

KATIE AND JIM AT CHÂTEAU DE VAUX-LE-VICOMTE · FEATURED ON WEDLUXE

WEDLUXE

GLOBAL DIGITAL VIP MEMBERSHIP · MAY 2023 TO SEP 2026

Alejandra Poupel Events

A view of how the WedLuxe luxury wedding audience discovered Alejandra Poupel Events across two Real Wedding features, the company profile, @wedluxe on Instagram and Facebook, and Pinterest.

591,434	222,123	73.2%
SOCIAL VIEWS & IMPRESSIONS	ACCOUNTS REACHED	ENGAGEMENT RATE

Seen widely, and saved for later

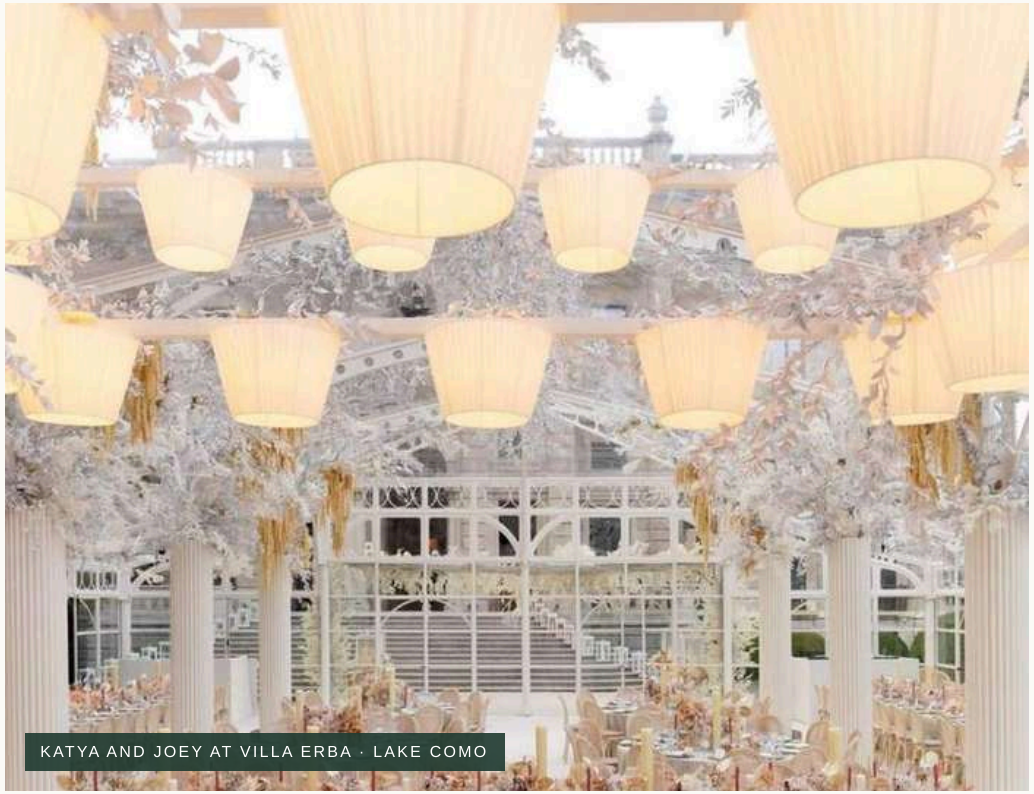
591,434
SOCIAL VIEWS & IMPRESSIONS

222,123
ACCOUNTS REACHED

73.2%
ENGAGEMENT RATE

14,925
ENGAGEMENTS

3,828
SAVES



KATYA AND JOEY AT VILLA ERBA · LAKE COMO

SOCIAL DELIVERY

Instagram feed post views	**314,223**
Instagram Story views	**47,099**
Instagram video views	**9,072**
Facebook post views	**24,886**
Pinterest impressions	**196,154**
Social views & impressions	**591,434**
Accounts reached	**222,123**
Total engagements	**14,925**
Total clicks	**9,134**
Total saves	**3,828**

OWNED MEDIA · REAL WEDDINGS

OPEN THE COMPANY PROFILE

Two Real Weddings, in Italy and France



COMPANY PROFILE · PARIS

Luxury Wedding Planner Paris | Alejandra Poupel

250	45.9%
PAGEVIEWS	ENGAGEMENT RATE
2m 27s	129
AVG SESSION	READERS

OPEN THE PROFILE



23 JUL 2025 · LAKE COMO

An Italian Wedding Dream at Villa Erba, Lake Como

383	89%
PAGEVIEWS	ENGAGEMENT RATE
2m 07s	179
AVG SESSION	READERS

READ THE FEATURE



24 AUG 2025 · FRANCE

An Epic Château de Vaux-le-Vicomte Wedding

555	74.5%
PAGEVIEWS	ENGAGEMENT RATE
2m 24s	267
AVG SESSION	READERS

READ THE FEATURE

1,188	73.2%	575	726
PAGEVIEWS	ENGAGEMENT RATE	READERS	ENGAGED SESSIONS

COMPANY PROFILE & FEATURES, COMBINED

Direct 38% · Organic Search 38% · Organic Social 17% · Referral 7%
2m 18s avg session · 21 outbound link clicks · 3.71% outbound click-through rate

