

Ανάλυση Ανταγωνισμού (Advanced)

■ ■ ■
The better the question. The better the answer.
The better the world works.

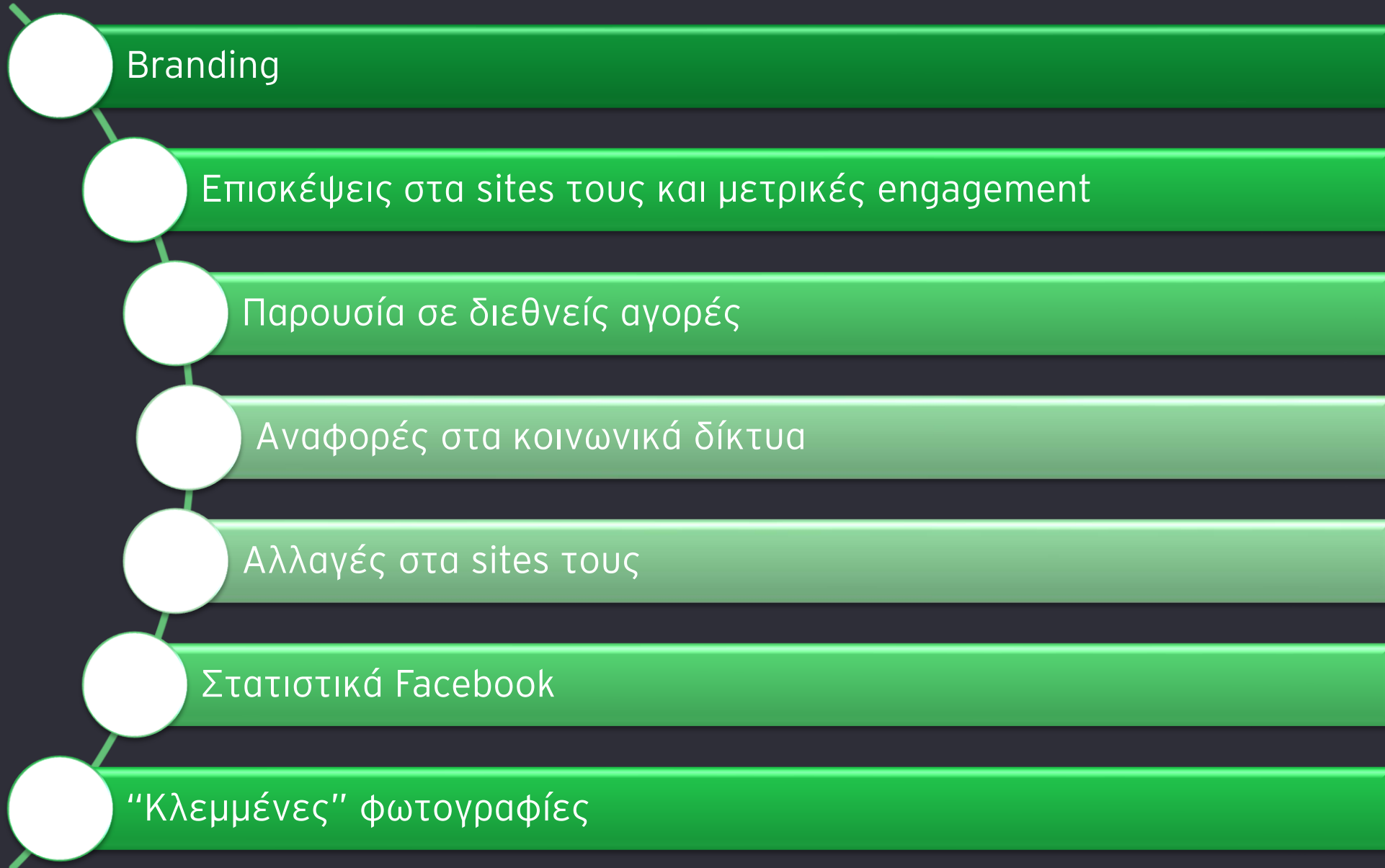


EY

Building a better
working world

Τι μπορούμε να παρακολουθούμε σχετικά με τον ανταγωνισμό μας;

Τι μπορούμε να παρακολουθούμε σχετικά με τον ανταγωνισμό μας;

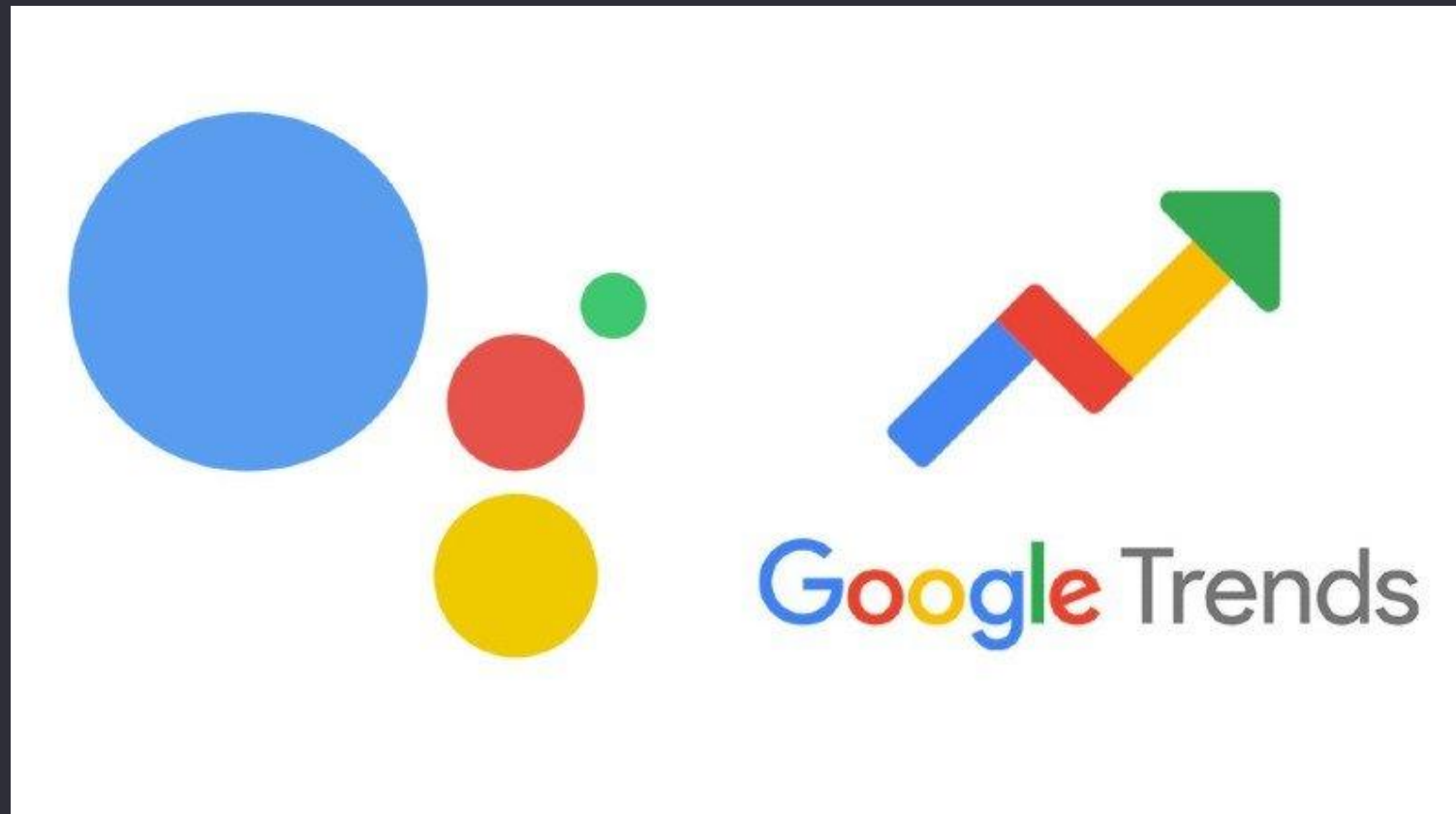


Google Trends

1

1. Google Trends

Το Google Trends μας δείχνει τη δημοφιλία ενός όρου αναζήτησης στη Google. Μπορούμε να δούμε αν μία τάση για κάτι συγκεκριμένο είναι ανοδική ή καθοδική. Μπορούμε να δούμε δημογραφικά χαρακτηριστικά όσων κάνουν τις αναζητήσεις και ποια άλλα σχετικά θέματα αναζητούν.



1. Google Trends

● Adidas
Design company

● Nike
Footwear manufacturi...

● Puma
Design company

● Converse
Footwear company

● New Balance
Footwear manufacturi...

