

Ο Όμιλος SPPMEDIA ξεπέρασε τα 33,9 εκατομμύρια εμφανίσεις για τον μήνα Αύγουστο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Αύγουστο 33,958,305 εμφανίσεις και 1,581,538 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 20,713,530 και 637,255 συνολικούς χρήστες για τον μήνα Αύγουστο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 6,707,208 συνολικές εμφανίσεις και 278,480 χρήστες για τον μήνα Αύγουστο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 5,411,722 συνολικές εμφανίσεις και 169,114 χρήστες για τον μήνα Αύγουστο.

Για περισσότερες πληροφορίες παρακαλώ επικοινωνήστε με τη Νατάσα Ερωτοκρίτου, Adstore Chief Product Officer, email: erotokritoun@sppmedia.com, τηλ.: 22472586

ADSTORE ANALYTICS AUGUST 2022

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	33.958.305	16.743.570	1.581.538
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	27.420.738	13.288.731	915.735
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	6.537.567	3.454.839	665.803
ENGLISH (Knews, WiZ English)	223.663	65.054	37.942

ADSTORE DISPLAY IMPRESSIONS 98,068,225

Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL
PEOPLE

KNEWS

AthenaRecipes

24NEWS

wizguide

Total users
637,255

Event count
20,713,530

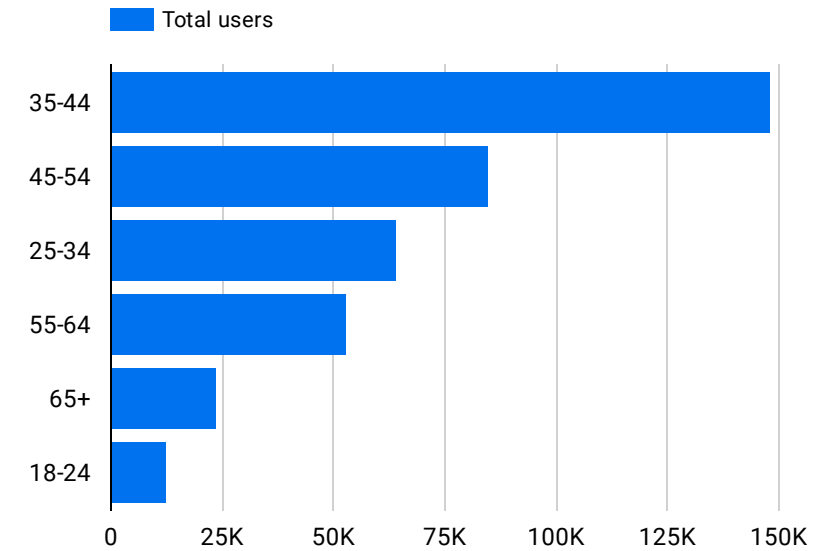
Interests		Total users ▾
1.	News & Politics/Avid News Readers	236,357
2.	Media & Entertainment/TV Lovers	234,742
3.	Sports & Fitness/Sports Fans	207,812
4.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	201,161
5.	Beauty & Wellness/Frequently Visits Salons	198,270
6.	Sports & Fitness/Sports Fans/Soccer Fans	178,105
7.	Lifestyles & Hobbies/Green Living Enthusiasts	171,518

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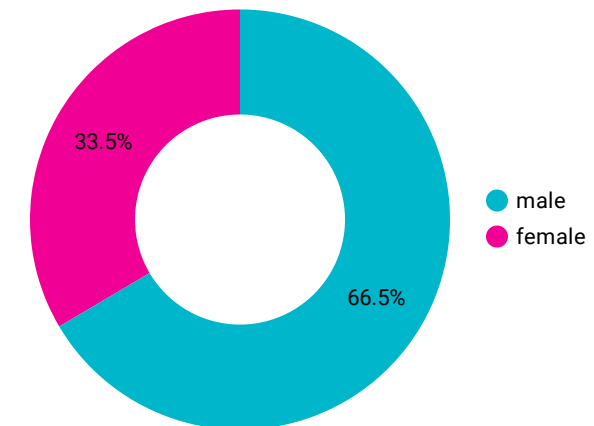
Event name		Event count ▾	Total users
1.	page_view	8,180,910	631,272
2.	user_engagement	4,804,612	424,508
3.	session_start	2,895,502	633,816
4.	screen_view	2,150,602	6,006
5.	scroll	726,870	135,276
6.	article_view	548,840	5,134
7.	first_visit	432,446	425,654
8.	SPLASH_AD	283,851	5,931
9.	KYPIEΣ	204,036	3,844

