

1,2 εκατομμύρια χρήστες και 25 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Δεκέμβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Δεκέμβριο 25,120,060 εμφανίσεις και 1,238,944 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 16,212,599 και 530,127 συνολικούς χρήστες για τον μήνα Δεκέμβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 7,804,364 συνολικές εμφανίσεις και 366,949 χρήστες για τον μήνα Δεκέμβριο.

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

ADSTORE ANALYTICS DECEMBER 2021

	PAGEVIEWS/EVENTS	SESSIONS	USERS
Adstore Total:	25.120.060	12.332.909	1.238.944
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	24.016.963	11.802.359	897.076
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	1.103.097	530.550	341.868
ENGLISH (Knews, WiZ English)	403.311	123.722	63.451

ADSTORE DISPLAY IMPRESSIONS 78,473,474

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
530,127

Event count
16,212,599

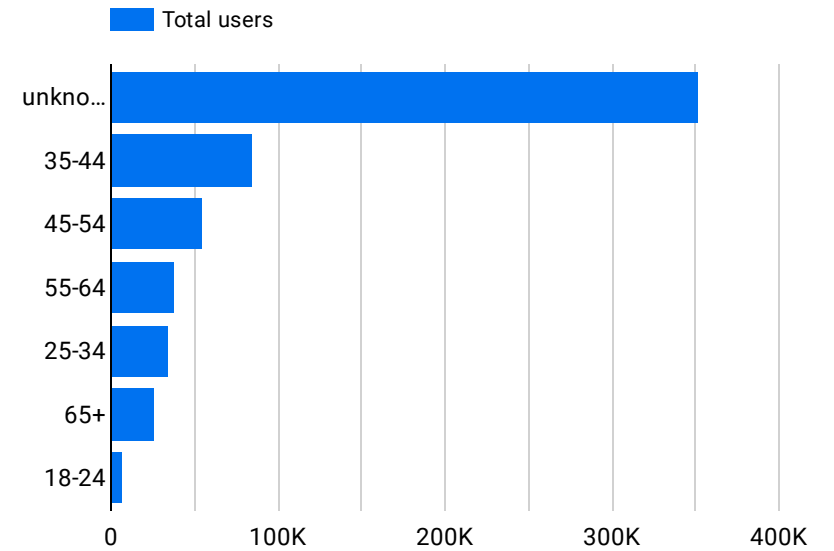
	Interests	Total users ▾
1.	Media & Entertainment/TV Lovers	141,239
2.	News & Politics/Avid News Readers	141,198
3.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	120,337
4.	Sports & Fitness/Sports Fans	111,350
5.	News & Politics/Avid News Readers/Entertainment News Enthusias...	109,708
6.	Beauty & Wellness/Frequently Visits Salons	107,924
7.	Lifestyles & Hobbies/Green Living Enthusiasts	95,966

1 - 100 / 117 < >

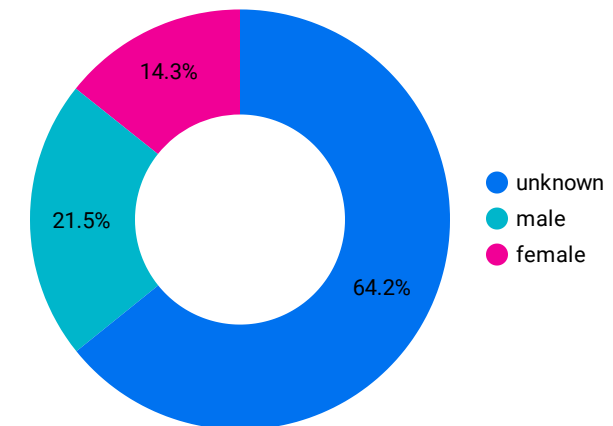
	Event name	Event count ▾	Total users
1.	page_view	6,585,091	522,688
2.	user_engagement	3,593,518	275,089
3.	session_start	2,416,078	523,633
4.	screen_view	1,604,670	5,494
5.	scroll	470,831	121,421
6.	article_view	389,662	4,394
7.	first_visit	367,772	351,678
8.	SPLASH_AD	230,618	5,278
9.	KYPIEΣ	169,842	3,348