Greece ▼

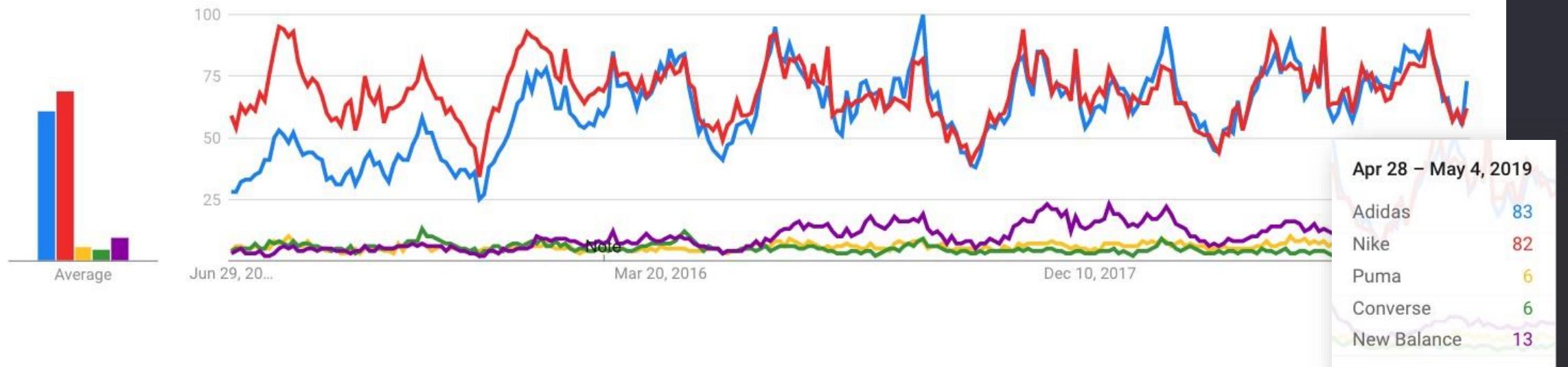
Past 5 years ▼

All categories ▼

Web Search ▼

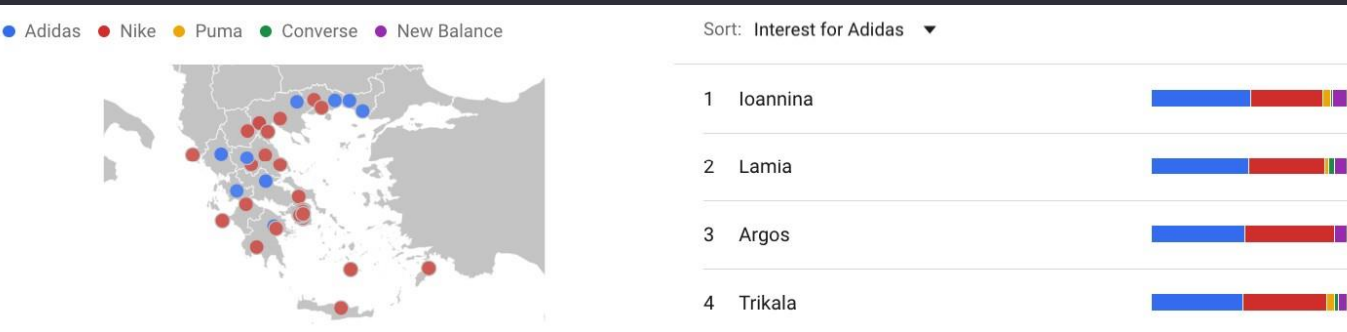
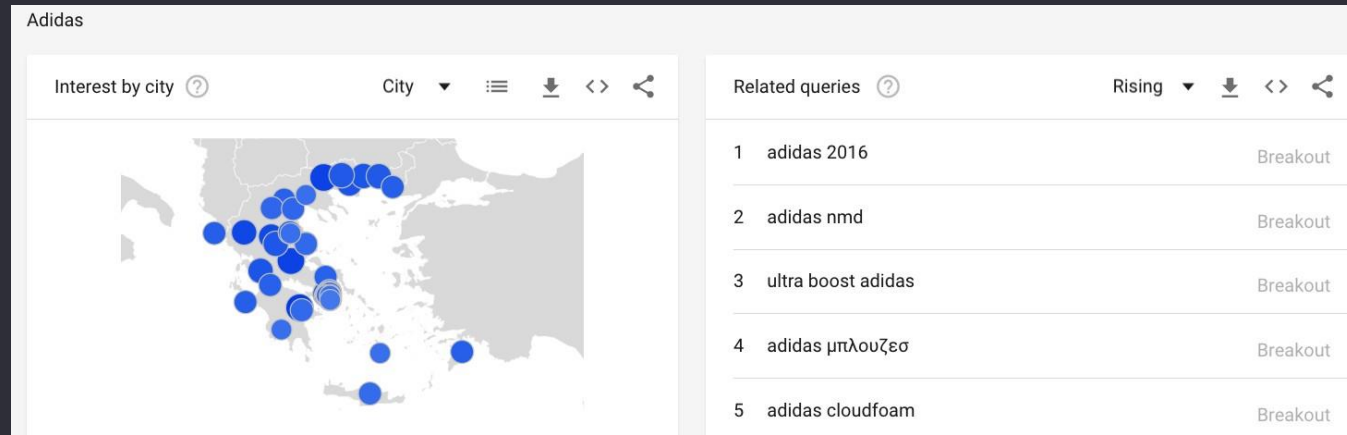


Interest over time ?



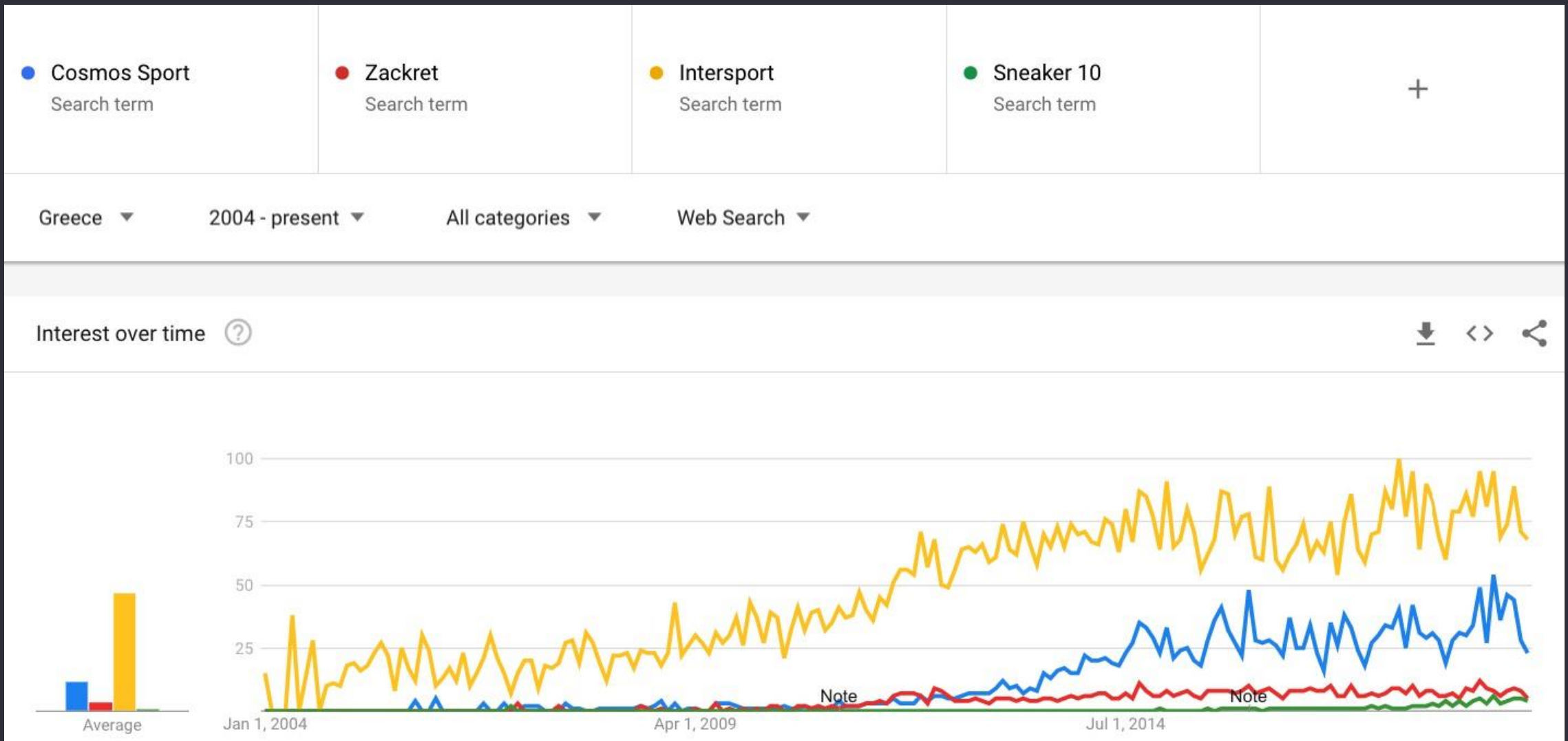
1. Google Trends

Interest by City & related Queries



City	Adidas	Nike	Puma	Converse	New Balance
Acharnes	42%	43%	5%	3%	7%
Agios Dimitrios	43%	45%	3%	3%	6%
Agrinio	43%	43%	3%	2%	9%
Alexandroupoli	46%	42%	4%	3%	5%
Alimos	41%	46%	5%	4%	4%
Chalcis	40%	47%	3%	3%	7%
Drama	42%	46%	4%	2%	6%
Egaleo	44%	42%	4%	3%	7%
Finikia	42%	46%	3%	2%	7%
Giannouli	43%	46%	4%	1%	6%
Glyfada	42%	46%	4%	3%	5%
Ilion	40%	48%	3%	4%	5%
Ilioupoli	41%	45%	4%	3%	7%
Ioannina	52%	36%	3%	2%	7%
Kallithea	42%	47%	3%	3%	5%
Karditsa	43%	45%	4%	0%	8%
Katerini	40%	49%	3%	2%	6%
Kavala	45%	45%	3%	0%	7%
Keratsini	45%	44%	3%	2%	6%
Komotini	45%	43%	4%	2%	6%
Kontokali	45%	44%	3%	3%	5%
Korydallos	45%	43%	4%	2%	6%
Kozani	39%	50%	4%	2%	5%
Lamia	49%	40%	2%	3%	6%
Larissa	41%	48%	4%	2%	5%
Mesaria	40%	48%	3%	3%	6%
Nafplion	41%	47%	2%	3%	7%
Nea Ionia	48%	52%	0%	0%	0%
Nea Smyrni	42%	44%	3%	3%	8%
Nikaia	41%	45%	4%	4%	6%
Palaio Faliro	44%	44%	3%	3%	6%
Patras	41%	46%	3%	2%	8%
Peristeri	42%	45%	4%	3%	6%
Petroupoli	40%	46%	5%	3%	6%
Pireas	42%	45%	4%	3%	6%
Rhodes	42%	47%	2%	4%	5%
Serres	48%	42%	3%	2%	5%
Skaramagas	45%	44%	4%	2%	5%
Thessaloniki	40%	47%	3%	3%	7%

1. Google Trends

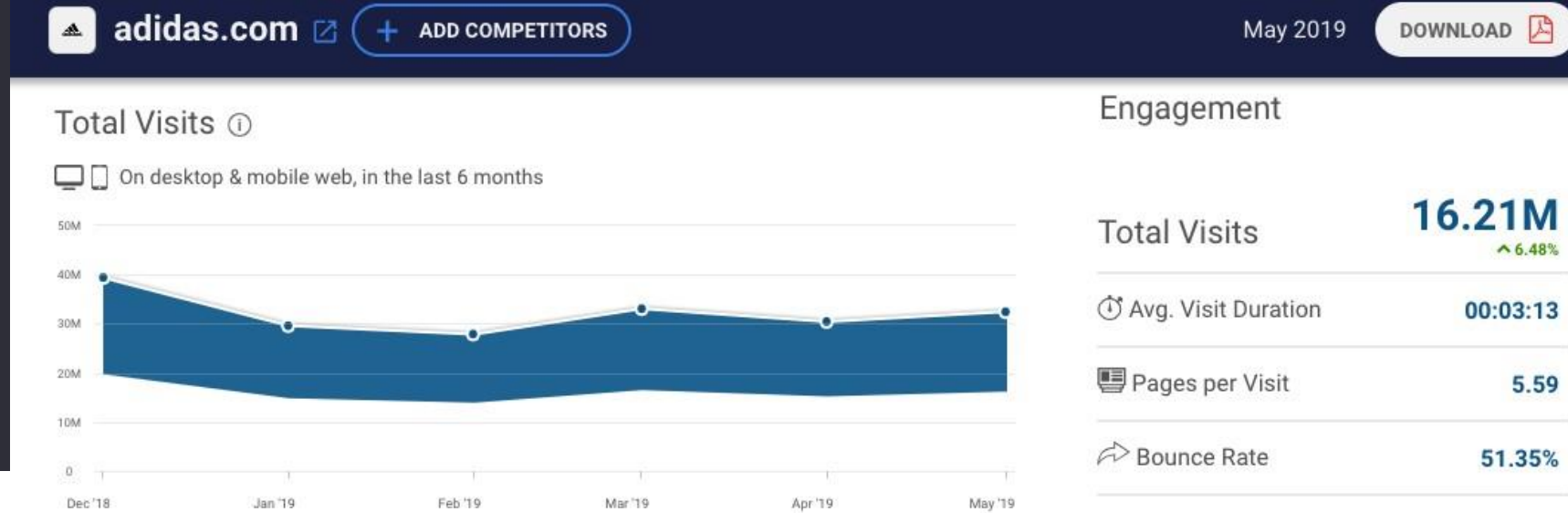


SimilarWeb

2

2. Similarweb

- Επισκέψεις
 - Μέση διάρκεια επίσκεψης
 - Σελίδες ανά επίσκεψη
 - Bounce Rate
- Επισκέψεις ανά χώρα/ ανά πηγή/ ανά κοινωνικό δίκτυο
- Πολλά άλλα!



