

1,5 εκατομμύρια χρήστες και 34 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Φεβρουάριο

Ο όμιλος Spp Media , κατέγραψε για τον μήνα Φεβρουάριο 34,620,763 εμφανίσεις και 1,527,913 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 17,255,955 και 507,309 συνολικούς χρήστες για τον μήνα Φεβρουάριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 10,816,095 συνολικές εμφανίσεις και 605,902 χρήστες για τον μήνα Φεβρουάριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 5,290,691 συνολικές εμφανίσεις και 231,278 χρήστες για τον μήνα Φεβρουάριο.

Για περισσότερες πληροφορίες παρακαλώ επικοινωνήστε με το Βασίλειο Μπίτη, Data Analyst, email: bitisv@sppmedia.com, τηλ.: 22472440.

ADSTORE ANALYTICS FEBRUARY 2023			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	34,620,763	15,197,300	1,527,913
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	28,072,050	13,950,297	1,113,211
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	6,548,713	1,247,003	414,702
ENGLISH (Knews, WiZ English)	330,020	80,298	54,938
ADSTORE DISPLAY IMPRESSIONS 184,165,892			
Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			

Total users
507,309

Event count
17,255,955

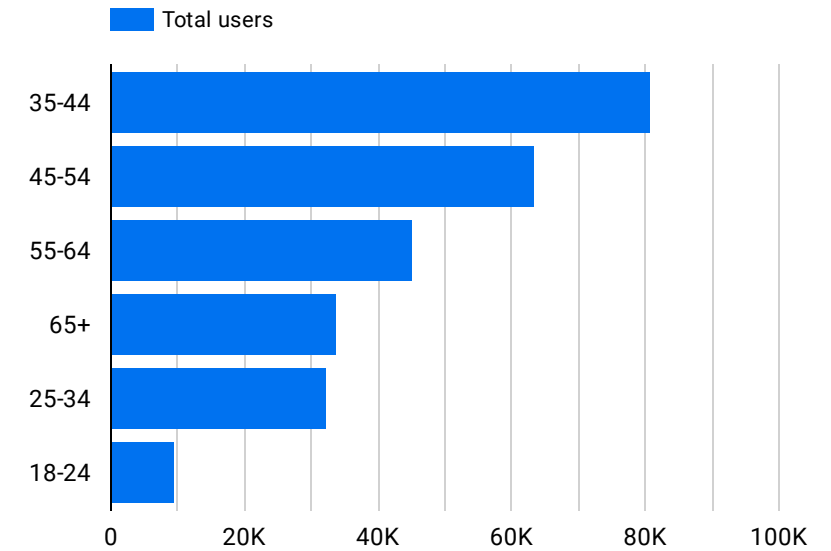
	Interests	Total users ▾
1.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	101,612
2.	News & Politics/Avid News Readers	100,339
3.	Media & Entertainment/TV Lovers	100,230
4.	Sports & Fitness/Sports Fans	90,172
5.	Lifestyles & Hobbies/Green Living Enthusiasts	79,750
6.	Beauty & Wellness/Frequently Visits Salons	77,879
7.	Sports & Fitness/Health & Fitness Buffs	75,898

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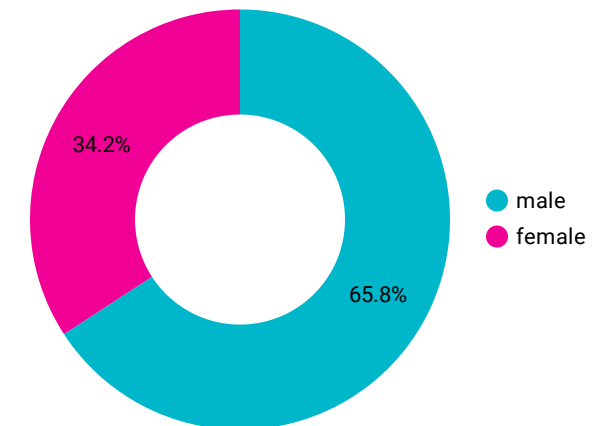
	Event name	Event count ▾	Total users
1.	page_view	6,833,968	498,489
2.	user_engagement	4,153,559	329,960
3.	session_start	2,258,456	503,911
4.	screen_view	1,742,704	5,531
5.	scroll	674,221	125,994
6.	article_view	420,020	4,725
7.	first_visit	349,383	338,343
8.	SPLASH_AD	222,990	5,493
9.	KYPIEΣ	155,492	3,472