1 - 39 / 39 < >

Users By Ages



Users By Gender



Total users
366,949

Event count
7,804,364

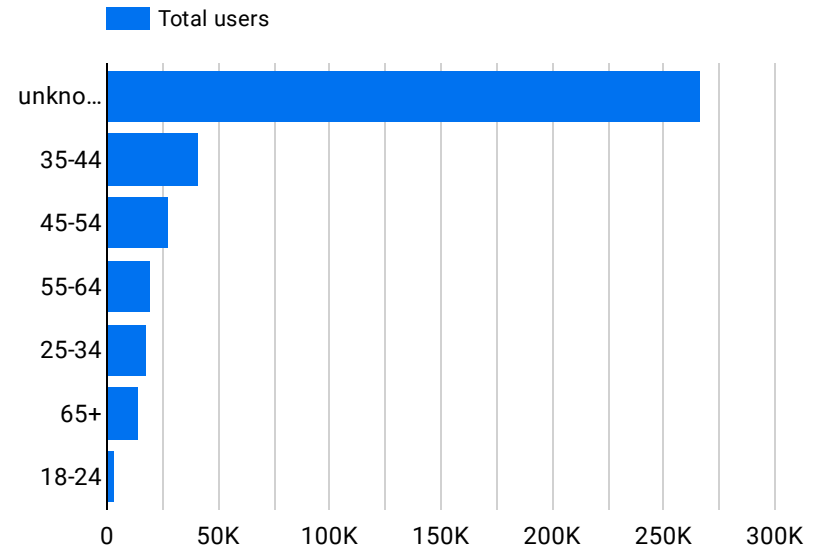
Interests		Total users
1.	News & Politics/Avid News Readers	80,990
2.	Media & Entertainment/TV Lovers	68,150
3.	Food & Dining/Cooking Enthusiasts/30 M...	66,688
4.	News & Politics/Avid News Readers/Enter...	63,104
5.	Sports & Fitness/Sports Fans	58,479
6.	Lifestyles & Hobbies/Green Living Enthusi...	54,356
7.	Travel/Travel Buffs	54,174

1 - 100 / 118 < >

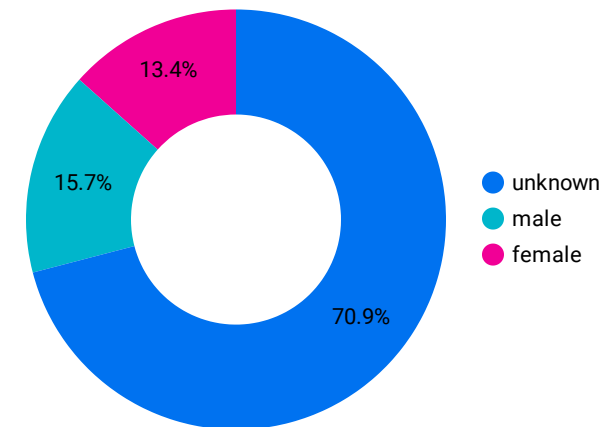
Event name		Event count	Total users
1.	page_view	3,051,503	356,336
2.	user_engagement	1,561,810	200,064
3.	session_start	1,084,457	362,207
4.	screen_view	1,061,213	7,924
5.	first_visit	256,991	249,896
6.	article_view	162,335	5,650
7.	SPLASH_AD	150,228	7,686
8.	Πρώτη	138,407	4,664
9.	scroll	121,065	38,835