Traffic by countries ⁱ

On desktop



United States	64.96% ▲ 8.16%
Vietnam	3.10% ▲ 21.58%
United Kingdom	2.10% ▲ 6.22%
Germany	2.03% ▲ 9.79%
Brazil	1.69% ▲ 5.68%

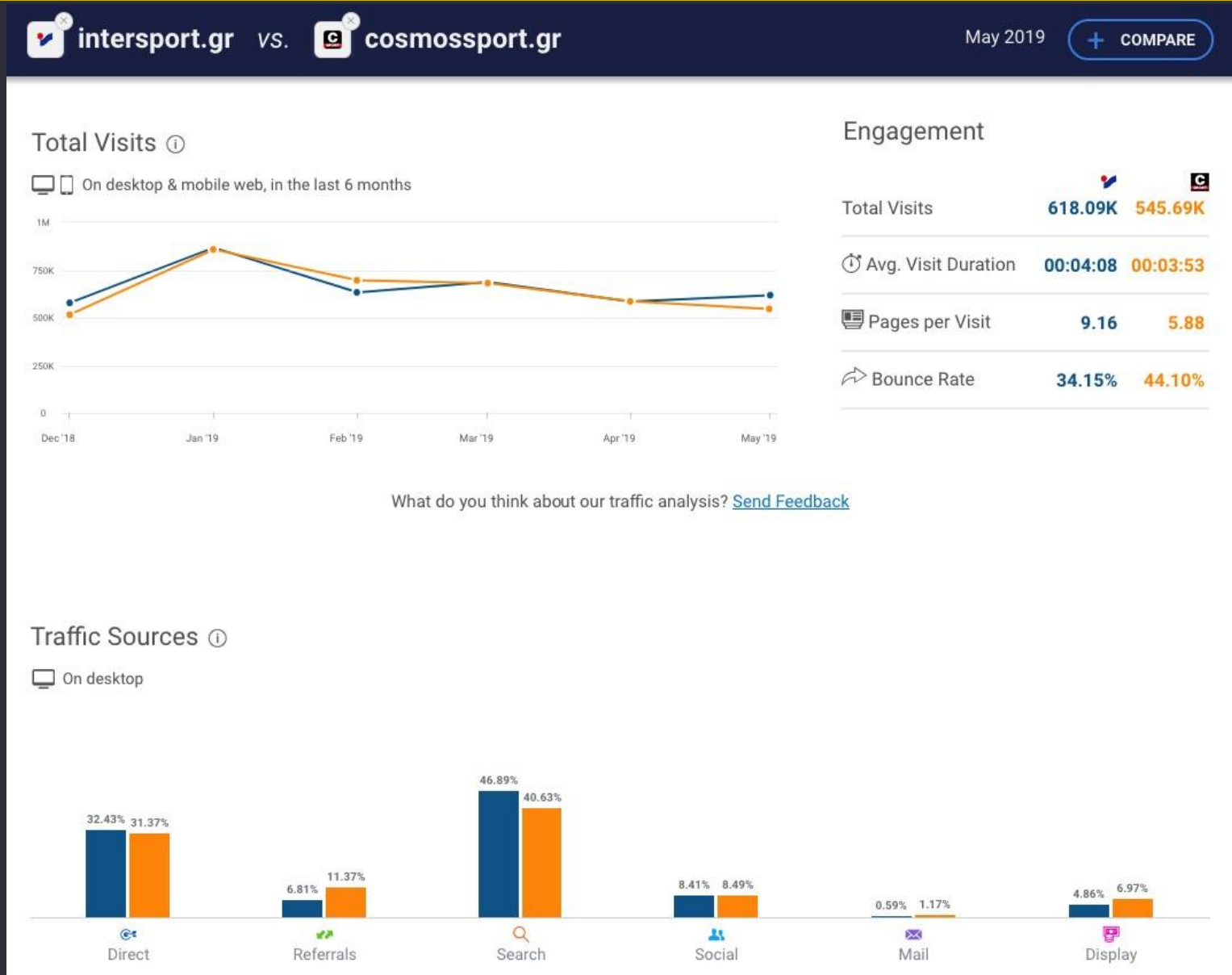
[See 247 more countries](#)

Traffic Sources ⁱ

On desktop



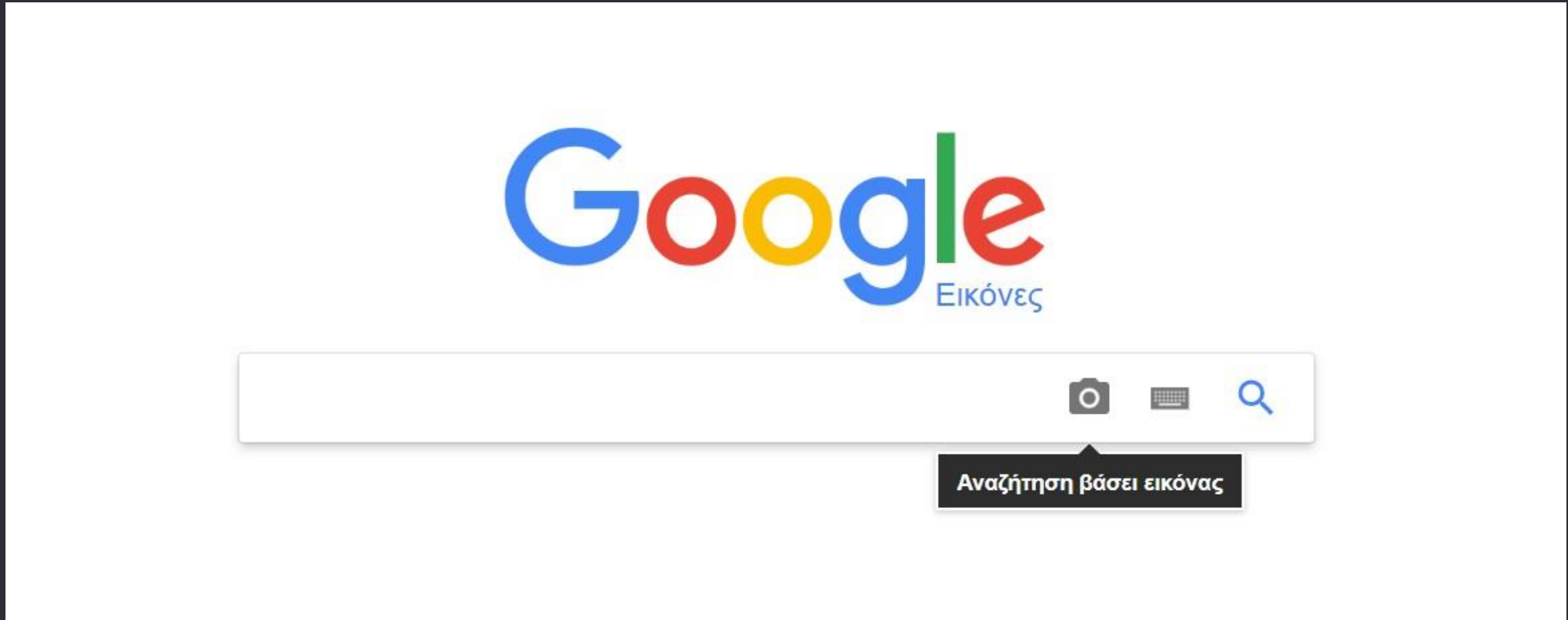
Σύγκριση retailers με το SimilarWeb



“Κλεμμένες” φωτογραφίες

3

3. Stolen Images (Google Images)



3. Stolen Images (Google Images)

ΒΟΗΘΕΙΑ | ΕΠΙΣΤΡΟΦΕΣ ΠΡΟΪΟΝΤΩΝ | ΠΑΡΑΚΟΛΟΥΘΗΣΗ ΠΑΡΑΓΓΕΛΙΑΣ | ΕΓΓΡΑΦΗ ΣΤΟ NEWSLETTER | ΣΥΝΔΕΣΗ

adidas ΑΝΔΡΙΚΑ ΓΥΝΑΙΚΕΙΑ ΠΑΙΔΙΚΑ ΑΘΛΗΜΑΤΑ ΜΑΡΚΕΣ ΣΥΛΛΟΓΕΣ

αναζήτηση

ΔΩΡΕΑΝ ΠΑΡΑΔΟΣΗ ΠΑΝΩ ΑΠΟ €50* ΔΩΡΕΑΝ ΕΠΙΣΤΡΟΦΕΣ 30 ΗΜΕΡΩΝ ΔΙΑΛΕΞΕ ΑΝΑΜΕΣΑ ΣΕ ΠΕΡΙΣΣΟΤΕΡΑ ΑΠΟ 7000 ΠΡΟΪΟΝΤΑ

Πίσω Αρχική σελίδα / Γυναίκες / Παπούτσι / Stan Smith Shoes

NEO

Open Image in New Tab
Save Image As...
Copy Image
Copy Image Address
Search Google for Image

Inspect
Speech

Γράψε Κριτική

ΓΥΝΑΙΚΕΣ ORIGINALS
STAN SMITH SHOES
€ 99,95

ΔΙΑΘΕΣΙΜΑ ΧΡΩΜΑΤΑ
FTWR WHITE / FROST MINT / FTWR WHITE

Πίνακας Μεγεθών

ΕΠΕΛΕΞΕ ΜΕΓΕΘΟΣ 1





ΠΡΟΣΘΗΚΗ ΣΤΟ ΚΑΛΑΘΙ

Δωρεάν παράδοση πάνω από 50€, και δωρεάν επιστροφή εντός 30 ημερών

Δωρεάν επιστροφή μέσα σε 30 μέρες

✓ Πλήρωσε όπως θες

3. Stolen Images (Google Images)

Google  white adidas shoes stan smith   

[All](#) [Images](#) [Maps](#) [More](#) [Settings](#) [Tools](#)

About 25,270,000,000 results (1.19 seconds)




Image size:
840 × 840


Find other sizes of this image:
All sizes - Small - Medium - Large

Possible related search: **white adidas shoes stan smith**





adidas Stan Smith Shoes - White | adidas US
<https://www.adidas.com> › Home › Men › Shoes ▼
Shop the **Stan Smith Shoes - White** at [adidas.com/us!](https://www.adidas.com) See all the styles and colors of **Stan Smith Shoes - White** at the official **adidas** online shop.

Stan Smith Sneakers - Skroutz.gr
<https://www.skroutz.gr> › ... › Αθλητική Μόδα › Sneakers ▼ [Translate this page](#)
Σύγκρινε τιμές για **Stan Smith Sneakers** σε 122 καταστήματα στο Skroutz. Διάβασε ... **Adidas Stan Smith New Bold** · 1. 5,0 **Adidas Originals Stan Smith** · 1. 5,0.