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Users By Ages



Users By Gender



Total users
278,480

Event count
6,707,208

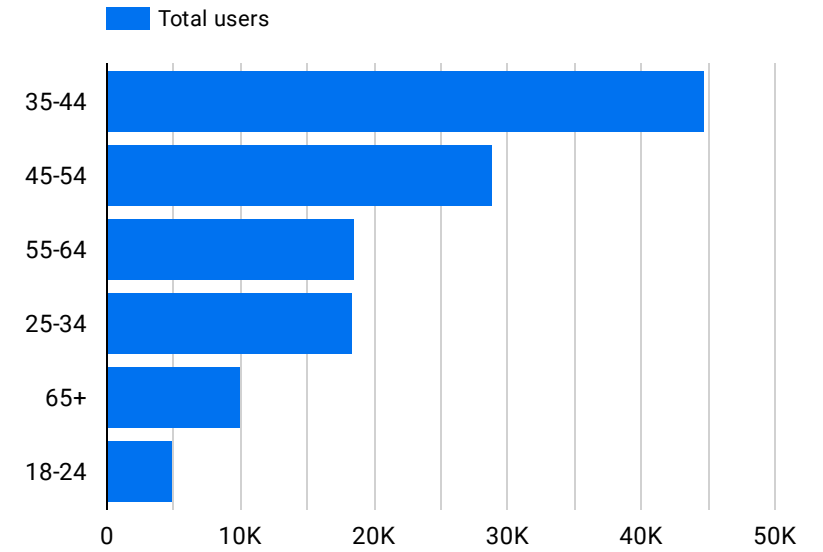
	Interests	Total users
1.	News & Politics/Avid News Readers	84,703
2.	Food & Dining/Cooking Enthusiasts/30 M...	72,581
3.	Media & Entertainment/TV Lovers	72,218
4.	Sports & Fitness/Sports Fans	62,518
5.	Beauty & Wellness/Frequently Visits Salons	62,357
6.	Sports & Fitness/Health & Fitness Buffs	60,093
7.	Travel/Travel Buffs	59,874

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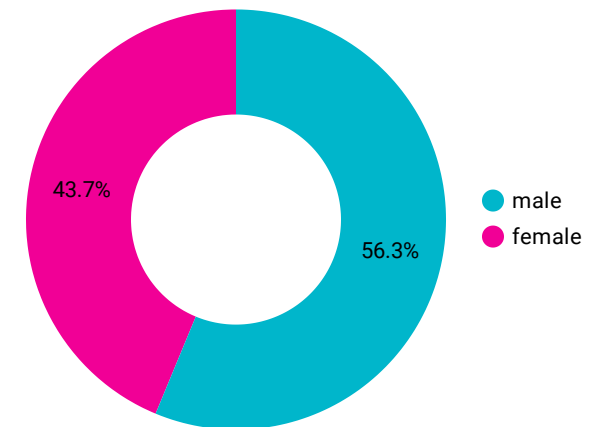
	Event name	Event count	Total users
1.	page_view	2,468,595	270,449
2.	user_engagement	1,416,583	170,701
3.	screen_view	968,663	6,958
4.	session_start	798,263	272,254
5.	scroll	240,277	38,238
6.	first_visit	197,828	196,555
7.	article_view	161,757	5,153
8.	Πρώτη	135,292	4,163
9.	SPLASH_AD	120,852	6,898

