



Discovering Mommies Digital Trace

PREMIUM PUBLISHERS NETWORK

PREMIUM PROGRAMMATIC OFFERING

Marketplace & Data

**PPN Qualified Clients Monthly Reach : 89% of Greek online population*

- # Using proprietary data (1st party) PPN can target on specific audience segments based on sociodemographic variables , consumer behavior and product interest & intention.
- # Data provided by nugg.ad , the leading **predictive behavioral targeting technology** in Greece, combine anonymous user profiling from surveys and surfing behavior on PPN inventory, processing data in real time to deliver accurate predictions.

Premium Publishers Network (aka **PPN**) is an **initiative** from the Leading Greek Media Organizations, under a **unified digital marketplace**, offering inventory **exclusively** from more than **105 premium digital brands** , reaching on monthly basis **89% of the Greek online population**.

PPN offers brand safety, relevant content and truly audience segmentation

Discovering Mommies

PPN have been successfully executed plenty of display campaigns targeted to **Mommies**. Therefore our **campaign and audience insights** can provide profiling information and reference points for future campaigns.

Based on Nugg.ad Smart Data Platform & Post Campaign Evaluation **covering 89% of Greek online population** through PPN Inventory **key findings** regarding Mommies and their behavior on digital and physical world follow

- # **Total Mommies Reach :** 13.1% | 718.000 Qualified Clients
(including infants, school children and young adults)
- # **Mommies with at least one infant (0-5 years) Reach :** 8.6% | 473.100 Qualified Clients
- # **Mommies with only infants (0-5 years) Reach :** 5.5% | 300.700 Qualified Clients

❑ **37% of households have at least one infant and school children or young adults**

❑ **63% of households have Only Infants**

Discovering Mommies

Following findings are based on analysis of Mommies with **at least one infant**, since no remarkable differences occurred with Mommies having only infants.

- ❑ 100% Responsibility for the Household
- ❑ 81% Not working at the time

Internet Usage

82% of Mommies access internet through at least **two devices/screens** with more than **50% of targeted campaigns delivering at mobile devices**

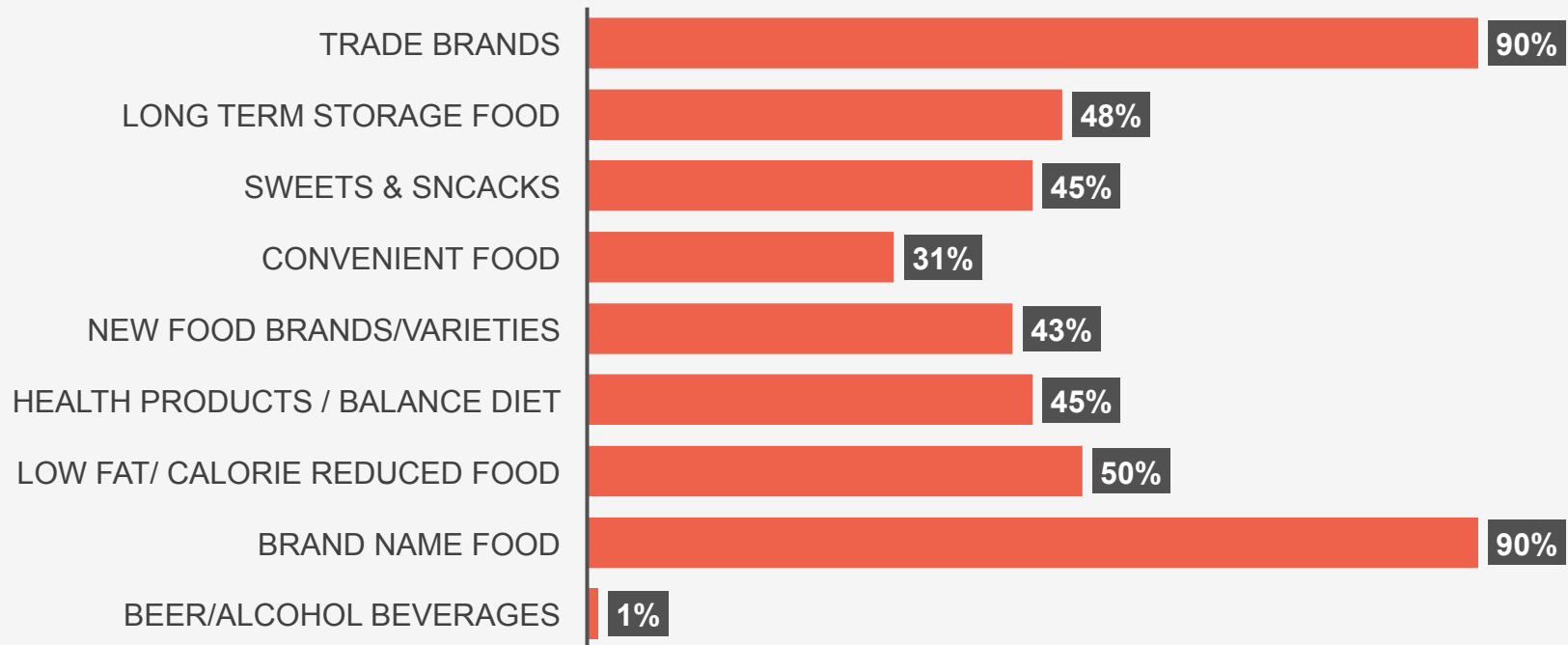
- ❑ 40% Desktop and Smartphone
- ❑ 25% Desktop and Tablet
- ❑ 17% Desktop, Smartphone and Tablet

