

INSIGNIA

Media Kit

Insignia



Insignia

Say Yes to Impossible with the ultimate global leader in lifestyle management and financial services for ultra-high-net-worth and high-net-worth individuals.

Our Partnership Approach

Designed to seamlessly integrate alongside any partner offering. We provide a highly flexible partnership approach, to compliment and tailor to the needs of our partners and our ultra-high-net-worth clients.

Our Members

The members that make up the Insignia community are defined by more than just wealth, they understand the true value of shared experiences, striving to create abundant memories to last a lifetime.

Insignia's members, from businessmen, power-women, millennials to corporates, each come with their own unique set of aspirations, and bound by a common spirit; the essence of generosity

Fast Facts

+23
YEARS
OF HERITAGE

87%
CLIENT RETENTION
FOR +12 YEARS

98%
FULFILLED
REQUESTS

A consultancy
service for
exceptional living.

Say Yes to
Impossible



Experience

Our aim is clear - To be the global leader in lifestyle management and financial services for ultra-high-net-worth and high-net-worth individuals.



1996

SBS World Service (Insignia), the Luxury Lifestyle Management and Travel company, is founded

2005



The Glamour Card is launched

2011

Insignia Cards Limited is founded

2014

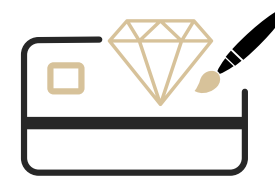
The Platinum personal and business cards are launched

2015

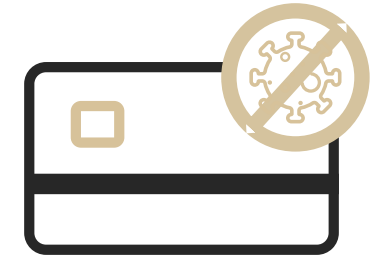


The sporting events app, V-lounge, and the online shopping portal, the Voice of Luxury, go live

2017



Our remarkable flagship product, the Jewellery Card, is launched



2020

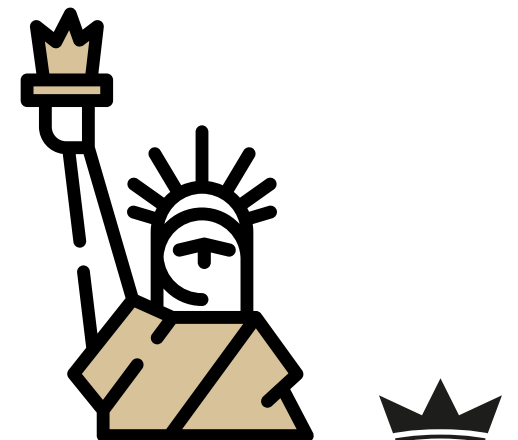
Insignia develops the Wellness Clean Card and launches Insignia Connect

2018

The C by Insignia super-premium corporate card is launched

2019

Insignia opens an office in New York City in a joint venture partnership with Certares, a new HQ in the Middle East, and launches its Rewards points programme



Unparalleled Client Benefits

With our powerful Lifestyle Memberships, Super-premium and Premium Card members enjoy a host of exceptional services, exclusive privileges and unique experiences.

HAVE PEACE OF MIND AND SAVE TIME

through your dedicated personal assistant available 24/7 via phone, email or sms we'll save you the most precious commodity: time.

PERSONALISED SERVICE TO FIT YOU

There is no right solution for everyone, but there is a right solution for you.

GET MORE FROM YOUR MONEY

Redeemable points for travel, shopping and more through our flexible rewards programme designed for UHNWIs

ACCESS OUR GLOBAL LOUNGE COLLECTION

An expanding airport lounge programme of global a lounge network that unlocks access to more than 1,000 lounges across 120 countries and 400 airports



EXPERTISE, ACCESS AND KNOWLEDGE

Over 5,000 dedicated advisors globally, have the knowledge, expertise and contacts to secure exclusive access for you. Our clients rely on us to keep them on the pulse of what's hot and happening

VIP INSIGNIA EXPERIENCES

VIP treatment is difficult to secure for yourself. That's where we come in. You can take full advantage our contacts and associations from unforgettable events in music, theatre, sports and beyond

EXCLUSIVE PRIVILEGE PROGRAMMES

Exclusive benefits and access through Fine Hotels & Resorts, Global Dining Collection and more

ESSENTIAL TRAVEL INSURANCE

360 client experience

Audience Profiles

Exclusively comprising 100% pre-qualified and voted member base. Insignia caters to a unique and highly exclusive community of the most affluent and discerning consumers in the world. For our clients being an Insignia member represents a long term commitment to the highest levels of service, personalisation and unrestricted access.