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Users By Ages



Users By Gender



Total users
169,114

Event count
5,411,722

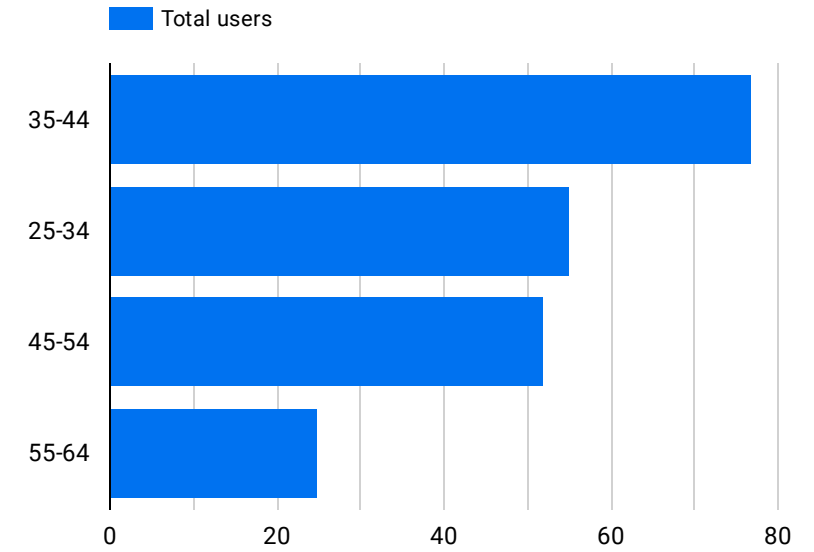
	Interests	Total users
1.	Media & Entertainment/Comics & Animati...	196
2.	Shoppers	196
3.	Technology/Mobile Enthusiasts	185
4.	Food & Dining/Cooking Enthusiasts	176
5.	Travel/Travel Buffs	156
6.	Technology/Technophiles	154
7.	Sports & Fitness/Health & Fitness Buffs	147

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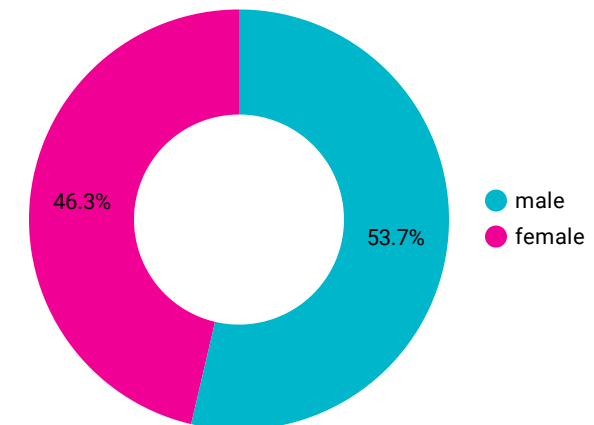
	Event name	Event count	Total users
1.	page_view	2,707,231	168,037
2.	user_engagement	1,247,824	111,765
3.	session_start	1,077,508	168,147
4.	scroll	218,938	46,974
5.	first_visit	128,009	126,690
6.	click	25,117	10,217
7.	screen_view	5,020	516
8.	notification_receive	583	113
9.	view_search_results	354	273

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Users By Ages



Users By Gender

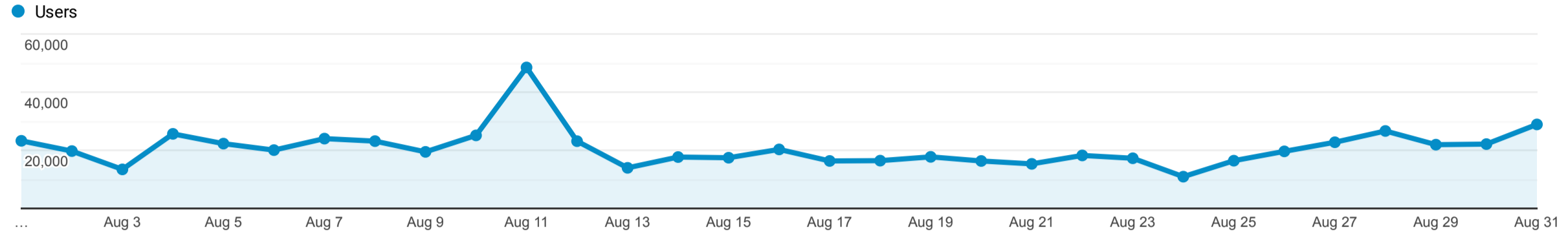


Audience Overview

Aug 1, 2022 - Aug 31, 2022

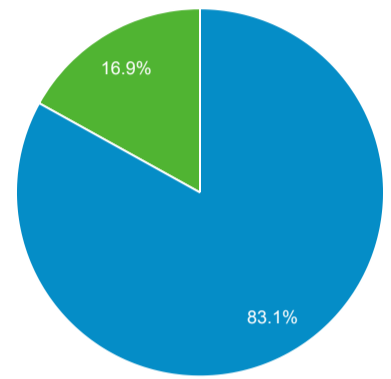
All Users
100.00% Users

Overview



Users 467,534	New Users 409,185	Sessions 701,956	Number of Sessions per User 1.50
Pageviews 1,044,156	Pages / Session 1.49	Avg. Session Duration 00:01:06	Bounce Rate 84.39%

