



ERO

EUROPEAN REGIONAL ORGANIZATION
OF THE FEDERATION DENTAIRE INTERNATIONALE FDI



Ageing Population

ERO Plenary session
24 April 2026, Sofia

Working Group Ageing Population

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All Users [Add comparison](#)

Custom Apr 20, 2025 - Apr 20, 2026

Reports snapshot

Active users 3.8K	New users 3.8K	Average engagement time per active user 45s	Event count 33K
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Top pages/screens

PAGE TITLE AND SCREEN CLASS	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Senior Toothbrushing	10K	3.8K	31K	51.1%
leadsgo.io	501	501	2K	0.0%
Not Found	12	11	49	18.2%
Editor: Senior Toothbrushing	2	1	4	0.0%
Senior tandenpoetsen	1	7	25	22.2%
Brossage des dents pour les personnes âgées	0	4	29	0.0%
Brossage des dents pour les seniors	0	1	2	0.0%

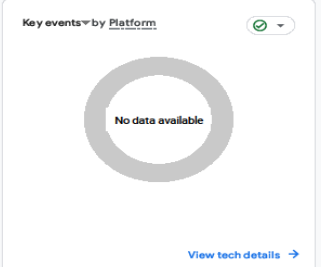
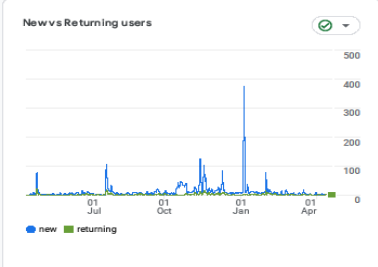
[View pages and screens](#)

Active users by First user source / medium

FIRST USER SOURCE / MEDIUM	ACTIVE USERS
(direct) / (none)	2.8K
leadsgo.io / referral	501
google / organic	116
m.facebook.com / referral	66
sso.ch / referral	64
prophylaxe-assistentin.ch / r...	45
l.facebook.com / referral	33

Sessions by Session source / medium

SESSION SOURCE / MEDIUM	SESSIONS
(direct) / (none)	3.6K
leadsgo.io / referral	501
google / organic	235
sso.ch / referral	82
m.facebook.com / re...	71
prophylaxe-assistenti...	54
l.facebook.com / ref...	43



Active users by City

CITY	ACTIVE USERS
Lanzhou	745
Singapore	391
Santa Clara	261
Clifton	242
Amsterdam	189
Dublin	142
Bratislava	140

[View cities](#)

Active users by Audience name

AUDIENCE NAME	ACTIVE USERS
All Users	3.8K

[View audiences](#)



- **~3,800 users / year** → *limited reach*
- **Almost 100% new users** → *no return visits, many bots*
- **~50% engagement rate** → *content is relevant*
- **45 sec average time** → *quick but real use*
- **Mostly direct traffic** → *depends on us*
- **Very little Google traffic** → *not visible online*
- **Big differences between countries**



- These numbers show one very clear thing:
The problem is not the content — the problem is visibility.
Whenever the page is promoted, people use it.
So the impact is entirely in our hands.
- People who visit find it useful — but too few people know it exists.
- If every national association shares this tool with caregivers and institutions, we can multiply these numbers very quickly.
- -> **Communication Draft for NDAs**

- Poster
 - Do not do that!
 - Better choices
 - Golden rules
- Graphic designer
- Implement to existing web page





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Any questions ?

