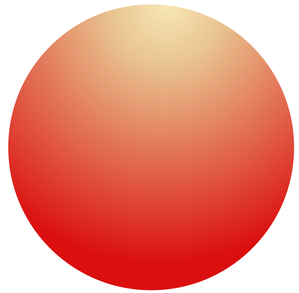
Privé / UGC

The new *luxury* paradigm

The Post-Polish era of *luxury* marketing



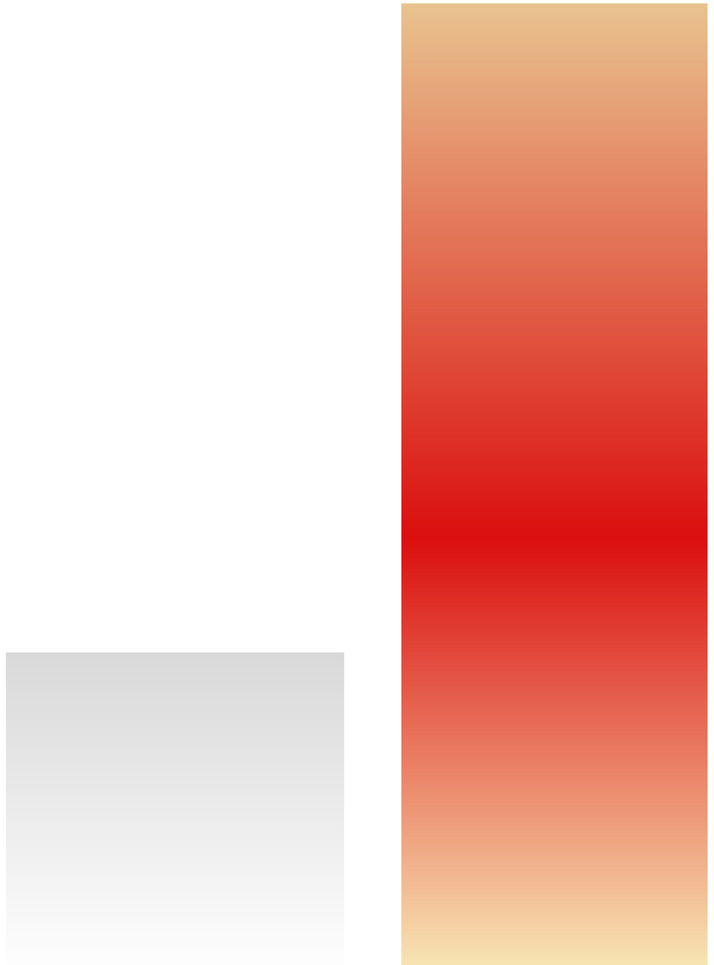
Why top agencies are pivoting to *UGC*



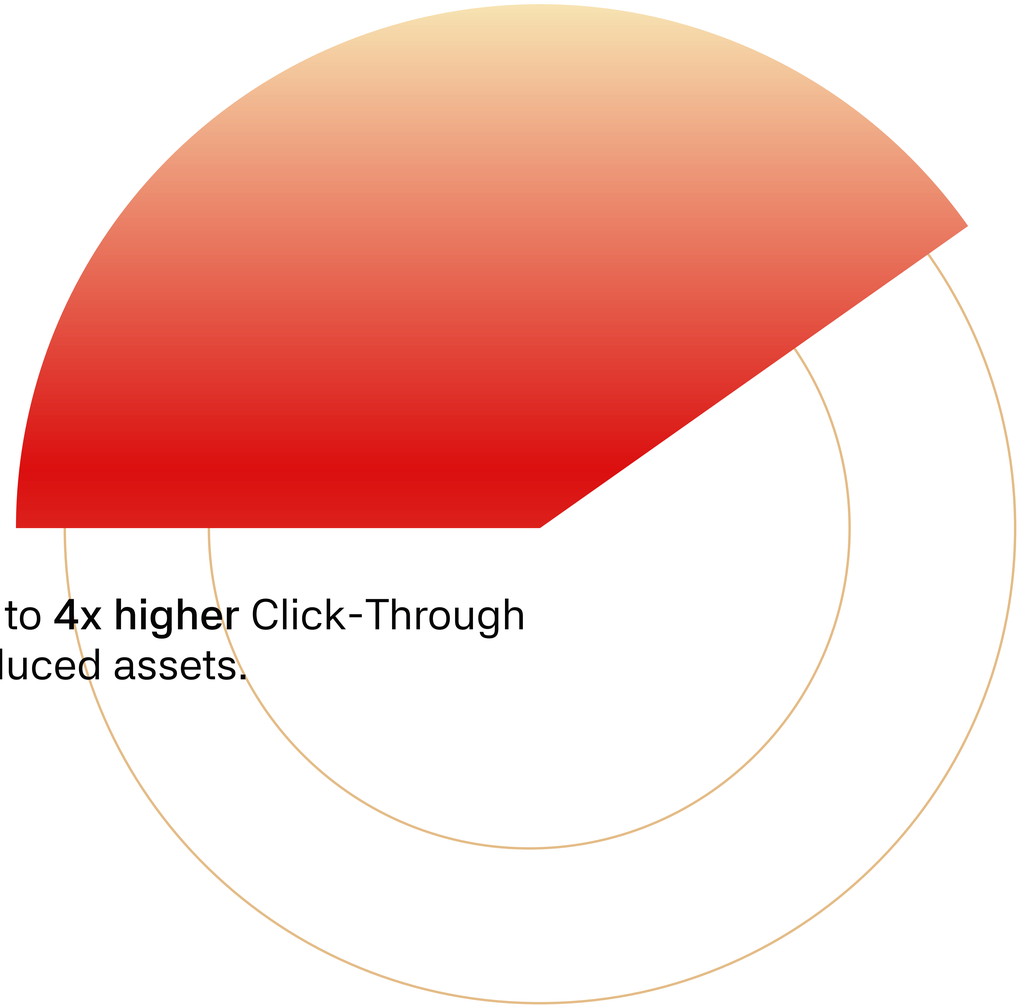
With screen-time saturation at an all-time high, the attention economy for luxury consumers is heavily fragmented. Vanity metrics are out, **Return on Engagement (ROE) is in.**