■ New Visitor ■ Returning Visitor



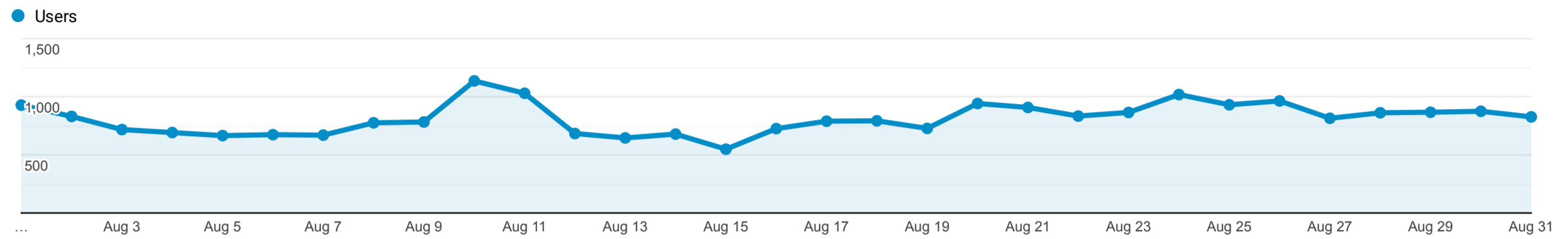
Language	Users	% Users
1. en	217,583	47.06%
2. el-gr	125,801	27.21%
3. en-gb	60,885	13.17%
4. en-us	20,098	4.35%
5. el	15,693	3.39%
6. el-cy	11,513	2.49%
7. en-cy	4,919	1.06%
8. el-gb	977	0.21%
9. de-de	971	0.21%
10. en-au	947	0.20%

Audience Overview

Aug 1, 2022 - Aug 31, 2022

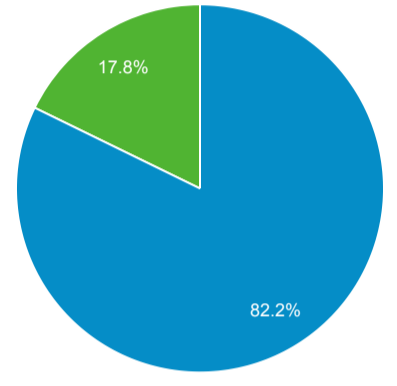
All Users
100.00% Users

Overview



Users 21,628	New Users 19,493	Sessions 27,904	Number of Sessions per User 1.29
Pageviews 57,858	Pages / Session 2.07	Avg. Session Duration 00:02:03	Bounce Rate 77.50%

■ New Visitor ■ Returning Visitor



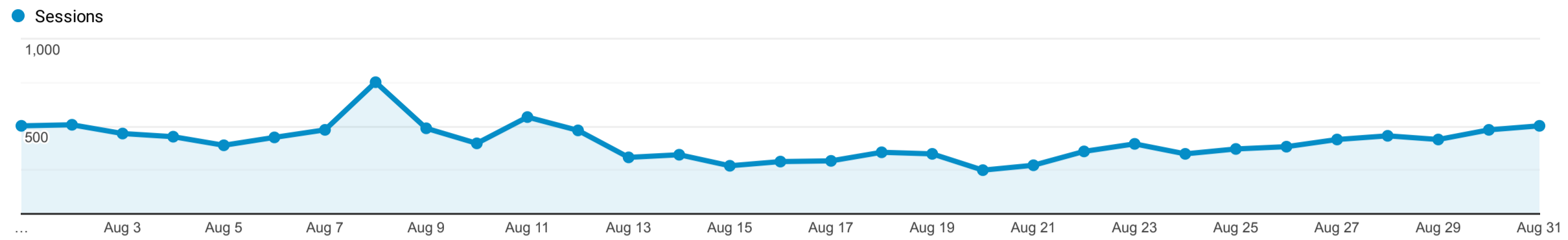
Language	Users	% Users
1. el-gr	8,007	36.94%
2. el	5,911	27.27%
3. en-gb	3,283	15.14%
4. en-us	3,069	14.16%
5. el-cy	554	2.56%
6. en-cy	228	1.05%
7. de-de	77	0.36%
8. en	71	0.33%
9. c	58	0.27%
10. en-au	49	0.23%