1 - 57 / 57 < >

Users By Ages



Users By Gender



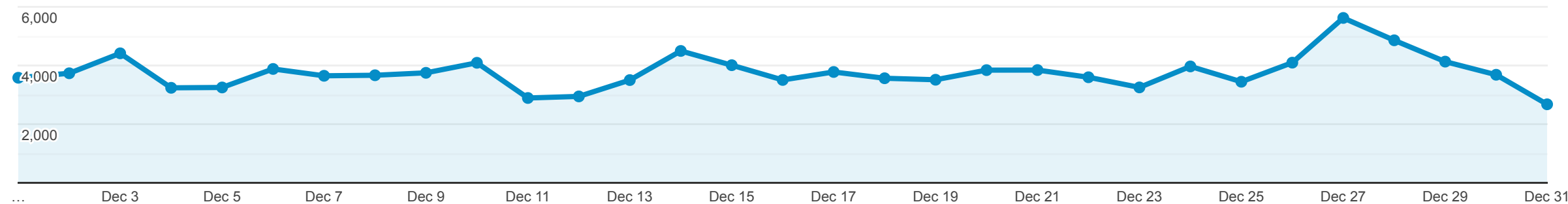
Audience Overview

Dec 1, 2021 - Dec 31, 2021

All Users
100.00% Sessions

Overview

Sessions



Sessions

116,217

Users

49,377

Pageviews

332,924

Pages / Session

2.86

Avg. Session Duration

00:04:28

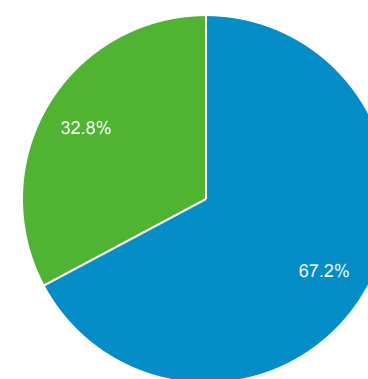
Bounce Rate

70.67%

% New Sessions

32.77%

Returning Visitor New Visitor



Language

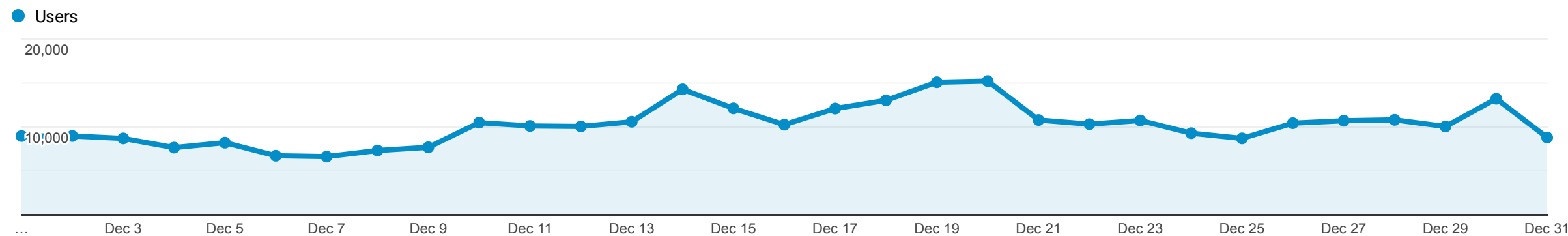
Language	Sessions	% Sessions
1. en-us	46,119	39.68%
2. el-gr	27,948	24.05%
3. en-gb	24,289	20.90%
4. el-cy	7,914	6.81%
5. el	5,502	4.73%
6. en-cy	1,904	1.64%
7. en	451	0.39%
8. el-gb	296	0.25%
9. fr	255	0.22%
10. en-au	178	0.15%

Audience Overview

Dec 1, 2021 - Dec 31, 2021

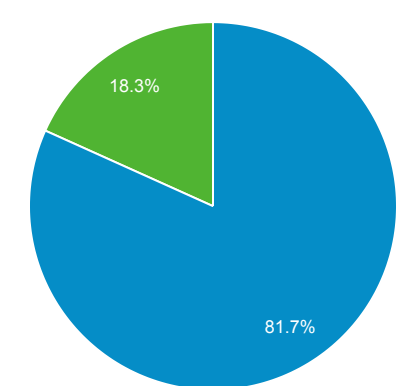
All Users
100.00% Users

Overview



Users 239,834	New Users 206,191	Sessions 348,016	Number of Sessions per User 1.45
Pageviews 608,380	Pages / Session 1.75	Avg. Session Duration 00:01:46	Bounce Rate 84.75%