\$35M
TOTAL NET WORTH

14
LEISURE TRIPS PER YEAR

6
OWNED PROPERTIES

38
AVERAGE AGE OF INSIGNIA
PREMIUM MEMBER

53%
COMPANY OWNER
OR PARTNER

11%
COMPANY OWNER
OR PARTNER

FASHION

TRAVEL

WELLNESS

ART &
DESIGN

BUSINESS

FINANCE

Influential and Highly Connected

Global Influence

UK - 21%
Russia 19%
USA 16%
UAE 11%
Monaco 7%
Switzerland 6%
Italy 4%
Singapore 3%
Germany 2%
France 2%

16%

21%

19%

6%

2%

2%

7%

4%

11%

2%



Insignia Communication's

The client's 24/7 Personal Assistant can provide full support when scheduling meetings, organising their social calendar, arranging a bespoke travel itinerary or sourcing a gift for a friend's or relative's birthday.

The client determines the relationship they share with their Personal Assistant and what they want from them. Whether they want to rely on them for their business needs or their lifestyle requirements, their Personal Assistant is there to support them as a loyal companion 24/7/365.

PERSONAL ASSISTANTS COMMUNICATE

13

TIMES A DAY ON AVERAGE WITH A
CLIENT ON OFFERS AND REQUESTS

CLIENTS PLACE

23%

OF REQUESTS THROUGH THEIR
PERSONAL ASSISTANTS

PAs SEND MINIMUM

3

BESPOKE OFFERS A WEEK TO CLIENTS

ENGAGEMENT RATE IS

23%

ON AVERAGE ON ALL OFFERS SENT

OUR REQUEST
CONVERSION IS

46%

ON ALL OFFERS
SENT TO CLIENTS

OUR OFFER REQUEST
GROWTH IS

45%

YEAR ON YEAR

OUR AVERAGE
ORDER VALUE IS

\$3,200

PER REQUEST



The Elite Selection

Extraordinary spending power for the extraordinary few

Swiss made, our flagship card is created using 14K gold, set with precious gemstones and hand inlaid with other fine, rare minerals. Combining hand-craftsmanship with up to the minute technology, our Insignia EMV chip is integrated into the card discreetly, making it a fully functional, unique piece of objet d'art.

Each unique piece creates a synergy between fine art, haute jewellery, exclusive membership and status, all functioning as a top-line payment instrument. Truly encapsulating the spirit of the niche and the unique that ultra-high net worth individuals with refined taste and seek to distinguish themselves.



[Full Collection](#)