Audience Overview

Aug 1, 2022 - Aug 31, 2022

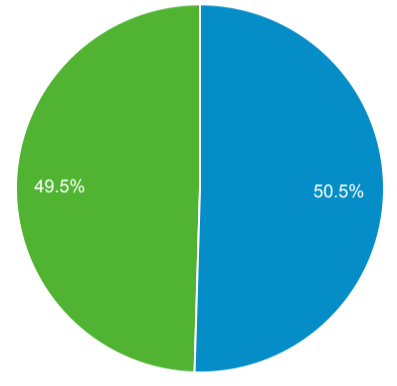
All Users
100.00% Sessions

Overview



Sessions 12,728	Users 7,527	Pageviews 23,831	Pages / Session 1.87
Avg. Session Duration 00:02:04	Bounce Rate 79.89%	% New Sessions 50.45%	

New Visitor **Returning Visitor**



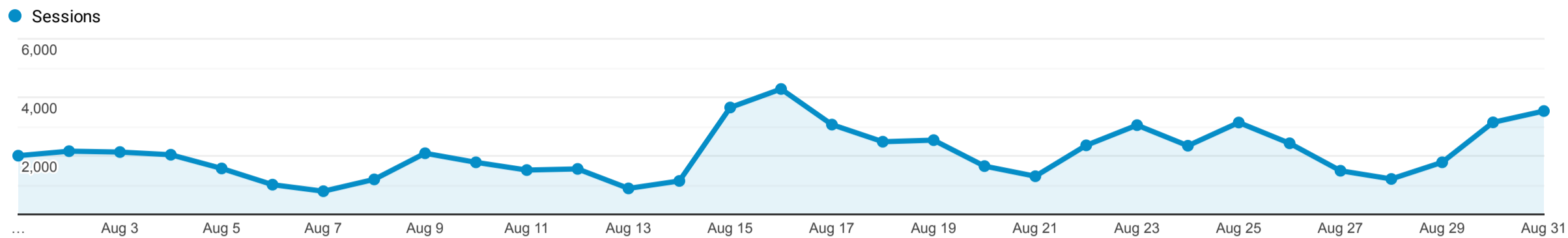
Language	Sessions	% Sessions
1. el-gr	4,096	32.18%
2. en-us	3,475	27.30%
3. el	2,044	16.06%
4. en-gb	1,626	12.77%
5. el-cy	861	6.76%
6. en	112	0.88%
7. en-au	82	0.64%
8. zh-cn	59	0.46%
9. en-cy	54	0.42%
10. el-gb	46	0.36%

Audience Overview

Aug 1, 2022 - Aug 31, 2022

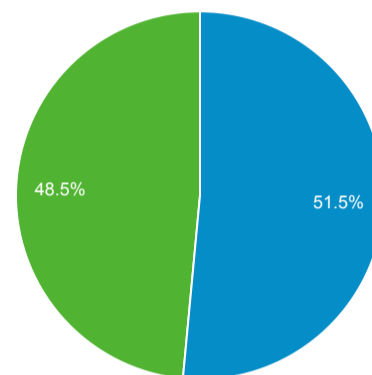
All Users
100.00% Sessions

Overview



Sessions 65,054	Users 37,942	Pageviews 223,663	Pages / Session 3.44
Avg. Session Duration 00:07:10	Bounce Rate 67.83%	% New Sessions 51.37%	

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-gb	39,542	60.78%
2. en-us	14,078	21.64%
3. en-cy	1,134	1.74%
4. el-gr	910	1.40%
5. en-au	682	1.05%
6. de-de	665	1.02%
7. en	582	0.89%
8. fr-fr	561	0.86%
9. tr-tr	488	0.75%
10. en-ca	480	0.74%