■ New Visitor ■ Returning Visitor



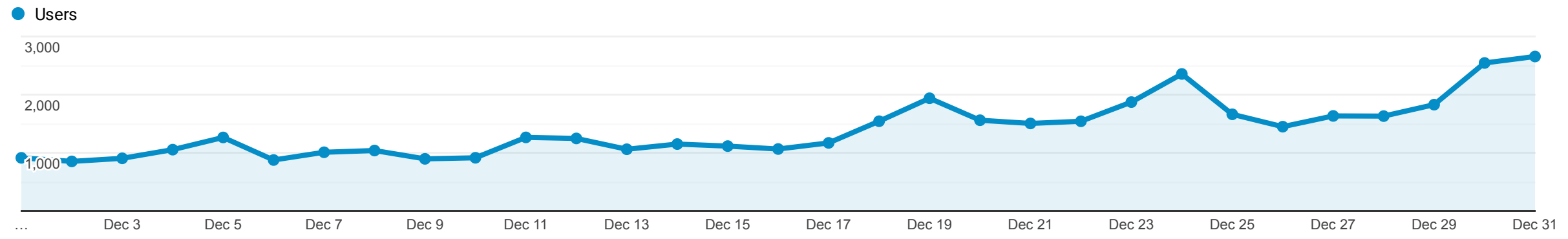
Language	Users	% Users
1. en-us	99,303	41.72%
2. el-gr	68,377	28.73%
3. en-gb	36,282	15.24%
4. el	20,114	8.45%
5. el-cy	6,971	2.93%
6. en-cy	2,970	1.25%
7. de-de	602	0.25%
8. el-gb	520	0.22%
9. en-au	447	0.19%
10. en	390	0.16%

Audience Overview

Dec 1, 2021 - Dec 31, 2021

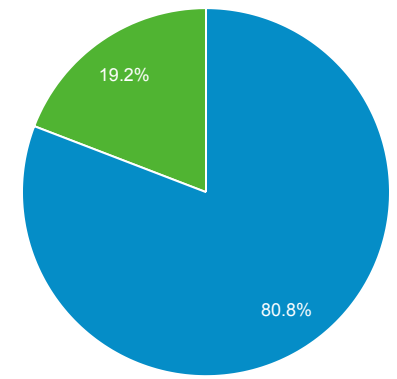
All Users
100.00% Users

Overview



Users 35,807	New Users 32,621	Sessions 49,427	Number of Sessions per User 1.38
Pageviews 126,485	Pages / Session 2.56	Avg. Session Duration 00:01:59	Bounce Rate 72.44%

New Visitor Returning Visitor



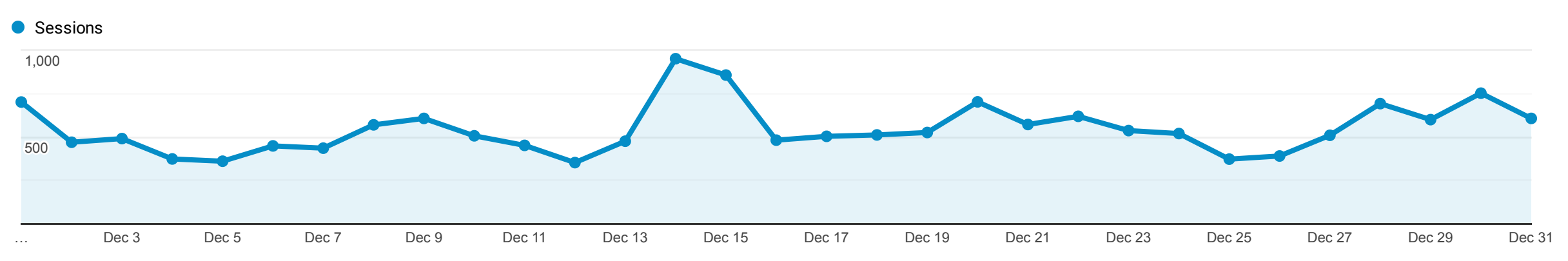
Language	Users	% Users
1. el-gr	15,170	42.08%
2. el	8,857	24.57%
3. en-gb	5,752	15.95%
4. en-us	3,982	11.04%
5. el-cy	1,033	2.87%
6. en-cy	352	0.98%
7. de-de	128	0.36%
8. en	95	0.26%
9. en-au	92	0.26%
10. c	72	0.20%