Website

ON AVERAGE WE HAVE

9,910

SESSIONS ON THE WEBSITE PER MONTH

OF WHICH

82%

ARE NEW CUSTOMER SESSIONS

ON AVERAGE

5.6

PAGES PER SESSION ARE VIEWED

OUR BOUNCE RATE IS LESS THAN

40%

ON THE SITE

TOP 5 LOCATIONS

United States

% OF SESSIONS

34%

United Kingdom

14%

Norway

9%

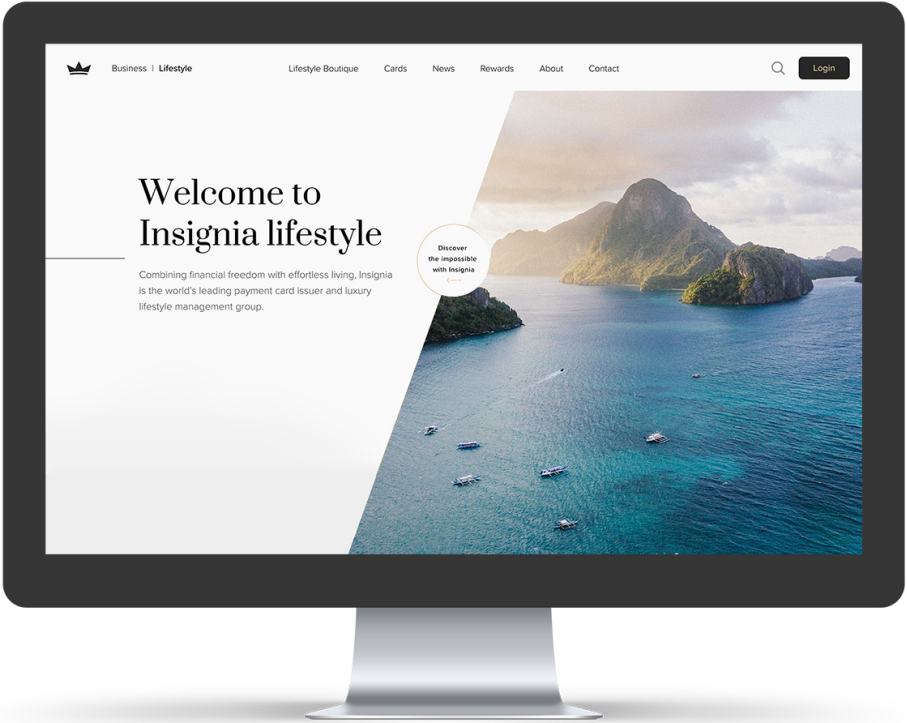
Russia

4%

Malta

3%

INSIGNIA.COM



Newsletter

15

NEWSLETTERS ON
AVERAGE PER
MONTH

OUR OPEN RATE IS

45%

ON AVERAGE FACING A
12% GROWTH FROM 2019

OUR CLICK THROUGH RATE IS

18%

ON AVERAGE FACING A 78%
GROWTH FROM 2019

THE INDUSTRY AVERAGE
CLICK THROUGH RATE IS

2.5%

THE INDUSTRY AVERAGE
OPEN RATE IS

20% - 30%

OUR SALES
CONVERSION IS

58%

FROM THE CLICK
THROUGH RATE

OUR NEWSLETTER
SALES GROWTH IS

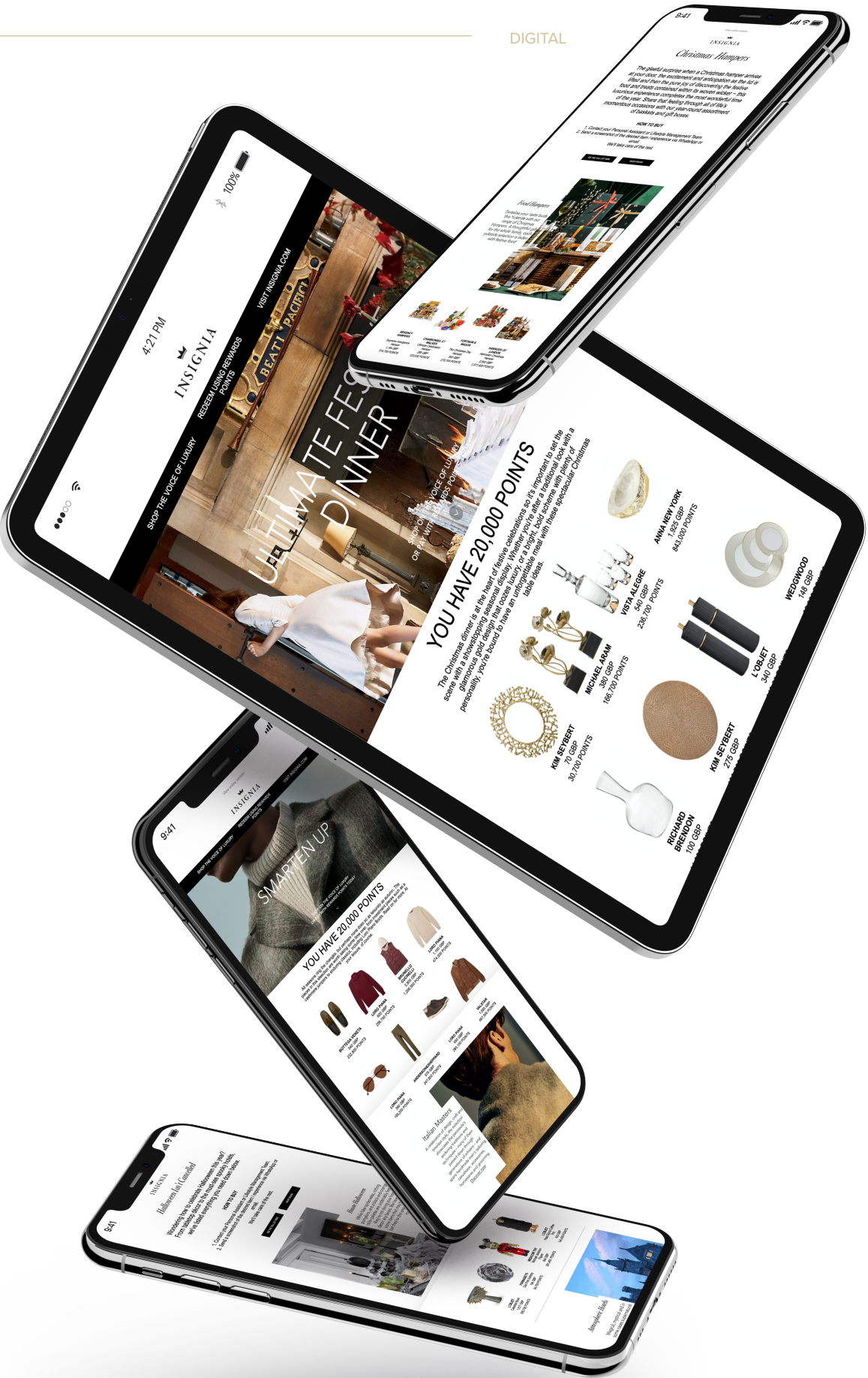
98%

YEAR ON YEAR

OUR AVERAGE
ORDER VALUE IS

\$2,586

PER NEWSLETTER



DIGITAL

Voice of Luxury

The Voice of Luxury is an online shopping platform exclusively designed for our member base. The items selected on the site are brands we have strong relationships and agreements with each of the featured brands.

