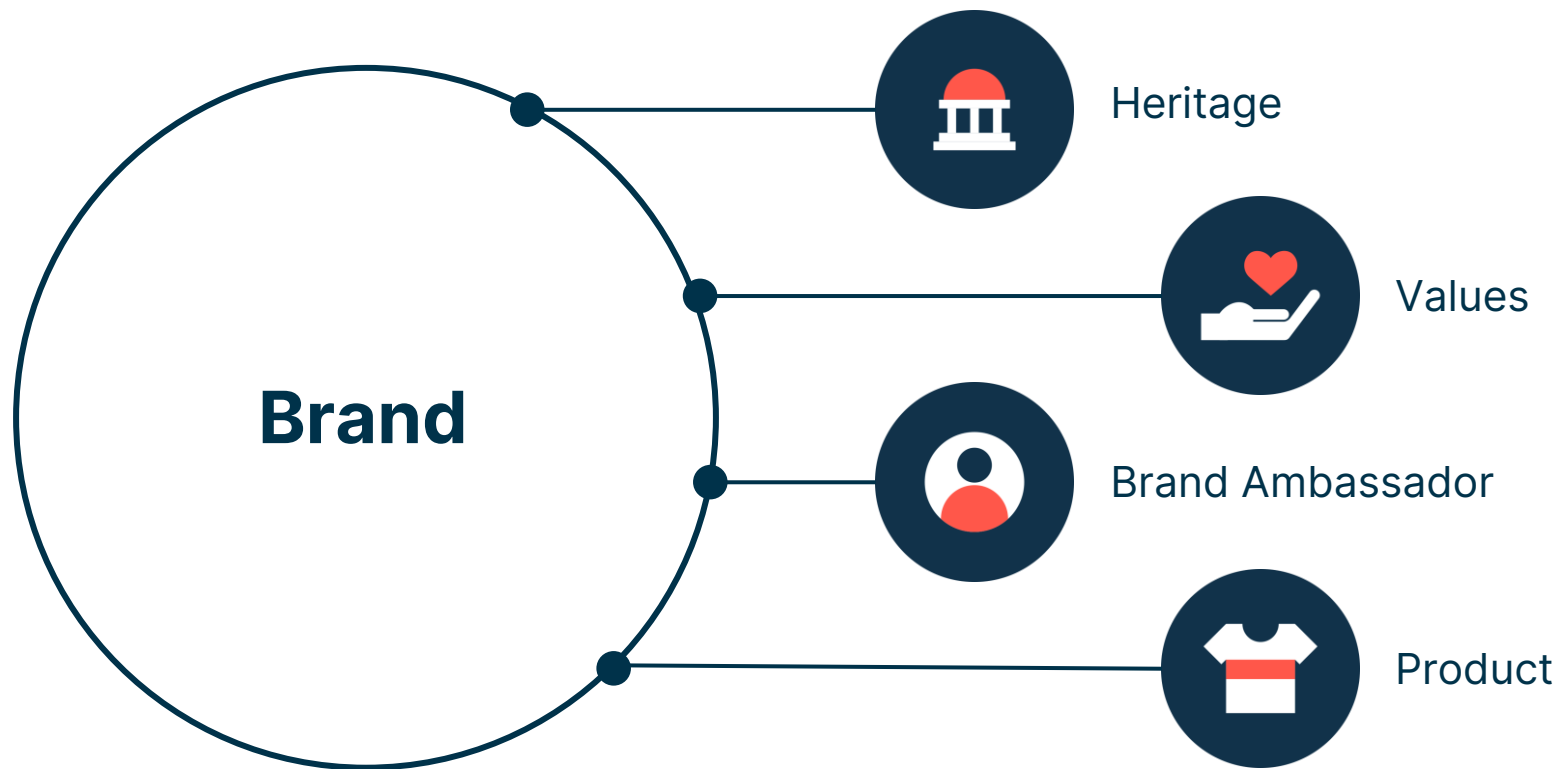
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**The more digital a demographic is, the more digitally and ideologically demanding it's likely to be.**

# Leverage the assets



# Brand fashion/luxury assets



# IAS assets



# Valentino & IAS

## a successful execution

# Brand Protection and Quality are key drivers for performances across targets



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Thanks