Visually similar images





[Report images](#)


Google  white adidas shoes stan smith   


Pages that include matching images

adidas Stan Smith Shoes - White | adidas US
<https://www.adidas.com> › Home › Men › Shoes ▼
 600 × 600 - Shop the **Stan Smith Shoes - White** at [adidas.com/us!](https://www.adidas.com) See all the styles and colors of **Stan Smith Shoes - White** at the official **adidas** online shop.

adidas Stan Smith Shoes - White | adidas UK
<https://www.adidas.co.uk> › Originals › Shoes
 600 × 600 - See all the styles and colours of **Stan Smith Shoes - White** at the official **adidas UK** ... **Stan Smith Shoes Footwear White / Cloud White / Cloud White S75104**.

adidas Stan Smith Shoes - White | adidas US
<https://www.adidas.com> › Home › Women › Shoes ▼
 600 × 600 - Shop the **Stan Smith Shoes - White** at [adidas.com/us!](https://www.adidas.com) See all the styles and colors of **Stan Smith Shoes - White** at the official **adidas** online shop.


adidas Stan Smith Shoes - White | adidas US
<https://www.adidas.com> › Home › Men › Shoes ▼
 600 × 600 - Apr 27, 2019 - Shop the **Stan Smith Shoes - White** at [adidas.com/us!](https://www.adidas.com) See all the styles and colors of **Stan Smith Shoes - White** at the official **adidas** online ...

adidas Stan Smith Shoes - White | adidas Australia
<https://www.adidas.com.au> › Originals › Shoes ▼
 600 × 600 - Shop for **Stan Smith Shoes - White** at [adidas.com.au!](https://www.adidas.com.au) See all the styles and colours of **Stan Smith Shoes - White** at the official **adidas** online shop Australia.

Αλλαγές onsite

4

Αλλαγές onsite (versionista.com)



Sneaker10.gr | Sneakers | Το αγαπημένο κατάστημα των Sneaker Addicts! | Sneaker10.gr

[Check now](#) [Categorize](#)

<https://www.sneaker10.gr/>
Added Jun 25, 6:47 PM. Last checked Jun 25, 6:47 PM.
Notes

Filters – what to ignore

Alerts – configure page-specific e-mail alerts

Crawl – when to spider

1 new version detected on Tuesday June 25, 2019

July August September October November December January February March April May June

Version history

Date found	Size
Jun 25, 6:47 PM	191,700 bytes

Showing 1 to 1 of 1
[Download list as spreadsheet](#)
[Download all versions as zip file](#)

Page resources

The following are the links, images, and scripts from the most recent version.

- 336 internal links
- 8 external links
- 12 external images
- 2 external stylesheets
- 12 external javascript files

Αλλαγές onsite (versionista.com)

https://www.sneaker10.gr

Check all now

Notes:

Focus – what to look for

Most customers want to monitor all changes. If you prefer to only monitor for additions or deletions of certain words or phrases, you may configure below. This feature only works for HTML pages and Filters still apply.

Monitor for

Alerts – configure e-mail alerts

Include this site in **monitoring reports** (configured in Settings) sent to this address.

Send **instant alerts** for this site to this address. Note: You still must click into each page to activate these on a page-by-page basis.

george.skiadop@gmail.com

Do you want other e-mail addresses to receive alerts? You can add more in [Settings](#). [Learn more.](#)

Filters – what to ignore

Crawl – when & how to spider

Keyword Filter category Filter status

Hide 4 monitored Hide 97 found

<input type="checkbox"/>	URL	Title	Added	Versions	Last new	Change
<input type="checkbox"/>	/el/category/faneles-nba/4946	NBA Φανέλες για Μπάσκετ Προσφορές, Outlet, Φθηνά, Στ...	Jun 25, 6:47 PM	1	Jun 25, 6:50 PM	4 secs
<input type="checkbox"/>	/	Sneaker10.gr Sneakers Το αγαπημένο κατάστημα των Snea...	Jun 25, 6:47 PM	1	Jun 25, 6:47 PM	3 mins
<input type="checkbox"/>	/el/category/sneakers/4872	No title yet	Jun 25, 6:47 PM	0	–	–
<input type="checkbox"/>	/el/category/jordan/6865	No title yet	Jun 25, 6:47 PM	0	–	–
<input checked="" type="checkbox"/>	/el/category/shop-by-team/6638	New; activate monitoring below	Jun 25, 6:47 PM	0	–	–
<input checked="" type="checkbox"/>	/el/category/sorts-vermoudes/2047	New; activate monitoring below	Jun 25, 6:47 PM	0	–	–
<input checked="" type="checkbox"/>	/el/category/-b-clearance-b/4889	New; activate monitoring below	Jun 25, 6:47 PM	0	–	–
<input checked="" type="checkbox"/>	/el/category/napapijri/6595	New; activate monitoring below	Jun 25, 6:47 PM	0	–	–
<input checked="" type="checkbox"/>	/el/category/-b-new-releases-b/4914	New; activate monitoring below	Jun 25, 6:47 PM	0	–	–
<input checked="" type="checkbox"/>	/el/category/sneaky-brand/1764	New; activate monitoring below	Jun 25, 6:47 PM	0	–	–

2 changed in 24 hours

Αλλαγές onsite (versionista.com)

The image displays two side-by-side screenshots of the Carrefour website interface, illustrating changes over time. The left screenshot is labeled "1 year ago" and the right one is labeled "Now".

1 year ago: The interface features a green navigation bar with categories like Τρόφιμα, Κάβια, Υγιεινή Οικονομία, Καθαρότητα, **Είδη Σίτου**, Βρεφικά, Καπνοβία, Προσφορές, and Ακόστια. A prominent banner for Agrino ryz flour (blue rose) is shown with prices: ΑΠΟ 1,70€ and ΜΟΝΟ 1,02€. Below this, there are smaller product tiles with prices like 3,00€, 1,02€, 1,98€, and 1,50€. A sidebar on the right shows a shopping cart with a total of 0.00 and a "Το καλάθι μου" button.

Now: The interface has been updated. The navigation bar now includes Παιδικά and Καπνοβία. The main banner area features a "Super Καλάθι" (Super Basket) with a shopping cart icon, and a "ΔΩΡΟ ΜΕΤΑΦΟΡΙΚΑ" (Free Delivery) offer. The Agrino flour banner is still present but with a different layout. The sidebar on the right now includes a "Carrefour" logo and a "Carrefour" logo. The shopping cart total is still 0.00.

The text "We can track and explain site changes through time" is overlaid on the right side of the image, with arrows pointing to the differences between the two versions.

Πλατφόρμες κοινωνικής ακοής (Social Listening)