ON AVERAGE WE HAVE

425

SESSIONS ON THE SHOPPING
PORTAL PER MONTH

68%

ARE RETURNING
CUSTOMER SESSIONS

OUR BOUNCE RATE
IS LESS THAN

29%

ON THE SITE

ON AVERAGE

7.4

PAGES PER SESSION
ARE VIEWED

AN AVERAGE SESSION IS

00:10:18

MINUTES LONG

70%

OF SOURCES ARE
DIRECT AND
NEWSLETTER LEADS

OUR AVERAGE
ORDER VALUE IS

\$5,750

PER REQUEST

TOP 5 LOCATIONS

Russia

United Kingdom

Ukraine

Slovakia

United States

% OF SESSIONS

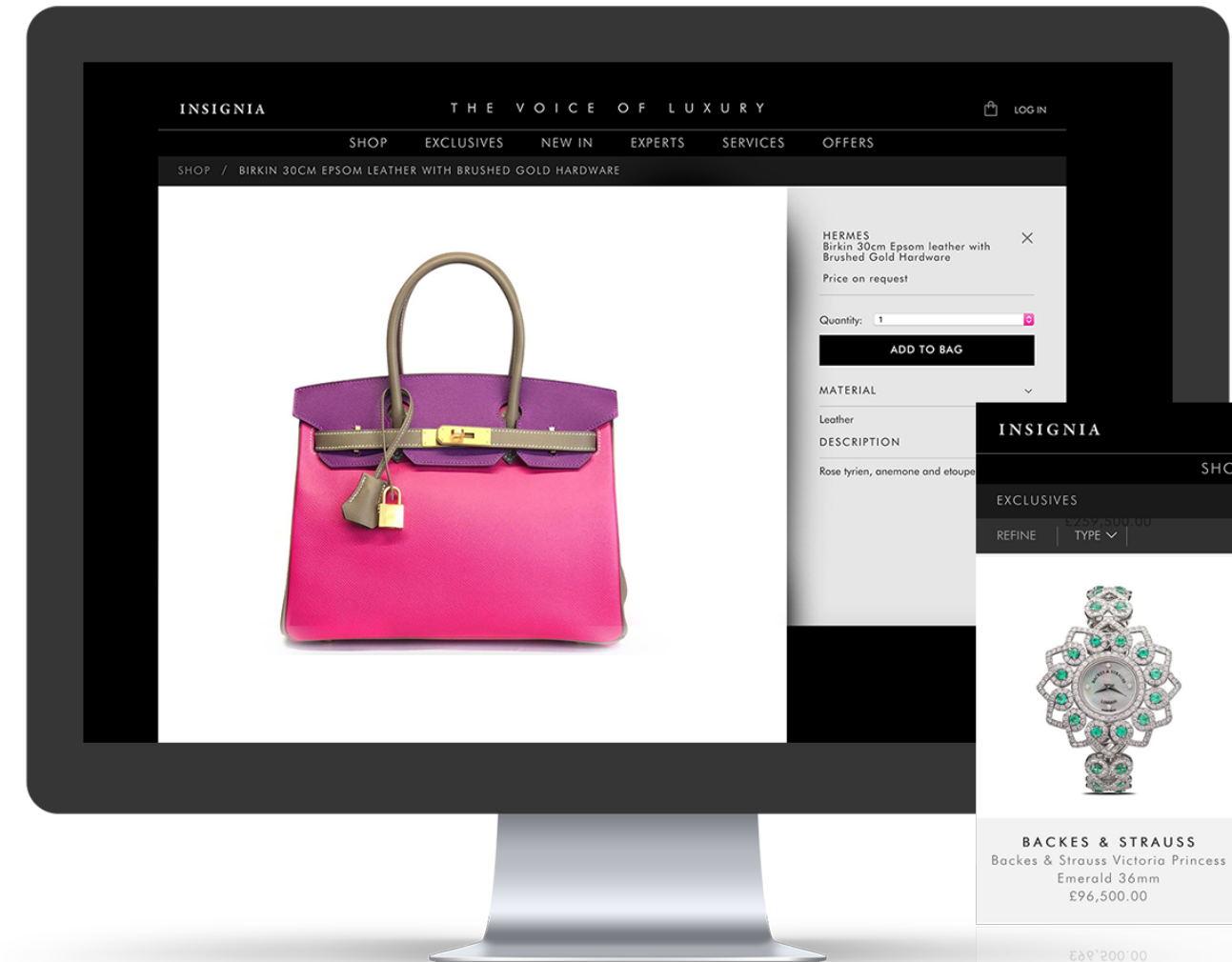
