

## Most searched products

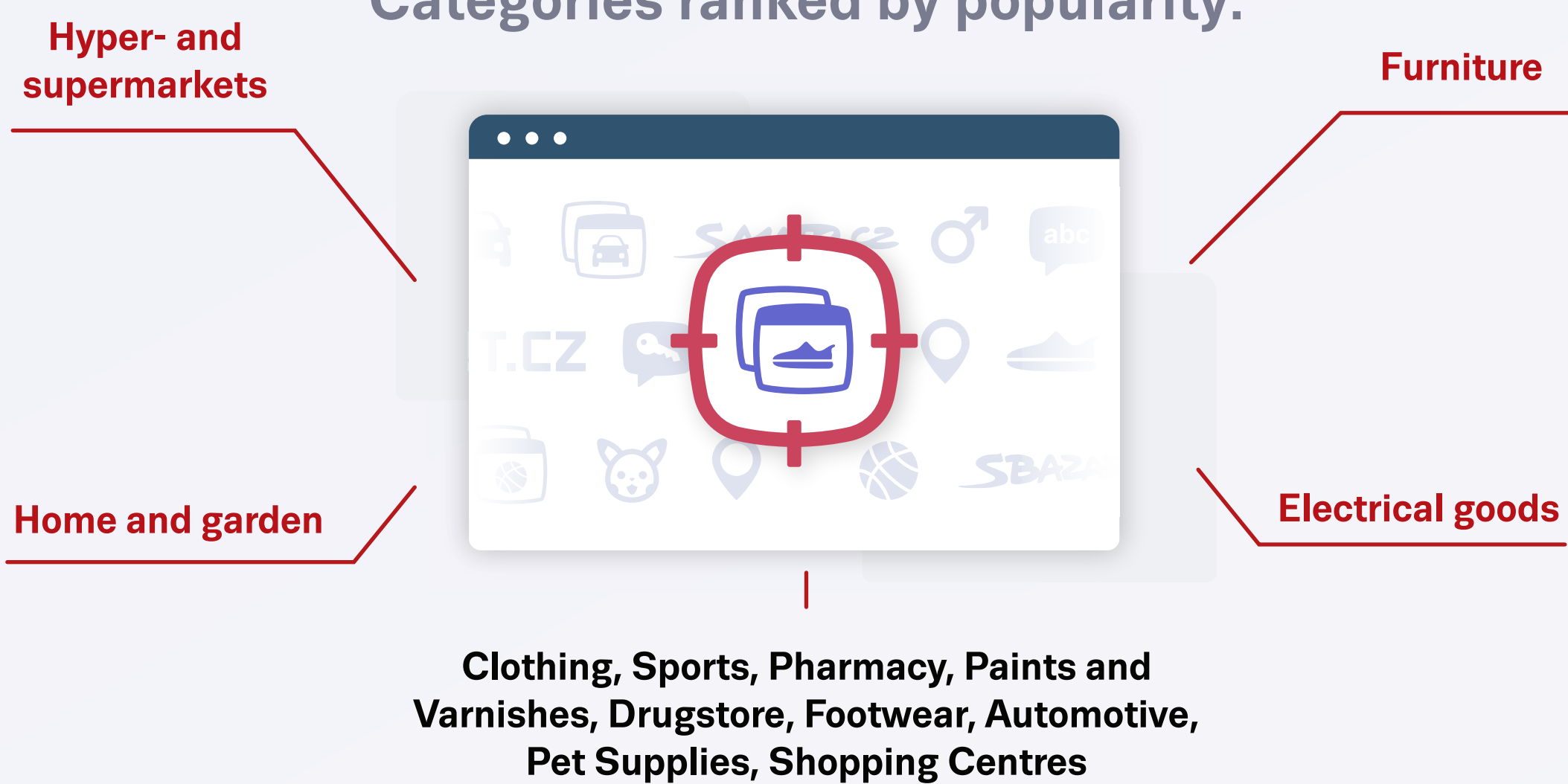
Beer, Chicken breast, Butter, Pork cutlet, Cola, Eggs, Bananas