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Users By Ages



Users By Gender



Total users
605,902

Event count
10,816,095

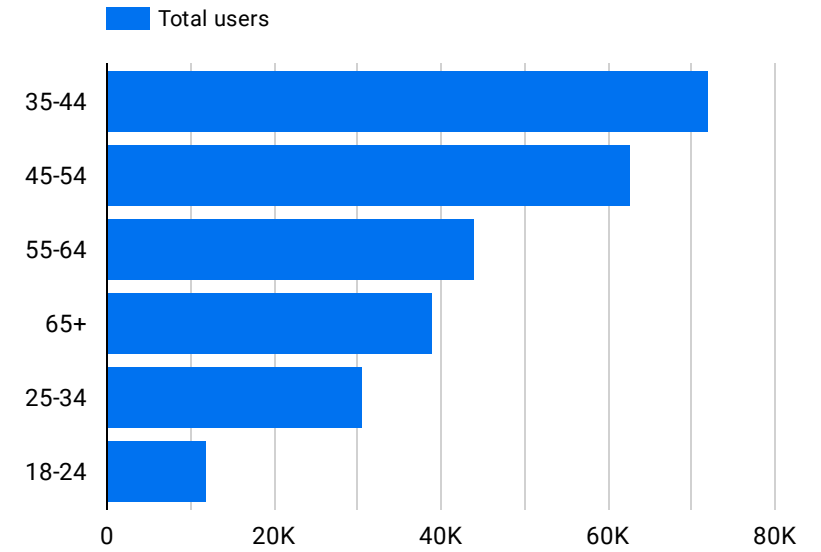
	Interests	Total users ▾
1.	Food & Dining/Cooking Enthusiasts/30 M...	68,218
2.	News & Politics/Avid News Readers	67,108
3.	Media & Entertainment/TV Lovers	60,934
4.	Lifestyles & Hobbies/Green Living Entusi...	55,193
5.	Sports & Fitness/Health & Fitness Buffs	51,130
6.	Sports & Fitness/Sports Fans	50,651
7.	Shoppers/Value Shoppers	50,150

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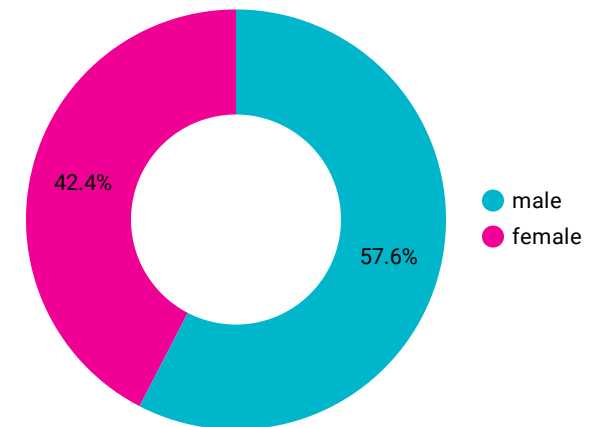
	Event name	Event count ▾	Total users
1.	page_view	3,838,382	595,692
2.	user_engagement	2,367,977	341,117
3.	screen_view	1,535,243	7,630
4.	session_start	1,380,830	600,233
5.	first_visit	489,689	486,515
6.	scroll	297,978	78,159
7.	article_view	214,567	6,294
8.	Πρώτη	200,188	4,635
9.	SPLASH_AD	177,505	7,546