23.4%

16.9%

15.7%

12.3%

11.4%

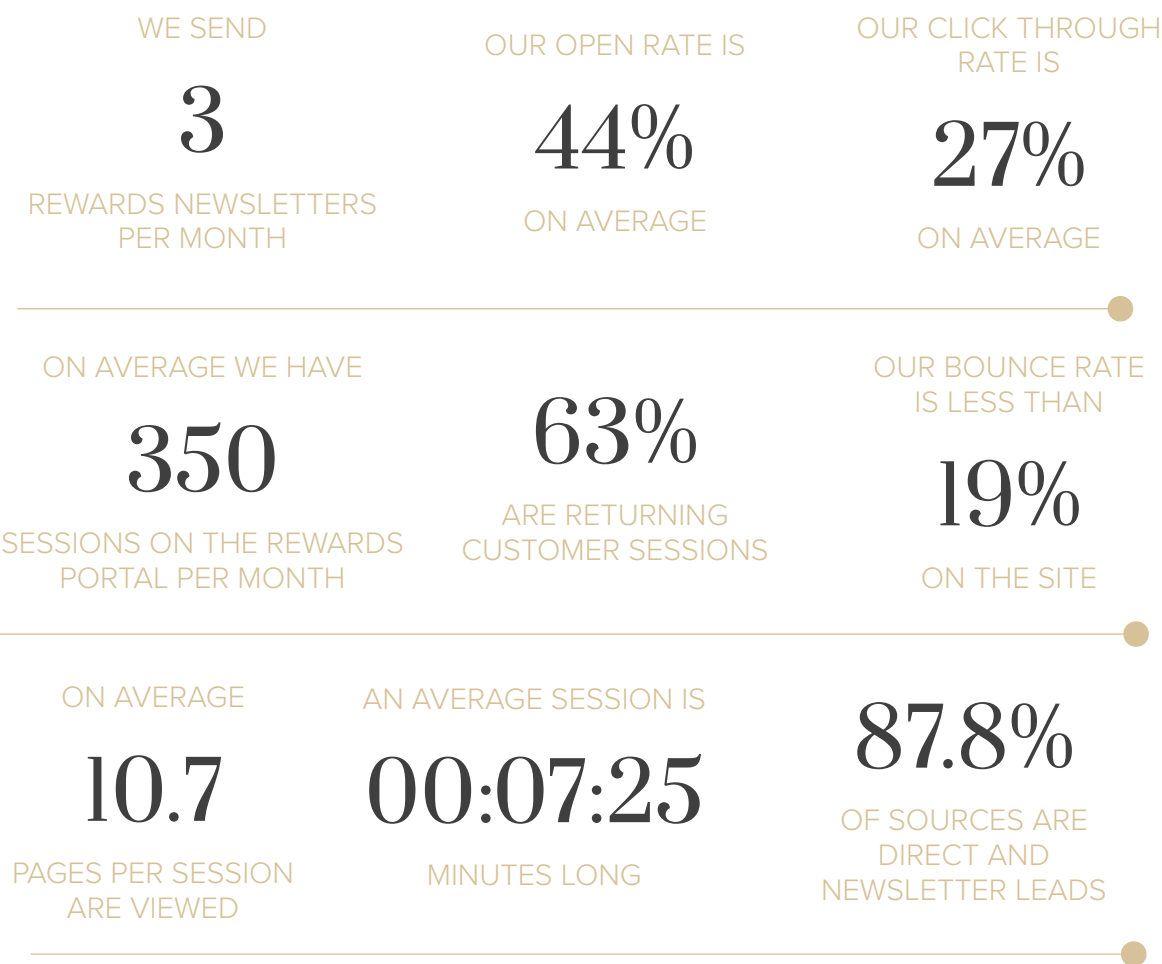


VISIT THE VOICE OF LUXURY (VOL)

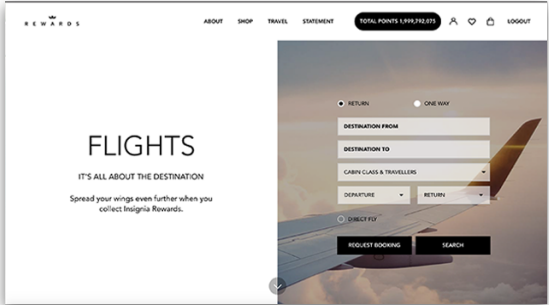
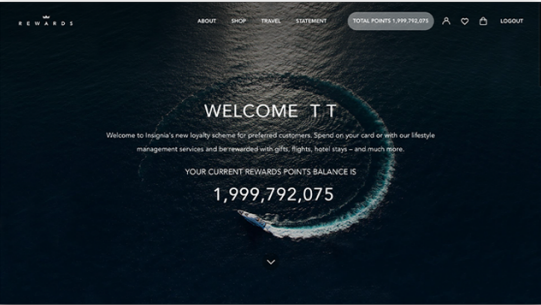
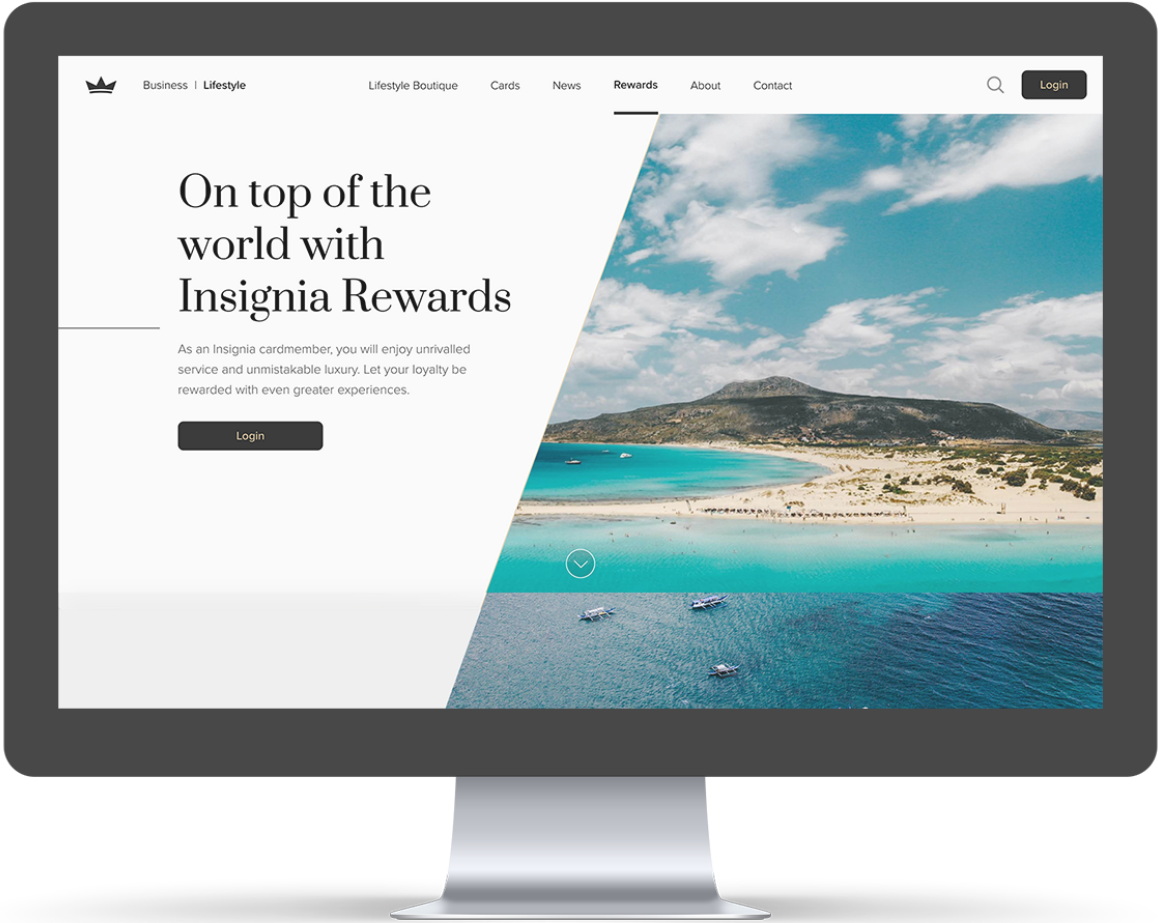