74% Higher conversion

Product pages featuring native, **curated UGC** convert at dramatically higher rates.



50% Lower CAC & CPC



Advertising efficiency skyrockets. Ad creatives utilizing UGC see up to **4x higher** Click-Through Rates (CTR) and cut Cost-Per-Click in half compared to studio-produced assets.

Trust is the *ultimate* currency

92% of consumers trust **peer-to-peer content** over traditional brand messaging

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The *UGC* Privé Difference

Not all UGC is created equal. The standard "influencer" model often dilutes brand equity. UGC Privé operates strictly with "Professional" Luxury Creators,individuals who inherently understand the dialects, aesthetics, and lifestyle of the US and European luxury markets.

Privé

The ROI of discreet *luxury*

Case Study I:

The Beverly Hills Real Estate Developer



The Challenge

Unsustainable Cost-Per-Lead (CPL) for exclusive $15M+ off-plan estates using **traditional architectural 3D renders ***

The Privé Solution

Deployment of native, "POV-style" walkthroughs utilizing UGC Privé's elite lifestyle creators, presenting the properties as lived-in, exclusive experiences.





The *Results*

62%

Reduction in CPL

3x

increase in qualified HNWI inquiries within a 45-day cycle

Case Study 2 :

The Place Vendôme haute Joaillerie Maison



The Challenge

Stagnant engagement on high-production product shots; **lack of connection with younger, affluent demographics in the US market.**



The Privé Solution

Curated "unboxing" and "styling" content mimicking organic buyer behavior, produced by creators with an established luxury aesthetic but without massive influencer followings (ensuring peer-to-peer authenticity).



The *Results*

4x

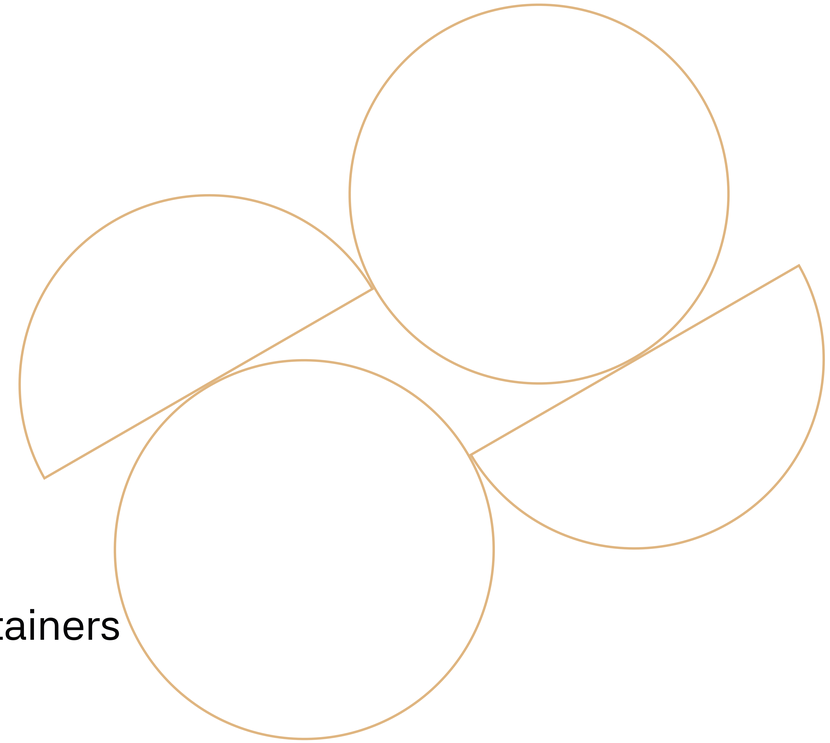
Higher CTR on Meta Ads

$1.2M

Generated in attributed revenue over just 60 days.