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Users By Ages



Users By Gender



Total users
231,278

Event count
5,290,691

Sessions
962,971

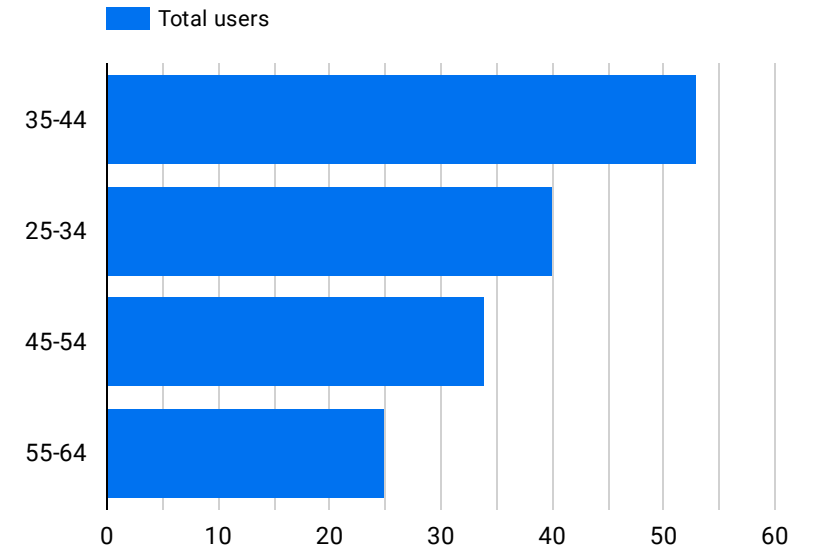
Interests		Total users
1.	Media & Entertainment/Comics & Animati...	146
2.	Shoppers	146
3.	Technology/Mobile Enthusiasts	137
4.	Food & Dining/Cooking Enthusiasts	134
5.	Travel/Travel Buffs	97
6.	Food & Dining/Foodies	92
7.	Sports & Fitness/Health & Fitness Buffs	92

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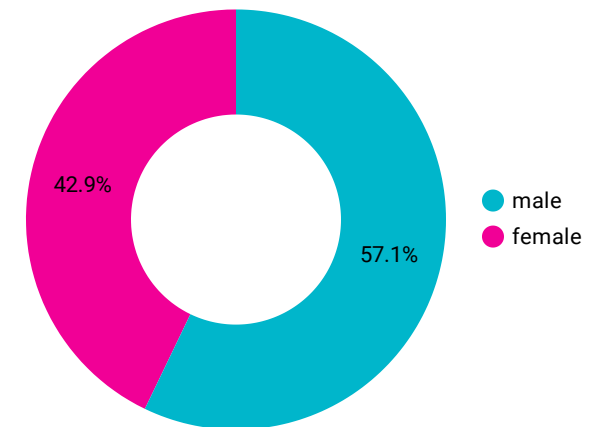
Event name		Event count	Total users
1.	page_view	2,610,164	229,270
2.	user_engagement	1,322,141	145,781
3.	session_start	917,416	216,099
4.	scroll	249,913	48,454
5.	first_visit	164,681	164,557
6.	click	21,797	9,667
7.	screen_view	2,800	305
8.	notification_receive	837	126
9.	app_exception	343	44

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Users By Ages



Users By Gender



Total users

150,022

Event count

1,166,518

Sessions

251,630

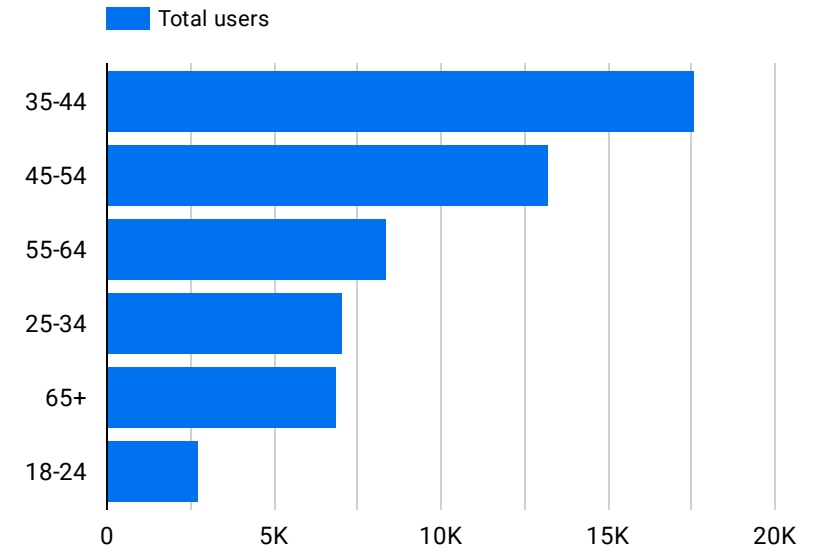
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/30 M...	23,702
2.	Media & Entertainment/TV Lovers	21,739
3.	Lifestyles & Hobbies/Green Living Enthusi...	18,915
4.	Shoppers/Value Shoppers	18,361
5.	News & Politics/Avid News Readers	17,315
6.	Lifestyles & Hobbies/Family-Focused	15,153
7.	Beauty & Wellness/Beauty Mavens	15,002