Insignia Rewards

Clients earn points through their lifestyle and card spend. They then have the option to spend via their personal assistants, newsletters and via the rewards portal.



OUR AVERAGE ORDER REDEMPTION IS	TOP 5 LOCATIONS	% OF SESSIONS
18.7%	United Kingdom	22%
	Russia	19%
	Malta	14%
	United States	13%
INSIGNIA REWARDS	Slovakia	6%



Top Restaurants '20

Looking over 2020 there is an evident trend that many of the restaurants booked have been in Monaco and the Cote D'Azur area:

NICE

ST TROPEZ

CANNES

BEAULIE SUR MER

30 Tables

BOOKED ON AVERAGE FOR
OUR CLIENTS PER WEEK

Once Covid affected the market we had to adapt quickly and created the COVID Restaurant guide for the most "wanted" destinations:

DUBAI

NEW YORK

COTE D'AZURE

LONDON

SWITZERLAND

These Newsletters had the actual info on what restaurants remained open and whether there are any restrictions or changes in standard operating hours as well as guidance on which restaurants operate on delivery basis and through which platform.

Gaia	Monaco
Song Qi	Monaco
Zuma	Dubai
Novikov Restaurant & Bar	London
Cipriani	Monte Carlo
Rampoldi	Monaco
Caviar Kaspia	Paris
Nammos	Dubai
Nusret	Dubai
Sakhalin	Moscow
Giacomo Bistrot	Milan
Lurra	London
Le Petite Maison	Dubai
La Rouvenaz	Montreux

Source: Insignia Lifestyle data from the CRM systems



Press

elite traveler

“Insignia’s Jewelry Card
Launches in the US”

CEO MAGAZINE

“Gem-encrusted credit card
for the richest of rich”

Bloomberg

“When AmEx Black Just
Won’t Do: A Gem-Crusted
Card for the .001%”

BUSINESS
INSIDER

“A day in the life of a
personal assistant to the
ultra-wealthy”

Forbes

“Inside The \$225,000
Oscars 2020 Gift Bag”

WWD

“Insignia Says U.S. Is
‘Ready’ for Its Luxury
Lifestyle Services”

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