The Teaser

Partnership *pricing*



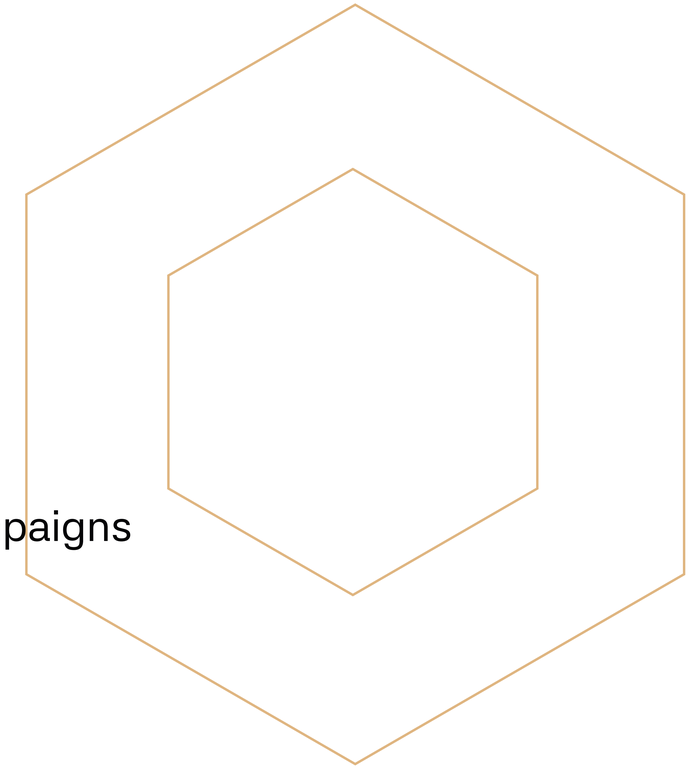
Our pricing is structured to integrate seamlessly with Tier-1 agency retainers and enterprise brand budgets.

Trial

The *Capsule*

Starting at $5000 / mo

Ideal for testing UGC performance on specific product lines or localized campaigns

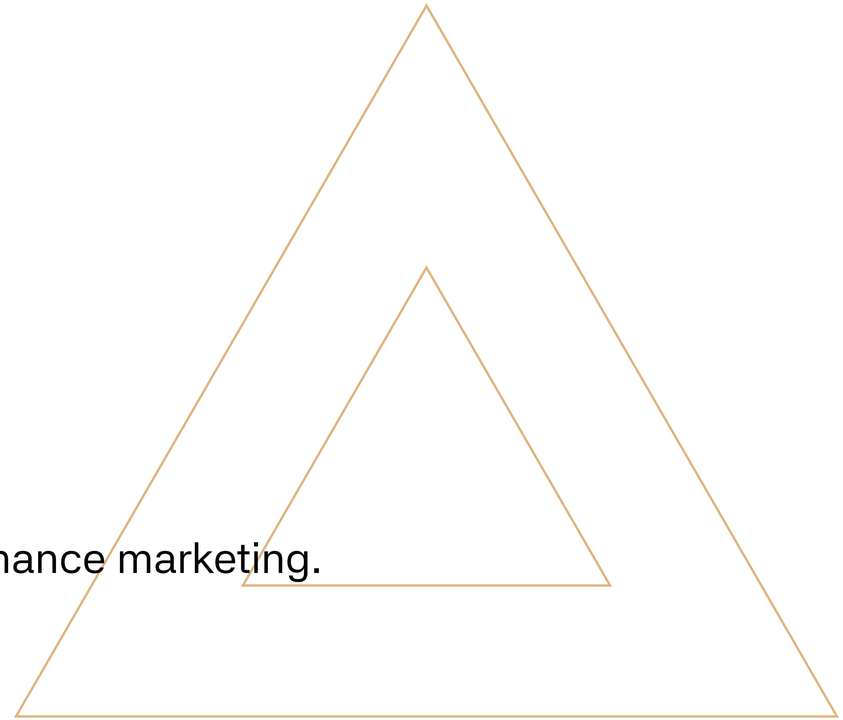


Growth

The *Retainer*

Starting at $12,500 / mo

Consistent, high-volume bespoke content designed for always-on performance marketing.



Bespoke

The *Enterprise*

Custom Pricing

Full-scale creator deployment, exclusive rights, and dedicated creative direction for global campaigns.

Note :

Pricing listed above is a baseline for unmanaged assets. Full campaign management, whitelisting, and localized campaigns are tailored to specific agency requirements

Unlock

The *Full Suite*

This document is merely a teaser of the UGC Privé methodology. Because our talent pool is exclusive and highly vetted, we operate on a strictly allocated basis.

To explore our full creator roster, request a customized strategy for your brand portfolio, or to lock in your agency's allocation for Q4 :

Speak with a Privé Representative today. Your agency's unfair advantage in the luxury market awaits.