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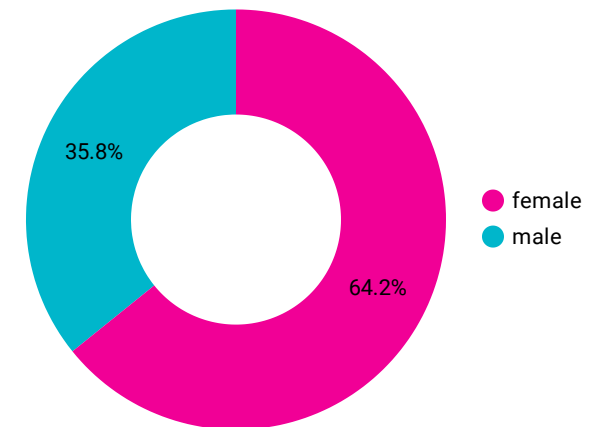
Event name		Event count ▾	Total users
1.	page_view	520,359	148,317
2.	session_start	248,718	148,256
3.	user_engagement	221,455	88,740
4.	first_visit	126,981	126,795
5.	scroll	43,395	21,131
6.	click	5,606	3,818
7.	file_download	3	2
8.	view_search_results	1	1

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Users By Ages




Users By Gender

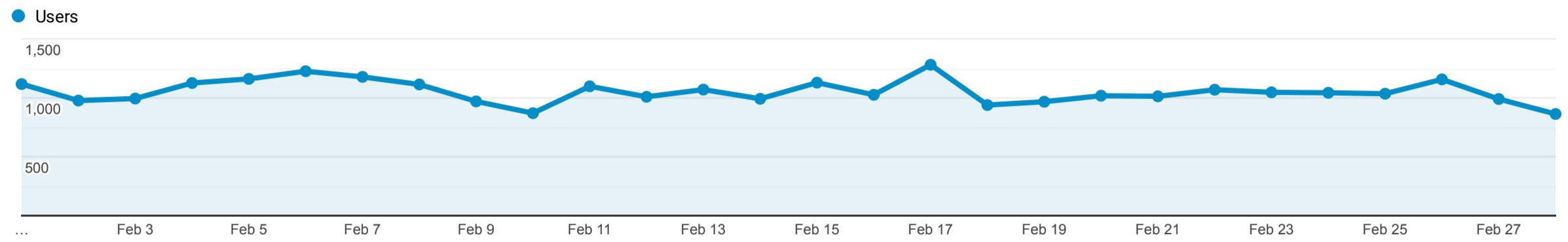


Audience Overview

Feb 1, 2023 - Feb 28, 2023

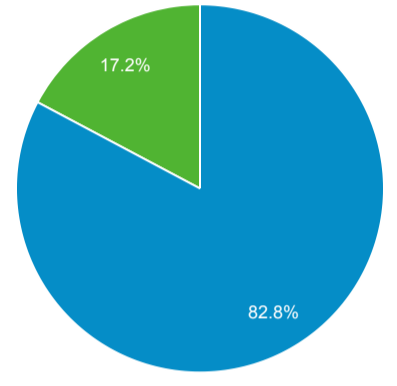

All Users
 100.00% Users

Overview



Users 26,208	New Users 23,509	Sessions 32,402	Number of Sessions per User 1.24
Pageviews 64,223	Pages / Session 1.98	Avg. Session Duration 00:01:20	Bounce Rate 79.39%

■ New Visitor
 ■ Returning Visitor



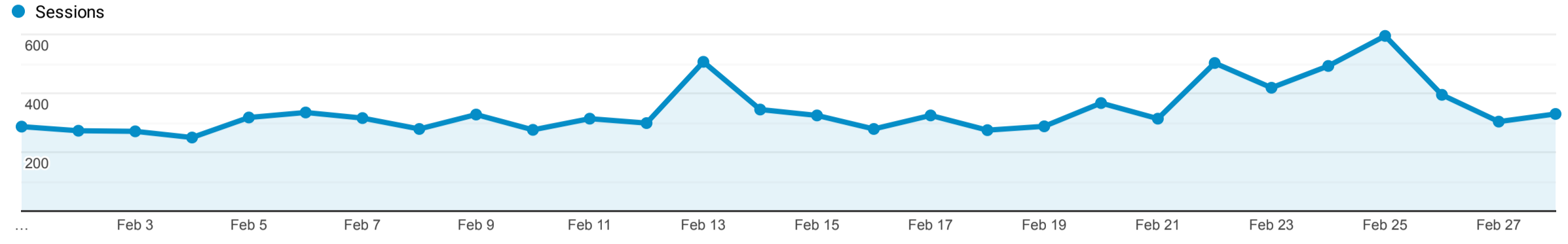
Language	Users	% Users
1. el-gr	10,346	39.71%
2. el	7,786	29.88%
3. en-gb	3,755	14.41%
4. en-us	2,919	11.20%
5. el-cy	453	1.74%
6. en-cy	182	0.70%
7. de-de	81	0.31%
8. en-au	63	0.24%
9. en	60	0.23%
10. de	51	0.20%