5

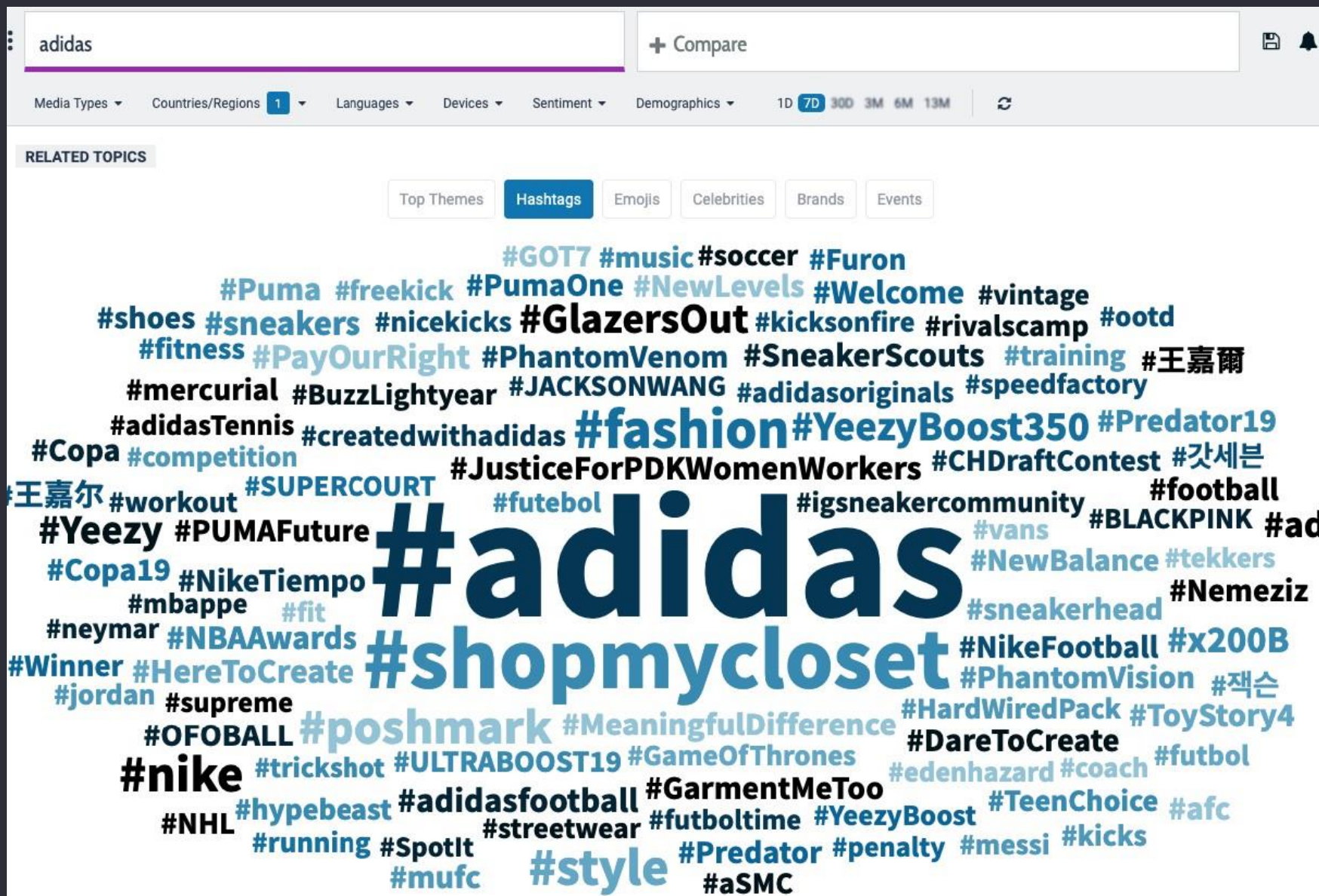
Πλατφόρμες κοινωνικής ακοής: Talkwalker

Κύριες μετρικές



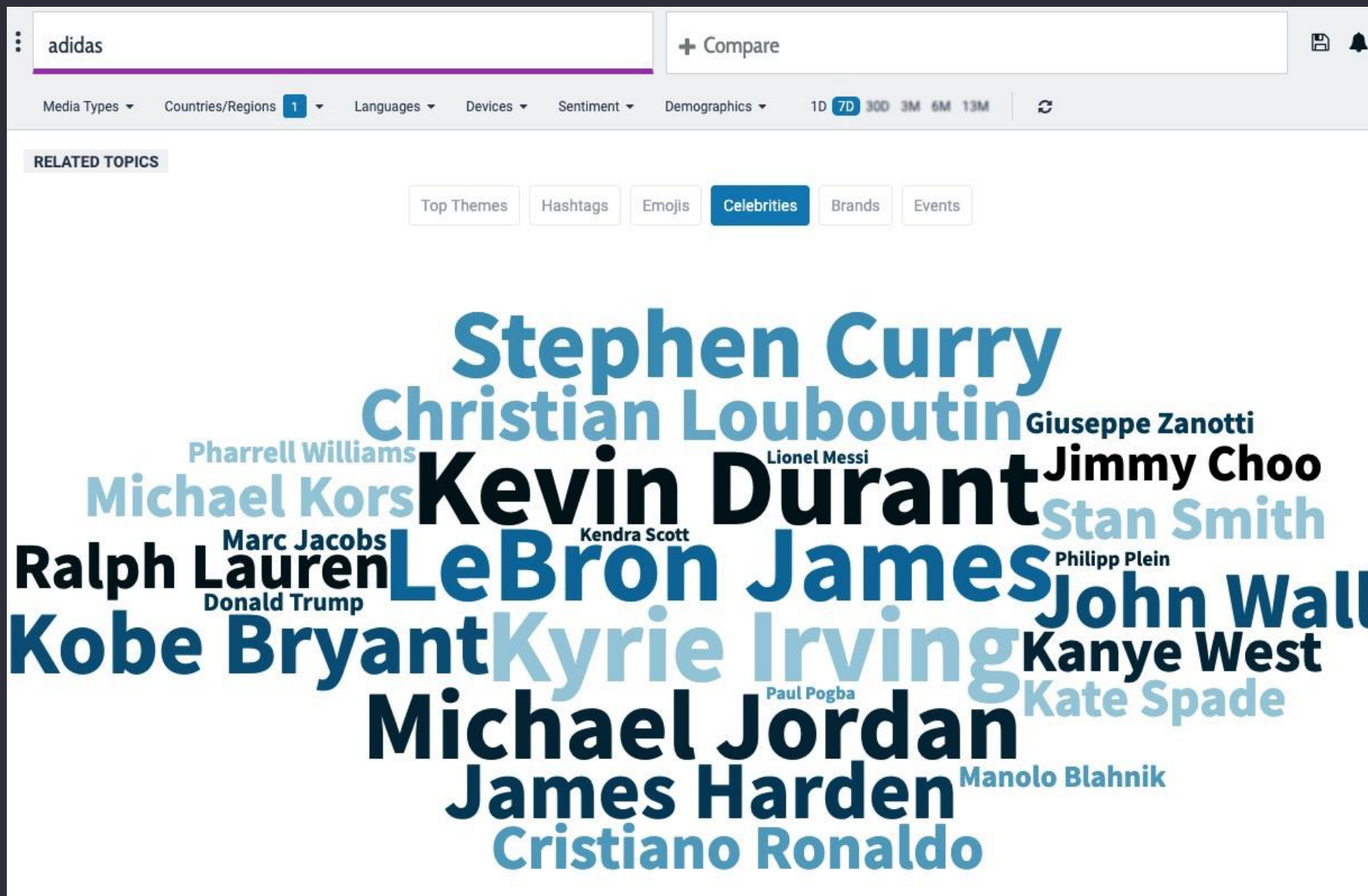
Πλατφόρμες κοινωνικής ακοής: Talkwalker

Σχετικά hashtags



Πλατφόρμες κοινωνικής ακοής: Talkwalker

Ακόμα και σχετικές
διασημότητες!



Πλατφόρμες κοινωνικής ακοής: Talkwalker

Influencers δικοί μας ή του ανταγωνισμού

Want to know what your competitors are up to? Click here to beat them with awesome data!

Search: + Compare

Media Types | Countries/Regions | Languages | Devices | Sentiment | Demographics | 1D 7D 30D 3M 6M 13M

INDIVIDUAL AUTHORS

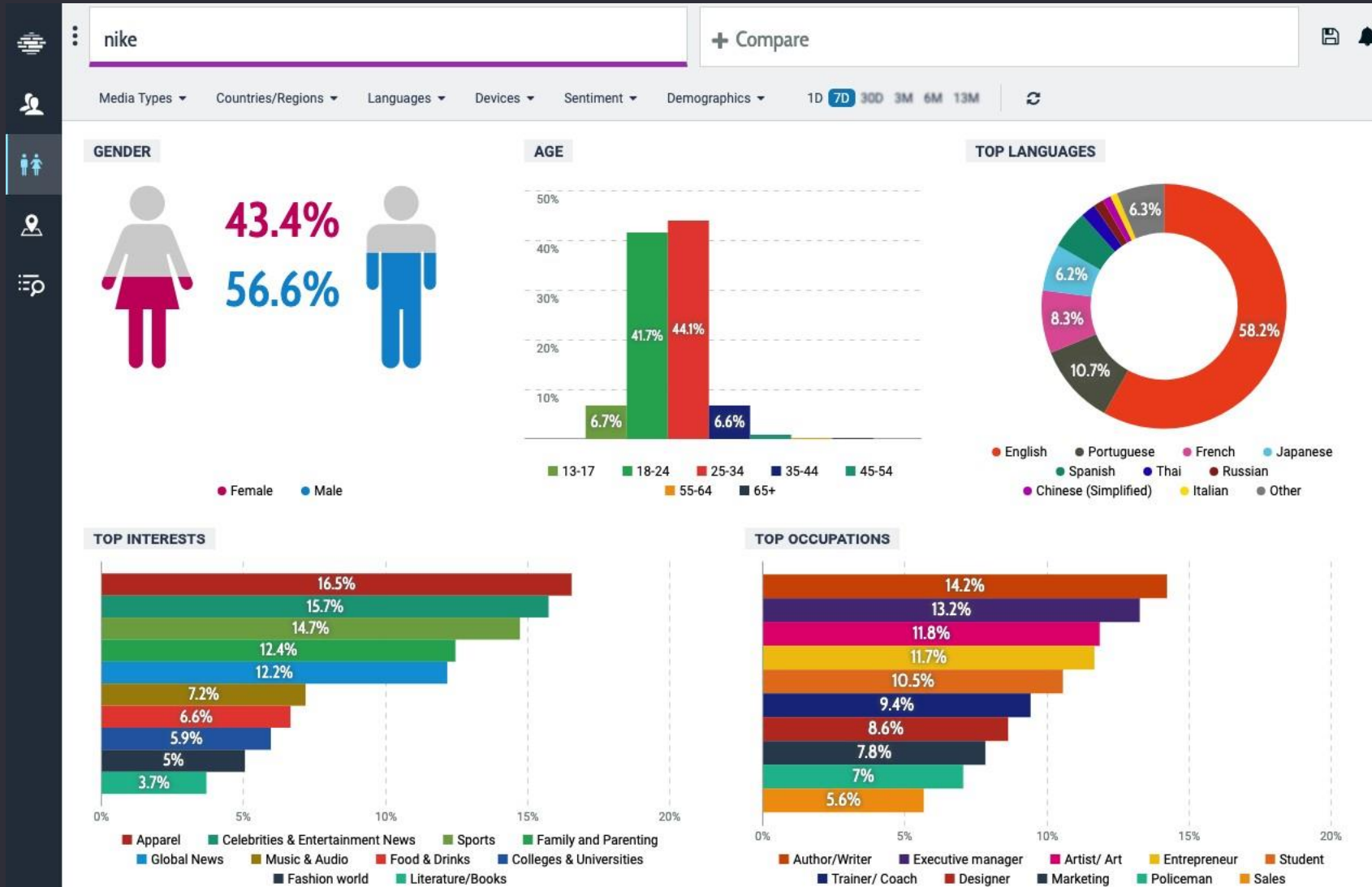
76.4K

SHARE OF MEDIA TYPES

Influencers	Posts	Reach	Reach per mention	Engagement	Engagement per mention
IG: Badgalkierrah @Chakierrah	3	41.3K	13.8K	90.4K	30.1K
advancxd. @advancxdco	4	285.4K	71.3K	106.6K	26.7K
Jesus est mon Sa... @lamDoxel	1	39.7K	39.7K	22.3K	22.3K
DADDY 🇮🇷 @daddyUshio	2	28.3K	14.1K	34.8K	17.4K
Fasito de Aores @fasitodeflores	1	6.2K	6.2K	12.6K	12.6K
Nike Basketball @nikebasketball	3	7.2M	2.4M	18.9K	6.3K
adam @ehhitsadam	1	1.8K	1.8K	6.3K	6.3K
anmol 🤔 @anm7518	1	13.5K	13.5K	6.2K	6.2K
BOCA ES PUEBLO @Quiroga12_	1	125.3K	125.3K	6K	6K
SHEIK 🍏 #PaivaXv @Bernardes_jr10	2	56.9K	28.4K	7.8K	3.9K