Most active usage hours : 6.00 to 12.00 and 22.00 – 00.00

Majority OS (mobile) Android

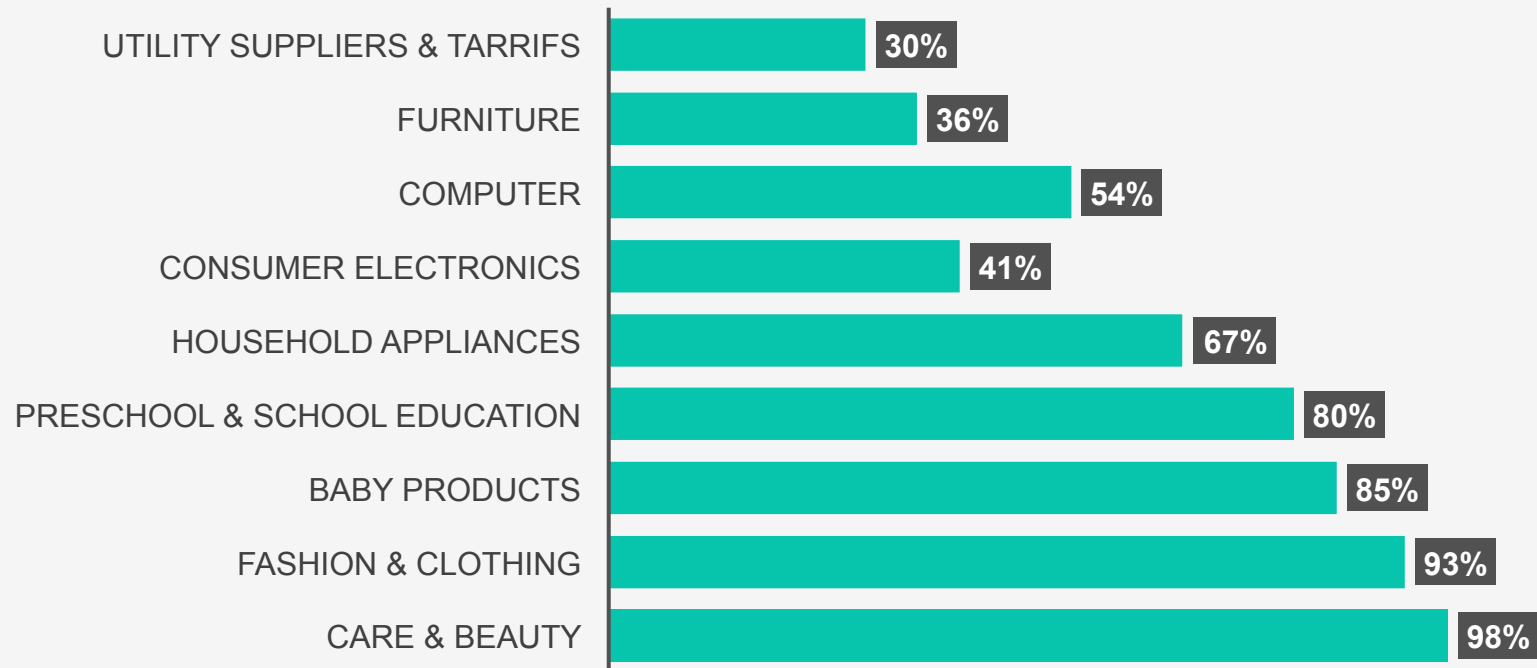
Discovering Mommies

Mommies Consumer Behavior towards **Grocery (S/M) Shopping**



Discovering Mommies

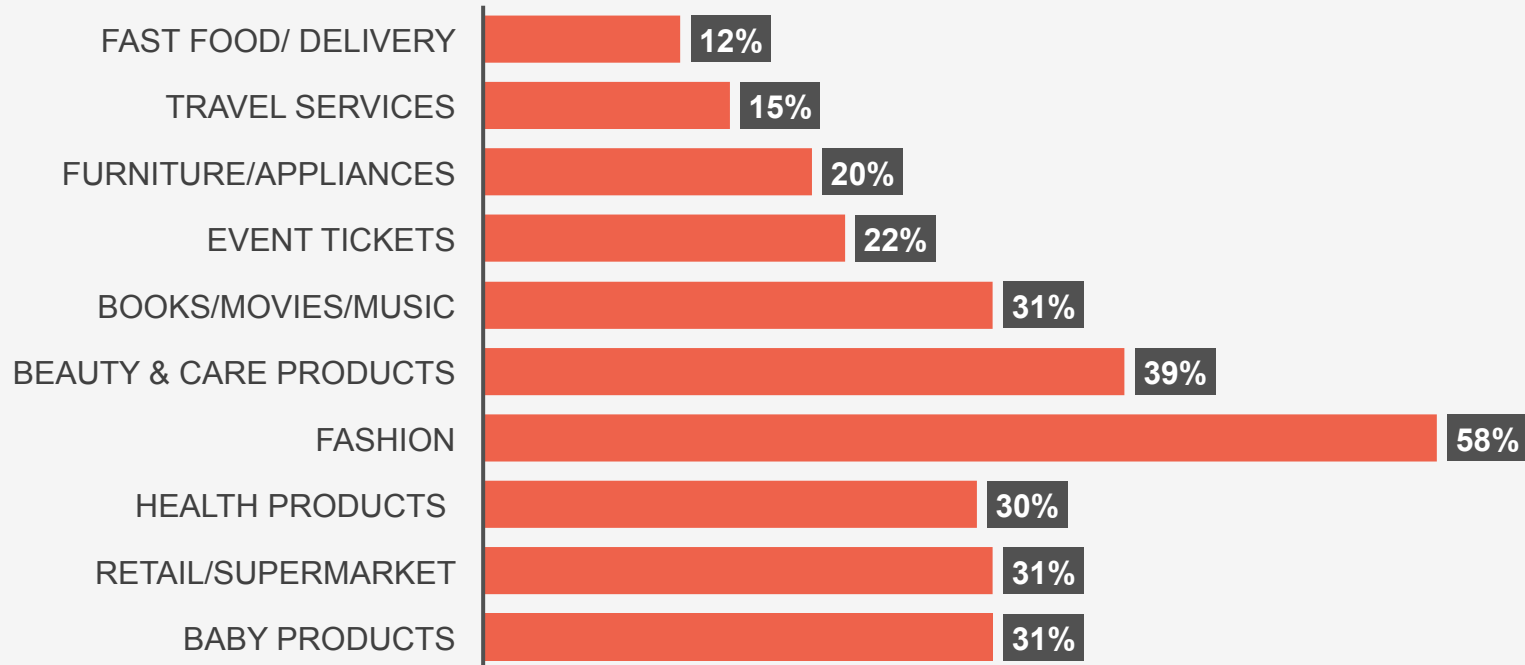
Mommies Product Interests



Discovering Mommies

Mommies Consumer Behavior towards **Online Shopping**

☐ **17% shop online very often within a month**





CONTACT INFO:

PPN Executive Director : vfragoudi@ppnet.gr

PPN Marketplace Coordinator : kstylianopoulos@ppnet.gr