Audience Overview

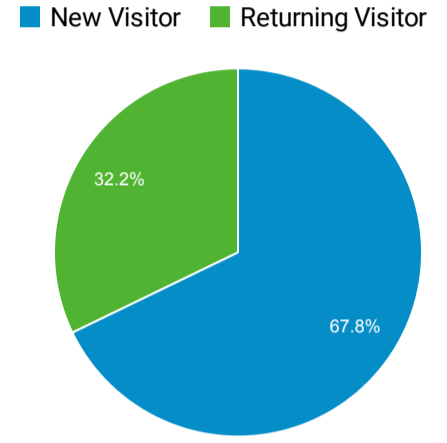
Feb 1, 2023 - Feb 28, 2023

All Users
100.00% Sessions

Overview



Sessions 9,582	Users 7,194	Pageviews 27,281	Pages / Session 2.85
Avg. Session Duration 00:04:39	Bounce Rate 76.48%	% New Sessions 67.75%	



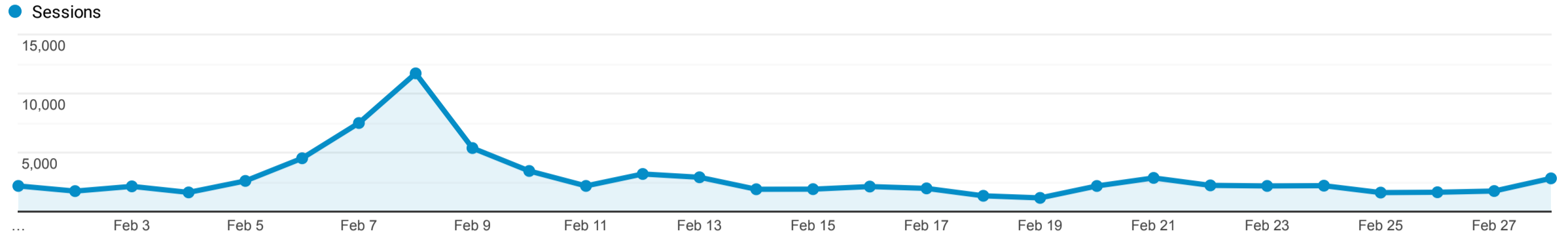
Language	Sessions	% Sessions
1. el-gr	3,247	33.89%
2. en-us	2,418	25.23%
3. el	1,765	18.42%
4. en-gb	1,481	15.46%
5. el-cy	340	3.55%
6. en-cy	41	0.43%
7. en-au	40	0.42%
8. de-de	28	0.29%
9. el-gb	27	0.28%
10. en	27	0.28%

Audience Overview

Feb 1, 2023 - Feb 28, 2023

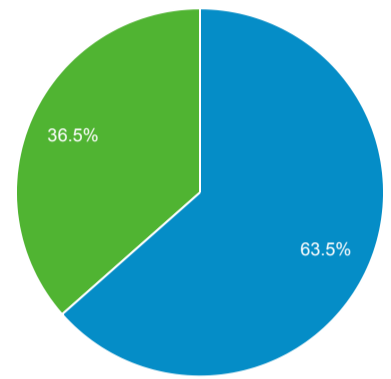
All Users
100.00% Sessions

Overview



Sessions 80,298	Users 54,938	Pageviews 330,020	Pages / Session 4.11
Avg. Session Duration 00:09:02	Bounce Rate 65.63%	% New Sessions 63.29%	

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-gb	41,592	51.80%
2. en-us	23,289	29.00%
3. el-gr	1,303	1.62%
4. en-ca	1,169	1.46%
5. tr-tr	1,111	1.38%
6. en-au	1,095	1.36%
7. de-de	1,031	1.28%
8. en-cy	754	0.94%
9. en	589	0.73%
10. fr-fr	573	0.71%