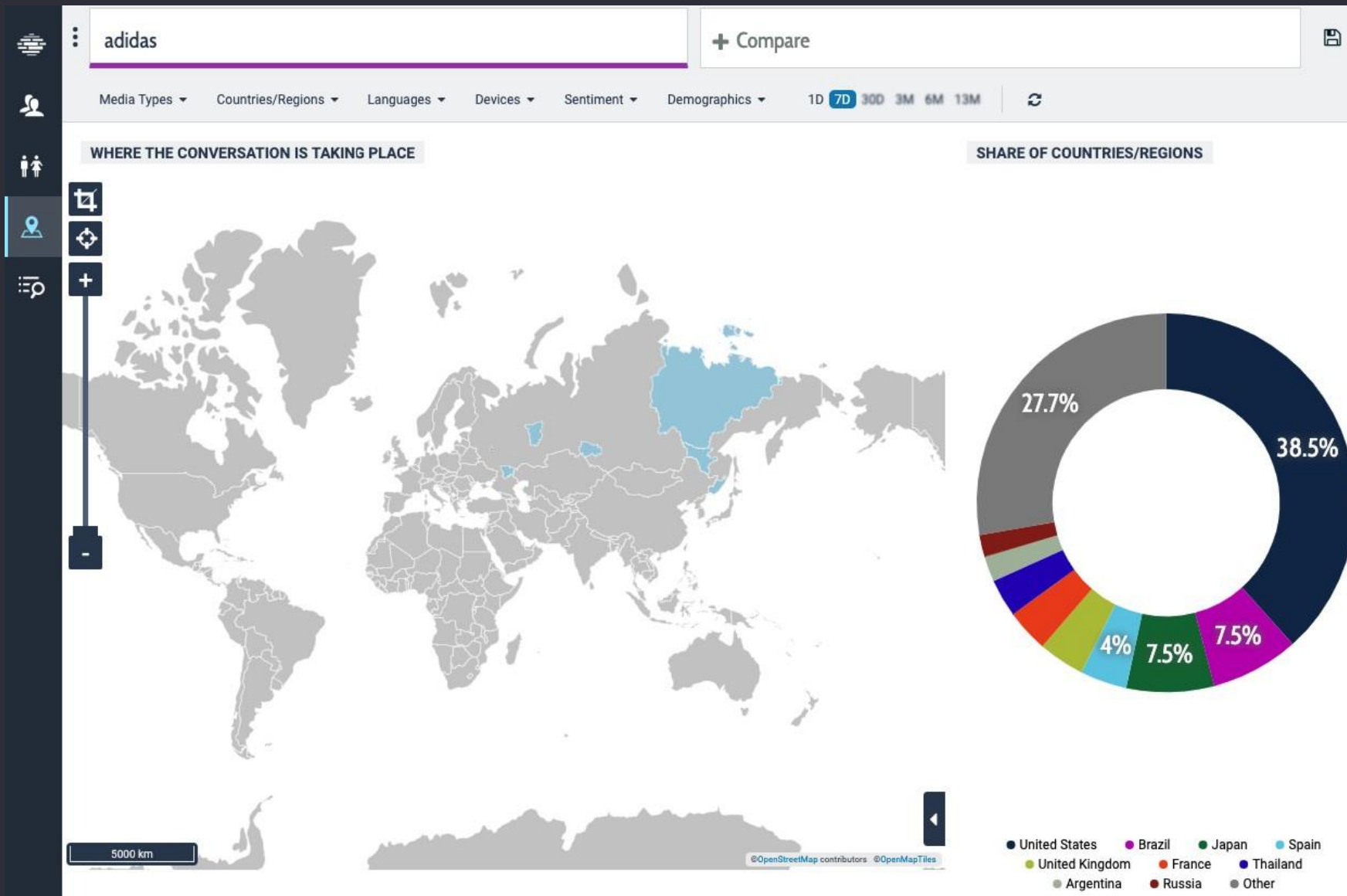
Πλατφόρμες κοινωνικής ακοής: Talkwalker

Δημογραφικά ανταγωνισμού



























Πλατφόρμες κοινωνικής ακοής: Talkwalker

Γεωγραφικά δεδομένα



Πλατφόρμες κοινωνικής ακοής: Talkwalker

Συζητήσεις

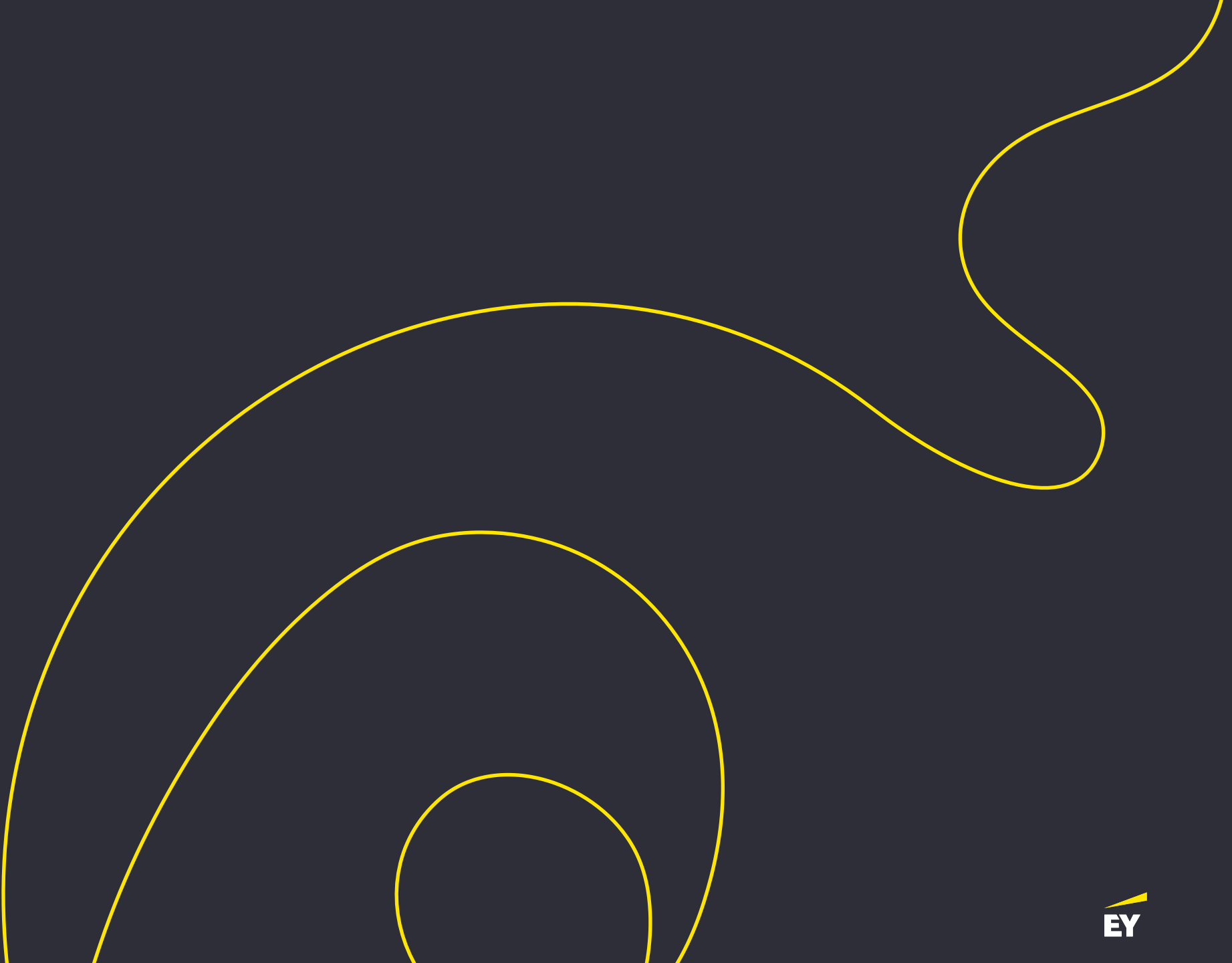
<p> IG: Badgalkierrah @Chakierrah shared an image</p> <p>How I got acknowledged by Adidas ❄️: pic.twitter.com/25au7zBkdg</p>  <p>published on 25/06/19 at 05:42 Twitter United States twitter.com</p>	<p> MATCHES adidas</p> <p>METRICS  24.3K  14.3K  6/10</p> <p>3.5K Retweets, 20.8K Twitter Likes, 14.3K Twitter Followers</p>
<p> advancxd. @advancxco shared an image</p> <p>Adidas x BAPE Tech Hoodie pic.twitter.com/8W3hX9mwj</p>  <p>published on 25/06/19 at 17:19 Twitter United States twitter.com</p>	<p> MATCHES adidas</p> <p>METRICS  19.9K  71.6K  5/10</p> <p>3.6K Retweets, 16.4K Twitter Likes, 71.6K Twitter Followers</p>
<p> PURPLE @xPurpleD shared an image</p> <p>Adidas Yeezy vs Nike Air Jordan pic.twitter.com/qj70I2v9AZ</p>  <p>published on 20/06/19 at 20:54 Twitter United States twitter.com</p>	<p> MATCHES adidas</p> <p>METRICS  5.7K  6.7K  0/10</p> <p>1.1K Retweets, 4.6K Twitter Likes, 6.7K Twitter Followers</p>
<p> FIRE @firepicstm shared an image</p> <p>Adidas Xeno Windbreaker ❤️ pic.twitter.com/yQh9qgUHJM</p>  <p>published on 22/06/19 at 17:58 Twitter United States twitter.com</p>	<p> MATCHES adidas</p> <p>METRICS  6.1K  42.8K  0/10</p> <p>1.2K Retweets, 4.8K Twitter Likes, 42.8K Twitter Followers</p>

Άλλες υπηρεσίες κοινωνικής ακοής

Adobe Social	Crimson Hexagon	Keyhole	NUVI	<u>Spredfast</u>
AgoraPulse	CX Social	<u>Klear</u>	<u>Oktopost</u>	Sprinklr Core
Audiense	Cyfe	Komfo	Pulsar	Sprout Social
Awario	<u>Digimind Social</u>	<u>Mediatoolkit</u>	<u>Radarly</u>	<u>Synthesio</u>
Brand24	<u>eClincher</u>	Meltwater	Salesforce Social Studio	Tailwind
<u>BrandsEye</u>	Falcon.io	Mention	<u>Sendible</u>	<u>Talkwalker</u>
Brandwatch	Fresh Web Explorer	<u>Mentionlytics</u>	<u>SentiOne</u>	<u>Ubermetrics Delta</u>
BuzzSumo	Hootsuite	Monitor	Social Report	<u>Signal Labs</u>
Cision Monitoring	Infegy Atlas	NapoleonCat.com	<u>Socialbakers</u>	<u>Zoho Social</u>
Commun.it	<u>isMOOD</u>	<u>NetBase</u>		

Google Alerts

6



6. Google Alerts

Alerts
Monitor the web for interesting new content

🔍 adidas

How often: **At most once a day**

Sources: **Blogs**

Language: **English**

Region: **United States**

How many: **All results**

Deliver to: **george.skiadop@gmail.com**

Create Alert Hide options ▲



Alerts
Monitor the web for interesting new content

🔍 Create an alert about...

My alerts (6)

- fila
- new balance
- converse
- puma
- nike
- adidas

6. Google Alerts

Google Alerts	New	Google Alert - fila - Google fila Daily update · June 26, 2019 NEWS The late bloomer who brought Fila back from the dead and became a billionaire The Sydney Morning Herald Gene, a...	6:08 PM
Google Alerts	New	Google Alert - nike - Google nike Daily update · June 26, 2019 NEWS Bears in Charge Ahead of Nike's Earnings Report Investopedia Dow component Nike, Inc. (NKE) reports fiscal fou...	6:08 PM
Google Alerts	New	Google Alert - new balance - Google new balance Daily update · June 26, 2019 NEWS New Balance Continues Its X Series With The Colorful X-Racer Sneaker News Tapping inspiration...	6:07 PM
Google Alerts	New	Google Alert - converse - Google converse Daily update · June 26, 2019 NEWS Converse Japan Introduces See-Through Chuck Taylor All-Stars HYPEBEAST Converse has already tried...	6:07 PM



nike

Daily update · June 26, 2019

NEWS

Bears in Charge Ahead of Nike's Earnings Report

Investopedia
Dow component **Nike**, Inc. (NKE) reports fiscal fourth quarter earnings after the markets close on Thursday, June 27, with Wall Street analysts ...



  [Flag as irrelevant](#)

Nike pulls line of shoes from China over Instagram post

Financial Times
Nike cancelled the sale of a line of limited-edition sports shoes in China after their Japanese designer expressed support for protests against a ...

Nike dropped a line of sneakers after its designer risked angering China by supporting mass ... - Business Insider
Nike stops sales of new shoes in China after designer supports Hong Kong protests - RT
Nike Pulls Limited-Edition Brand After Designer Shows Support for HK Protests - TheStreet.com

[Full Coverage](#)



  [Flag as irrelevant](#)

How Is Nike Expected To Grow Over The Next One Year?

Forbes
Nike's revenues have maintained healthy year-on-year growth through the recent quarters, through innovation and a focus on the direct-to-consumer ...

Can **Nike** Kick Its Macro Concerns? - Yahoo Finance
What to Expect from **Nike's** (NKE) Q4 2019 Earnings Results - Yahoo Finance
How To Trade **Nike's** Earnings - Seeking Alpha

[Full Coverage](#)

  [Flag as irrelevant](#)

new balance

Daily update · June 26, 2019



NEWS

New Balance Continues Its X Series With The Colorful X-Racer

Sneaker News
Tapping inspiration from the more obscure side of NB past, the **New Balance** X-Racer arrives as the second notch on the belt of the burgeoning X ...



New Balance Unveils Brand-New X-Racer Silhouette - HYPEBEAST
The **New Balance** X-Racer Blends Technical Design With Popping Colors - Highsnobiety
Introducing The **New Balance** X-Racer - KicksOnFire.com

[Full Coverage](#)

  [Flag as irrelevant](#)

New Balance's Raptors Shoes Now Cost More Than A Year Of University

Narcity
Anyone looking to invest in a pair of the latest **New Balance** Raptors shoes might want to check with their financial advisor first. The limited-edition ...