Audience Overview

Dec 1, 2021 - Dec 31, 2021

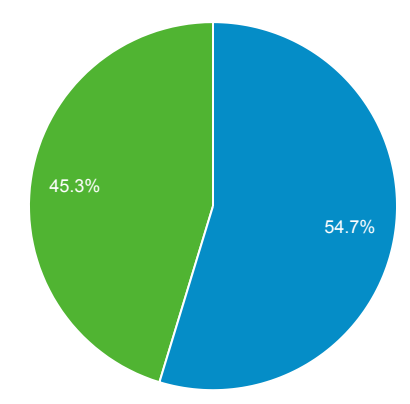
All Users
100.00% Sessions

Overview



Sessions 16,890	Users 10,663	Pageviews 35,308	Pages / Session 2.09
Avg. Session Duration 00:02:53	Bounce Rate 81.09%	% New Sessions 54.65%	

New Visitor **Returning Visitor**



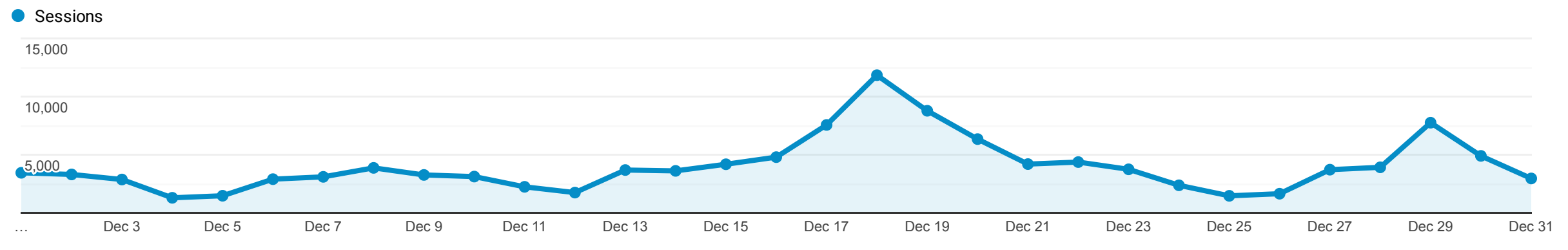
Language	Sessions	% Sessions
1. el-gr	6,635	39.28%
2. en-us	5,068	30.01%
3. en-gb	1,788	10.59%
4. el	1,754	10.38%
5. el-cy	1,194	7.07%
6. el-gb	68	0.40%
7. en-cy	61	0.36%
8. fr-fr	43	0.25%
9. en-au	39	0.23%
10. en	34	0.20%

Audience Overview

Dec 1, 2021 - Dec 31, 2021

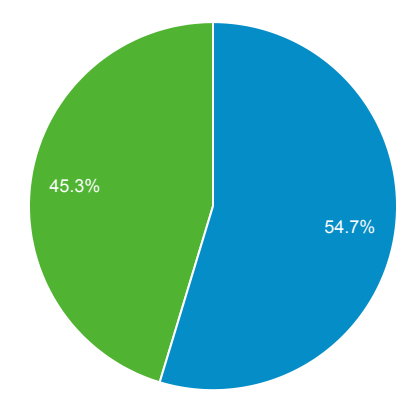
All Users
100.00% Sessions

Overview



Sessions 123,722	Users 63,451	Pageviews 403,311	Pages / Session 3.26
Avg. Session Duration 00:06:52	Bounce Rate 65.13%	% New Sessions 45.17%	

Returning Visitor New Visitor



Language	Sessions	% Sessions
1. en-gb	78,231	63.23%
2. en-us	26,154	21.14%
3. en-cy	2,638	2.13%
4. en-ca	1,431	1.16%
5. de-de	1,197	0.97%
6. el-gr	1,190	0.96%
7. en-au	1,079	0.87%
8. ru-ru	733	0.59%
9. en	693	0.56%
10. sv-se	659	0.53%