SOCIAL STORYTELLING · INSTAGRAM FEED & FACEBOOK

@ALEJANDRAPOUPELEVENTS

From the Paris Opéra to Lake Como, on @wedluxe



18 SEP 2023 · FEED POST

A French château

50,688	44,642
VIEWS	REACH
3,723	857
ENGAGEMENTS	SAVES

VIEW THE POST



27 MAR 2025 · FEED POST

The Paris Opéra in red

28,308	15,725
VIEWS	REACH
1,264	162
ENGAGEMENTS	SAVES

VIEW THE POST



9 APR 2025 · FEED POST

Dinner and a show at the Opéra

34,224	19,105
VIEWS	REACH
2,047	244
ENGAGEMENTS	SAVES

VIEW THE POST



29 APR 2025 · FEED POST

Paige and Alex at Vaux-le-Vicomte

66,311	32,897
VIEWS	REACH
2,963	704
ENGAGEMENTS	SAVES

VIEW THE POST



30 APR 2025 · FEED POST

A Haussmann-style reception

29,839	15,481
VIEWS	REACH
1,014	157
ENGAGEMENTS	SAVES

VIEW THE POST



23 JUL 2025 · FEED POST

Katya and Joey, Lake Como

46,240	16,474
VIEWS	REACH
495	68
ENGAGEMENTS	SAVES

VIEW THE POST



15 AUG 2025 · FEED POST

Katie and Jim, Vaux-le-Vicomte

35,809	11,544
VIEWS	REACH
455	46
ENGAGEMENTS	SAVES

VIEW THE POST



9 JUN 2026 · FEED POST

A Paris wedding for the history books

22,804	11,383
VIEWS	REACH
825	39
ENGAGEMENTS	SAVES

VIEW THE POST

Facebook · five posts
24,886
views · 2,120 clicks · 2,485 engagements

Sep 2023
50
views

Mar 2025
7,440
views · 761 clicks

Apr 2025
4,992
views · 483 clicks

Apr 2025
5,433
views · 448 clicks

Aug 2025
6,971
views · 425 clicks

SOCIAL STORYTELLING · INSTAGRAM STORIES

Thirty-eight Stories, from Engage Paris to 2026

OPEN HIGHLIGHTS REPORT



24 JUL 2023 · STORIES

1,904 views · 1,872 reach



19 FEB 2025 · STORIES

1,119 views · 1,076 reach · 4 profile visits



15 AUG 2025 · STORIES

1,111 views · 1,111 reach · 1 share



8 JUN 2026 · STORIES

4,715 views · 4,496 reach · 12 profile visits

INSTAGRAM STORIES

Stories on @wedluxe tagged @alejandrapoupelevents from the Engage summit in Paris in 2023 through to June 2026, sending couples straight to the team and the full features.

47,099	46,286
STORY VIEWS	REACH
63	38
PROFILE VISITS	STORIES

38 Stories · May 2023 to June 2026

EVERGREEN DISCOVERY · PINTEREST

OPEN PINTEREST BOARD

Saved into planning boards, and campaign links



TOP PIN · 72,742 IMPRESSIONS · 715 SAVES





196,154

PINTEREST IMPRESSIONS

1,542 saves · 80 outbound clicks · 0.79% save rate

The top pin, the all-red Paris Opéra reception, earned 72,742 impressions and 715 saves. A grand candlelit staircase from her dedicated board followed with 39,783 impressions and 550 saves.

OPEN THE LIVE CAMPAIGN

01 Company profile
wedluxe.com · live

02 Pinterest board
pinterest.com/wedluxe

03 Villa Erba feature
Real Wedding · 23 Jul 2025

04 Vaux-le-Vicomte feature
Real Wedding · 24 Aug 2025

05 @alejandrapoupelevents
Instagram

06 Campaign summary online
global.wedluxe.com/alejandrapoupel

07 Highlights Report
Campaign highlights

08 Full Performance PDF
Full performance report

A connected presence for couples planning in Paris and beyond: a dedicated company profile, two Real Wedding features shared to @wedluxe, thirty-eight Instagram Stories and a dedicated Pinterest board, each placed where couples plan.

RENEW YOUR DIGITAL VIP MEMBERSHIP

Stay visible as couples begin to plan

Alejandra Poupel Events has built a beautiful, living presence on WedLuxe, from the Paris Opéra to Lake Como. Engagement season is when newly engaged couples begin their search, and we would love for every feature, pin and profile to be there to welcome them.

OUR RECOMMENDATION

Continue as a Global Digital VIP.

Renewing your Global Digital VIP membership keeps everything you have built in place, with no pause, as couples around the world plan their celebrations in Paris and across Europe.

We would also love to feature your next celebration as a Real Wedding, adding fresh Stories and pins to your presence.

RENEW YOUR MEMBERSHIP

PARTNERSHIPS@WEDLUXE.COM

WHAT CONTINUING KEEPS IN PLACE

PINTEREST

Your board, maintained

We keep caring for your Pinterest board, so it keeps reaching couples as they save ideas for their own day.

WEDLUXE.COM

Your profile and features, live

Your company profile and both Real Wedding features stay live and discoverable on WedLuxe.

ENGAGEMENT SEASON

Seen at the right moment

Staying visible now keeps Alejandra Poupel Events in front of couples from their very first save.