  [Flag as irrelevant](#)

New Balance Introduces MTL575 Silhouette in Made in UK Season 2 Pack

HYPEBEAST
After dropping the first installment of its relaunched Made In U.K. project back in March, **New Balance** has now unveiled the season of the line.

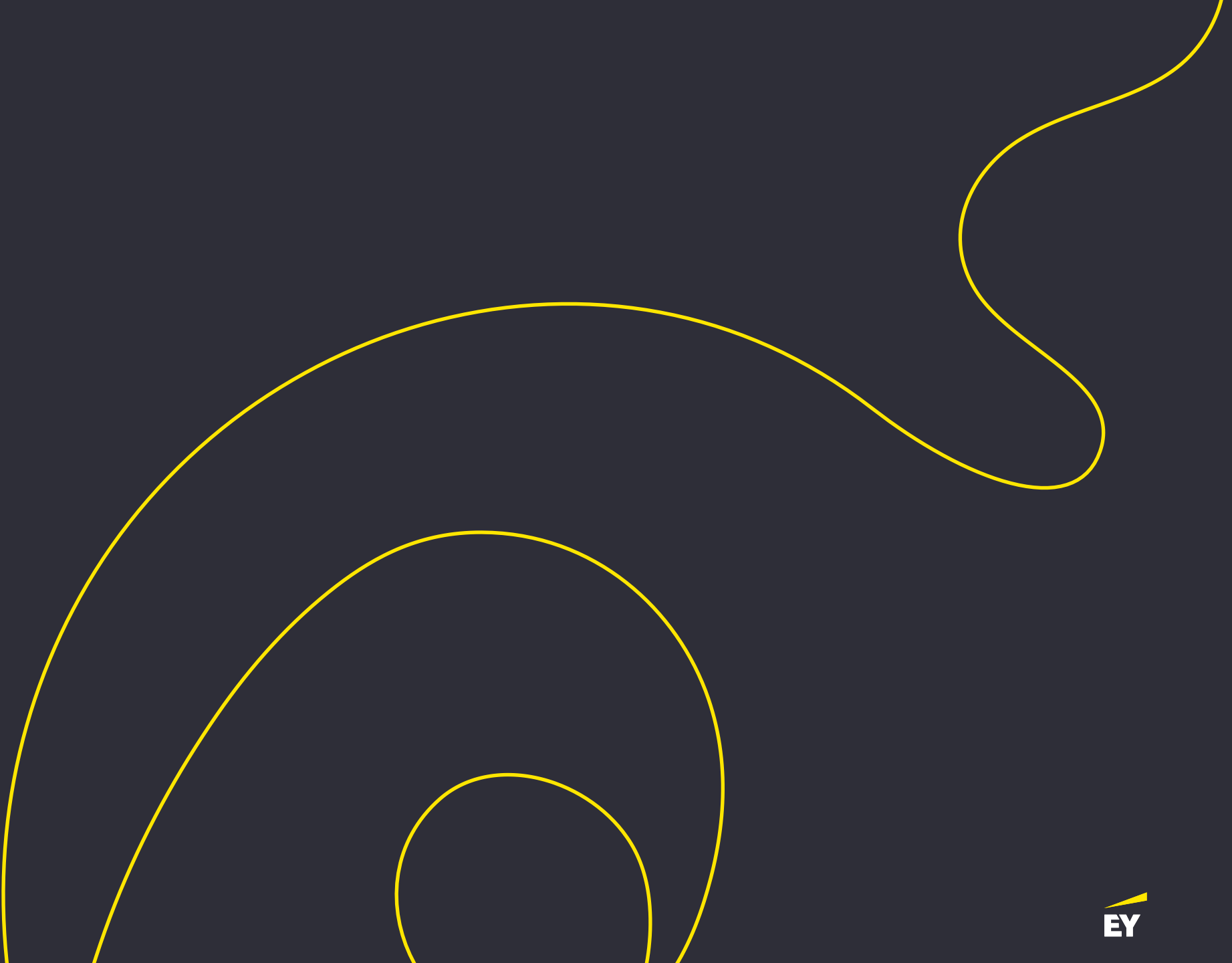
Here's **New Balance's** Latest & Greatest Made in UK Sneaker Collection - Highsnobiety
New Look, New Feel! The **New Balance** X-Racer - stupidDOPE.com (blog)

[Full Coverage](#)

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SEO Monitoring

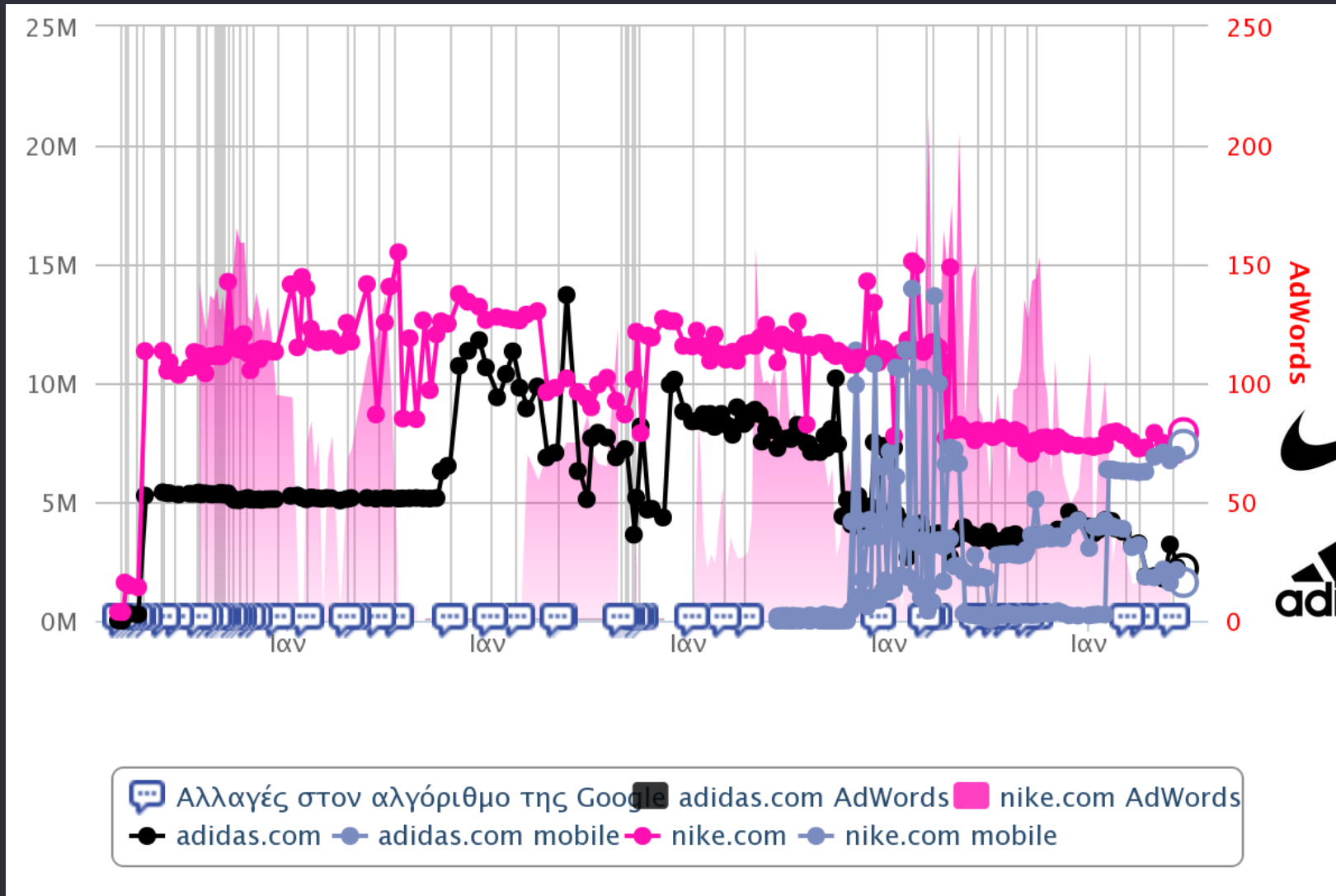
7



7. SEO monitoring (Visibility.gr)

	Λέξη-κλειδί	Landing page	Μέσος μηνιαίος όγκος αναζητήσεων	Θέση τελευταίας αναζήτησης (25/06/2019)	Θέση προηγούμενης αναζήτησης (11/06/2019)	Διαφορά	Ιστορικό						
1	adidas	https://www.adidas.com/us	~49.500	3	3	-	📈	📱	>100	79	-100 ↓	📈	📱
				4	3	-1 ↓							
2	stan smith	https://www.adidas.com/us/stan_smith	~18.100	27	41	+14 ↑	📈	📱	56	58	+2 ↑	📈	📱
				26	34	+8 ↑							
3	adidas stan smith	https://www.adidas.com/us/stan_smith	~14.800	8	7	-1 ↓	📈	📱	56	58	+2 ↑	📈	📱
				9	7	-2 ↓							
4	shoes	https://www.adidas.com/us/women-shoes	~12.100	24	>100	+100 ↑	📈	📱	80	>100	+100 ↑	📈	📱
				>100	>100	-							
5	shoes	https://www.adidas.com/us/men-shoes	~12.100	>100	44	-100 ↓	📈	📱	17	16	-1 ↓	📈	📱
				11	38	+27 ↑							
6	nike shoes	https://www.adidas.com/us/men-shoes-sale	~12.100	9	9	-	📈	📱	30	>100	+100 ↑	📈	📱
				9	11	+2 ↑							
7	adidas superstar	https://www.adidas.com/us/superstar-shoes/C77124.html	~9.900	14	>100	+100 ↑	📈	📱	>100	>100	-	📈	📱
				>100	>100	-							
8	golden rose	https://www.adidas.com/us/women-originals-shoes	~9.900	>100	>100	-	📈	📱	26	>100	+100 ↑	📈	📱
				88	>100	+100 ↑							
9	adidas superstar	https://www.adidas.com/us/superstar-shoes/C77124.html	~8.100	14	>100	+100 ↑	📈	📱	>100	18	-100 ↓	📈	📱
				>100	>100	-							
10	taekwondo	https://www.adidas.com/us/taekwondo-shoes/D98205.html	~8.100	23	>100	+100 ↑	📈	📱	9	9	-	📈	📱
				>100	>100	-							
11	παπουτσια nike	https://www.adidas.com/us/men-shoes-sale	~5.400	3	3	-	📈	📱	77	72	-5 ↓	📈	📱
				4	3	-1 ↓							
12	παπουτσια adidas	https://www.adidas.com/us/men-shoes-sale	~4.400	56	58	+2 ↑	📈	📱	55	56	+1 ↑	📈	📱
				27	41	+14 ↑							
13	παπουτσια adidas	https://www.adidas.com/us/men-shoes-sale	~4.400	26	34	+8 ↑	📈	📱	56	58	+2 ↑	📈	📱
				34	36	-19 ↓							
14	backpack	https://www.adidas.com/us/backpack	~4.400	8	7	-1 ↓	📈	📱	21	89	+68 ↑	📈	📱
				7	7	-2 ↓							
15	adidas greece	https://www.adidas.com/com/storefinder/	~2.900	24	>100	+100 ↑	📈	📱	80	>100	+100 ↑	📈	📱
				>100	>100	-							
16	adidas zx flux	https://www.adidas.com/us/zx-flux-shoes/S32277.html	~2.400	>100	44	-100 ↓	📈	📱	17	16	-1 ↓	📈	📱
				11	38	+27 ↑							
17	nike running	https://www.adidas.com/us/men-ultraboost	~2.400	9	9	-	📈	📱	30	>100	+100 ↑	📈	📱
				9	11	+2 ↑							
18	nike running	https://www.adidas.com/us/ultraboost	~2.400	9	11	+2 ↑	📈	📱	>100	>100	-	📈	📱
				14	>100	+100 ↑							
19	elite shoes	https://www.adidas.com/us/crazytrain-elite-shoes/BA7973.html	~1.900	>100	>100	-	📈	📱	26	>100	+100 ↑	📈	📱
				88	>100	+100 ↑							
20	elite shoes	https://www.adidas.com/us/crazytrain-elite-shoes/BA8002.html	~1.900	14	>100	+100 ↑	📈	📱	>100	18	-100 ↓	📈	📱
				>100	>100	-							
21	adidas online shop	https://www.adidas.com/us	~1.600	23	>100	+100 ↑	📈	📱	9	9	-	📈	📱
				>100	>100	-							
				23	>100	+100 ↑	📈	📱	9	7	-2 ↓	📈	📱
				>100	>100	-							