## Kupi.cz app users (active devices):

203,000 Android    13,300 iOS    106,000 Huawei



## Categories ranked by popularity:



## Socio-demographic data\*

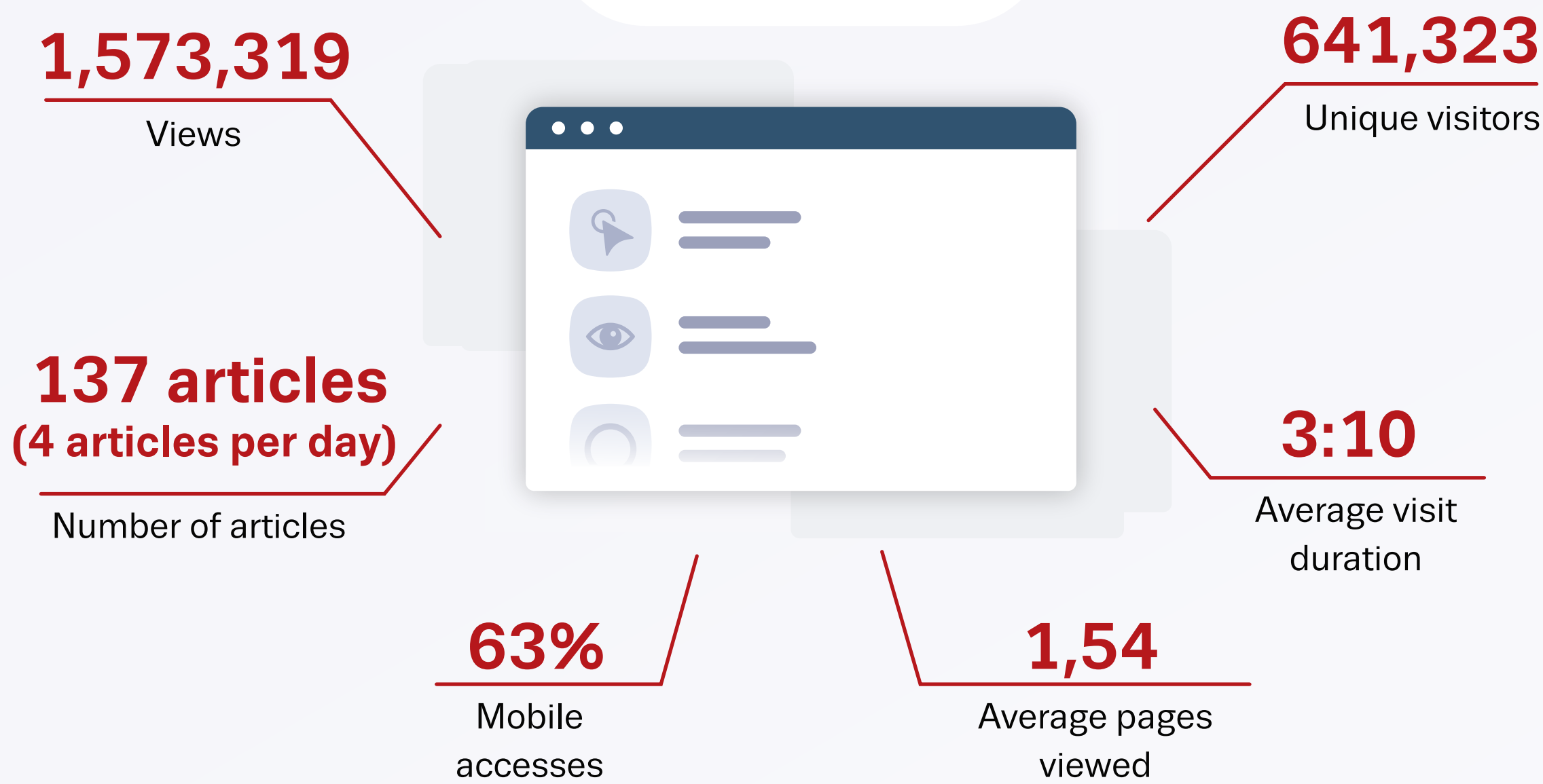
Age 25–34	29.5%	Age 65+	14.6%
Age 35–44	19.5%	Age 45–54	13%
Age 55–64	15%	Age 18–24	8.1%

Women **60%**  
Men **40%**

**Regularly returning users: 77%**  
(consumers who habitually turn to Kupi to choose products they will buy)

\*Source: Google Analytics

## Kupi Magazín



## What Kupi and Kupi Magazín can do:

Display a leaflet with a clickable link to your online store

PR content - with your text

Promotion of your products among leaflets - clickable link to your website/online store

DM - distribution to 175,000 registered users

Vendor Marketing

Banners

Banners around articles - our content, your banners

Sklik

RTB

Retail monitor - detailed data about products in leaflets (prices, locations, promotions...) and user behaviour

Potential for further cooperation - negotiable