

# BOOST YOUR SALES WITH FAVI

Sell more with Europe's leading search engine in the  
furniture and home decor segment



# AGENDA

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Leading Position

FAVI in Numbers

Strong Marketing Activities

Cooperation with TOP  
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# OUR MISSION

“FAVI wants to be the number one go - to platform for anyone searching for or buying furniture and decorations, connecting users with the right inspiration, products, and retailers.”





# ABOUT US

FAVI is a fast-growing **search engine for furniture and home decor** that is transforming the way people furnish their homes. Every month, we welcome over 10 million users. We are not just a Czech platform – we also operate in other European markets. We are backed by the international investment group **EMMA Capital**.

For three consecutive years, we have been ranked in the prestigious **Deloitte Fast 50** for the Central and Eastern Europe region.





## TOP OF MIND BRAND

**80%**

**Brand Recognition**

Czechs familiar with FAVI

**18%**

**Conversion**

Made purchases on platform

**TOP 3**

**Ranking**

Among recognized furniture stores

# LEADING POSITION

1

## Strong SEO

Top search rankings

2

## High Authority

Trusted domain

3

## Millions of Visitors

Active furniture shoppers

4

## Precise Targeting

Reach ready-to-buy customers



# STRONG MARKETING ACTIVITIES

- 1 TV Campaigns**  
Major media exposure
- 2 Influencer Partnerships**  
Home design tastemakers
- 3 Authentic Content**  
Real interiors showcase
- 4 Trust Building**  
Creator recommendations drive sales
- 5 Performance Marketing**  
Covering major channels



# COOPERATION WITH TOP INFLUENCERS



[@teaminkova \(BG\)](#)



[@helloklaudi \(SK\)](#)



[@kojeniko \(HR\)](#)



[@bulgaruofficial \(RO\)](#)



[@oo.angiee \(PL\)](#)



[@fancsikai\\_eszter \(HU\)](#)



[@nikakrmec \(SI\)](#)



[@vrsanskyd \(CZ\)](#)



# FAVI CATALOG BENEFITS



## Smart Filters

Easy searching  
experience



## Inspiration Section

Design ideas and  
trends



## Maximum Visibility

Prominent product  
placement

# OUR SATISFIED PARTNERS



WESTWING

4Home



## Kristýna Jílková

Performance Marketing Specialist

*Integrating FAVI into our marketing mix has significantly increased our market share and enhanced our brand visibility.*

## Daiana Greco

Affiliate Marketing Manager

*FAVI has become a trusted partner across 4 markets – their consultative approach and operational consistency have created a solid foundation for future scaling initiatives.*

## Jan Skalický

Marketing & Sales Director

*FAVI is now a key component of our marketing strategy - driving measurable results and contributing to our ongoing success.*

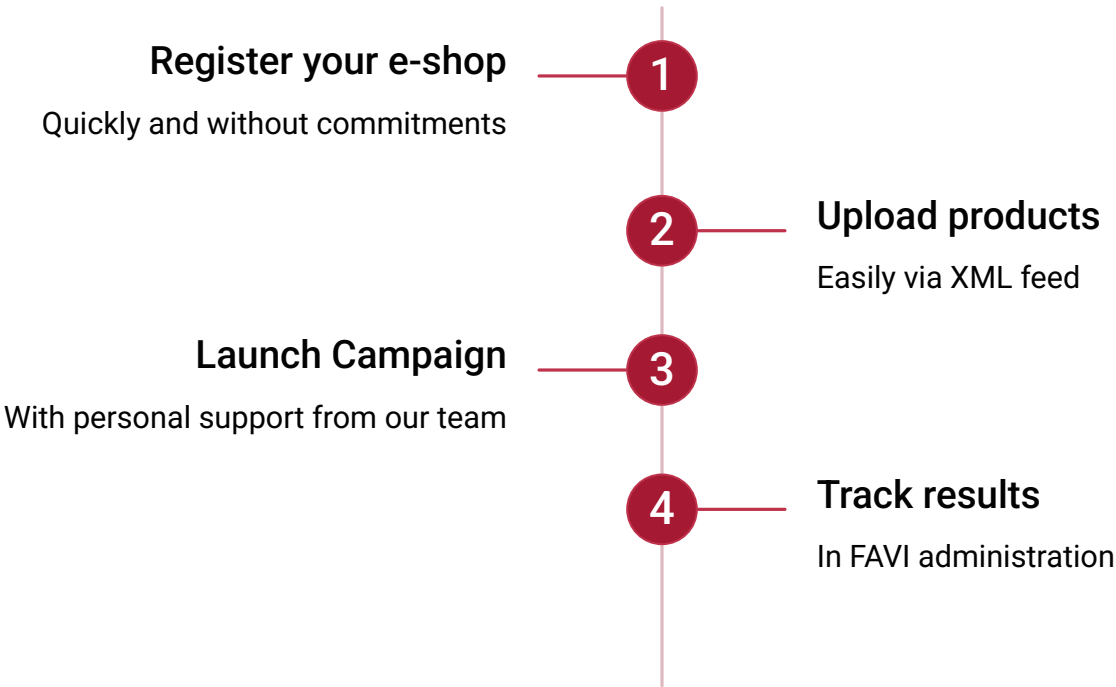
## Andrea Macini

Traffic Manager

*We have been collaborating with FAVI for a long time and consider them a strategic partner to expand the visibility of Vente-Unique.it in Italy. Besides being an effective channel, we appreciate the ease of communication with their team, who are always available to listen to our needs and support us in growing the brand.*



# GETTING STARTED IS EASY



# FAVI

Explainer video  
for e-shops

YouTube

FAVI | Explainer video for e-sh...

01:39



# WHY INCLUDE FAVI IN YOUR MARKETING MIX?

Transform your e-commerce strategy with a platform that delivers proven results across multiple markets.



**A Strong Source of Relevant Traffic**



**Data & Optimization for Better Performance**



**Brand Building & Trust Development.**



**New Markets Expansion**



# MEET THE TEAM



**Jan Sellers-Zajic**

Founder & CEO

*We are building FAVI as a technology-driven company. Our growth strategy is built on automation, strong marketing, AI and seamless user experience. We aim to make the furniture search and shopping easy, fun and truly effortless.*



**Pavlina Honcova**

Head of Business Development

*We are not just a source of traffic. We are a growth partner for furniture e-shops across Europe. We work closely with our partners to maximize visibility, conversions, and long-term success.*



**Jakub Macenauer**

Head of Performance Marketing

*We focus on measurable, sustainable growth. With data at the core, our performance marketing team helps partners maximize results and expand efficiently across European markets.*



**Petya Karagyzova**

Business Development and Account Manager

*We're more than a sales team – we're a reliable partner who's always ready to listen, advise, and help our clients grow. Their success is our priority.*

# REGISTER TODAY

Use [this](#) link to join FAVI – we'll get in touch soon!

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