7. SEO monitoring (Visibility.gr)



Facebook Insights

8

8. Facebook Insights (Fanpage Karma)

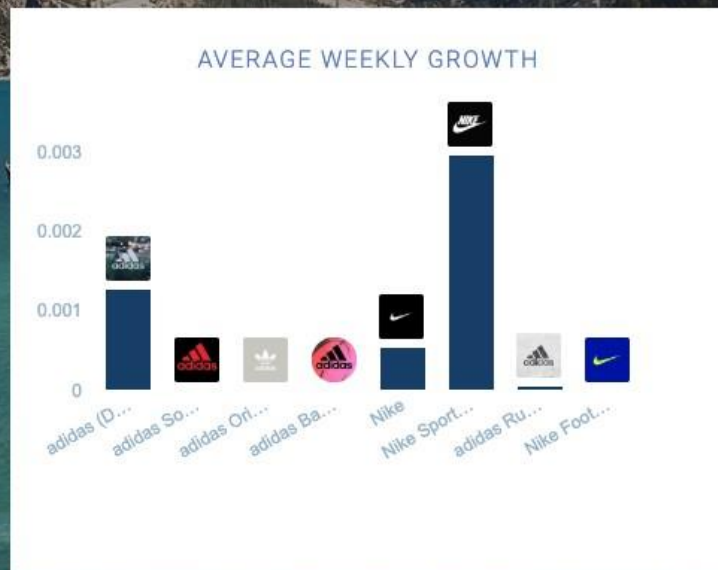
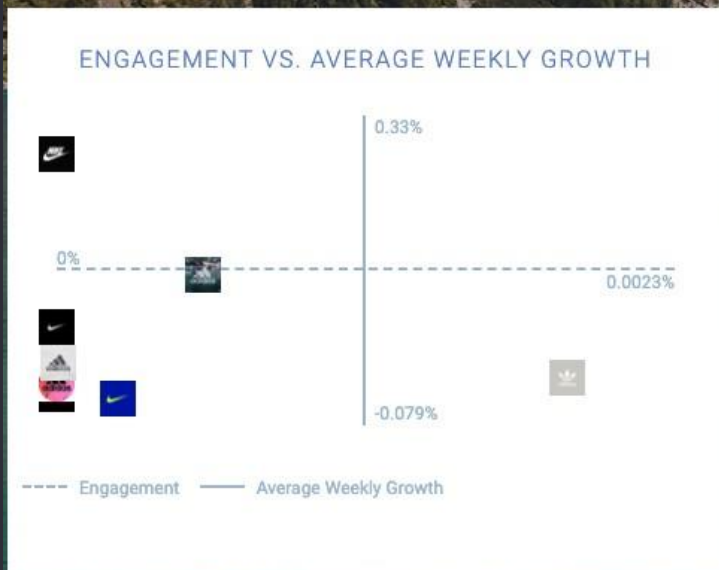
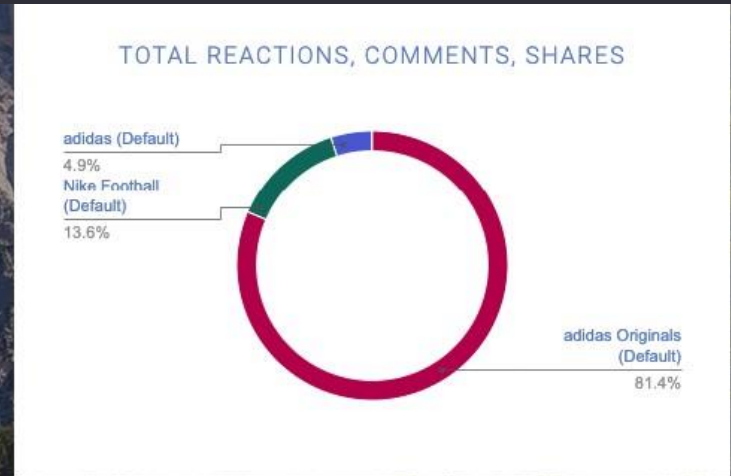
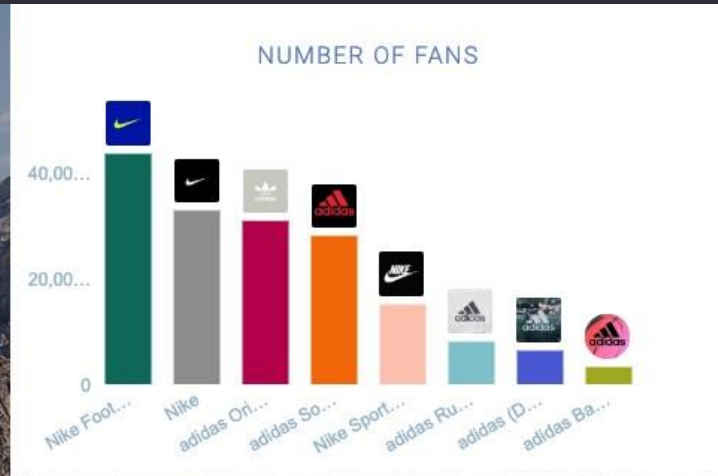


	PAGE PERFORMANCE INDEX	NUMBER OF FANS	AVERAGE WEEKLY GROWTH	ENGAGEMENT
adidas (Default)	2.0%	6.6M	0.13%	0.00059%
adidas Basketball	1.0%	3.3M	-0.023%	0%
adidas Originals (Default)	1.0%	31.1M	-0.015%	0.0021%
adidas Running (Default)	1.0%	8.0M	0.0051%	0.00000%
adidas Soccer (US)	1.0%	28.1M	-0.038%	0%
Nike	1.0%	33.0M	0.054%	0%
Nike Football (Default)	1.0%	43.9M	-0.045%	0.00025%
Nike Sportswear	3.0%	15.2M	0.30%	0%
AVERAGE	1.4%	21.1M	0.045%	0.00036%

8. Facebook Insights (Fanpage Karma)

				NUMBER OF REACTIONS	NUMBER OF COMMENTS	NUMBER OF SHARES
1	adidas Originals (Default) 6/4/19 2:04 PM			12k	120	109
2	adidas Originals (Default) 6/4/19 2:02 PM			2.7k	22	24
3	Nike Football (Default) 6/11/19 11:51 AM			2.3k	29	29
4	Nike Football (Default) 6/11/19 12:33 PM			618	63	7
5	adidas Originals (Default) 6/4/19 2:03 PM			562	20	8
6	adidas Originals (Default) 5/29/19 10:20 AM		UNDEFEATED經典紅藍配色特大logo, 配上象徵「美國獨立日」的國旗圖案, 引爆熱潮 全新adidas Ultraboost x UNDEFEATED 2019春夏聯乘鞋款將於5月31日下列地點有售 http://a.did.as/6187EmSLN	450	28	26
7	adidas (Default) 6/4/19 3:30 PM		Corre por un cambio positivo y lucha en contra la contaminación marina. Ponte las zapatillas y haz la diferencia. Participa en #RunForTheOceans del 8 al 16 de junio. #adidasParley Regístrate	274	31	29
8	adidas Originals (Default) 6/5/19 4:00 AM		YEEZY BOOST 350 V2 BLACK (FU9006成人) 將於 6月7 日在 (http://a.did.as/6187EW5uZ) 及下列地點公開發售 adidas Originals Flagship Store / 銅鑼灣Fashion Walk京士頓街6B號舖 adidas	264	160	42
9	adidas Originals (Default) 6/5/19 11:00 AM		YEEZY BOOST 350 V2 BLACK REFLECTIVE 將於 6月 6 日下列地點公開發售 adidas Originals Flagship Store / 銅鑼灣Fashion Walk京士頓街6B號舖	258	90	12
10	adidas (Default) 6/10/19 2:00 PM		Inicia la carrera para mantener nuestros océanos limpios. Aún puedes registrarte y participar en #RunForTheOceans en el link en bio. Participa ya. #adidasParley #Running #adidasRunning Parley	253	34	14
11	adidas (Default) 6/4/19 11:00 AM		Corre por un cambio positivo y lucha en contra la contaminación marina. Ponte las zapatillas y haz la diferencia. Participa en #RunForTheOceans del 8 al 16 de junio. #adidasParley Regístrate	215	15	8
12	adidas Originals (Default) 6/19/19 10:00 AM		YEEZY BOOST 350 V2 SYNTH REFLECTIVE 將於 6月20 日在下列地點公開發售 adidas Originals Flagship Store / 銅鑼灣Fashion Walk京士頓街6B號舖	191	76	7
13	adidas (Default) 6/10/19 11:00 AM		Inicia la carrera para mantener nuestros océanos limpios. Aún puedes registrarte y participar en #RunForTheOceans en el link en bio. Participa ya. #adidasParley #Running #adidasRunning Parley	189	17	8
14	adidas Originals (Default) 6/21/19 10:00 AM		YEEZY BOOST 350 V2 SYNTH 將於6月22 日在 (http://a.did.as/6184EqNja) 及下列地點公開發售 YEEZY BOOST 350 V2 SYNTH (FV5578成人)現於下列地點公開發售 adidas Flagship	117	49	11
15	adidas Originals (Default) 6/7/19 4:00 AM		就讓白色球鞋記載你每個重要時刻 #HomeofClassics 系列現於 http://a.did.as/6188EWhHO 及指定零售點有售	94	24	0
16	adidas Originals (Default) 6/11/19 4:00 AM		YEEZY BOOST 700 V2 TEPHRA 將於 6月15 日在 (http://a.did.as/6188EUuup) 及下列地點公開發售 adidas Originals Flagship Store / 銅鑼灣Fashion Walk京士頓街6B號舖 adidas	62	21	1
17	adidas Originals (Default) 5/30/19 4:08 AM		YEEZY BOOST 700 V2 VANTA (FU6684成人) 將於 5月 31 日下列地點公開發售 adidas Originals Flagship Store / 銅鑼灣Fashion Walk京士頓街6B號舖 adidas Flagship Store / 尖沙咀漢口道17號D舖 adidas	55	3	1

8. Facebook Insights (Fanpage Karma)



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