

## 22 εκατομμύρια εμφανίσεις Ρεκόρ συνολικών εμφανίσεων για τον μήνα Ιανουάριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Ιανουάριο 21,910,424 εμφανίσεις με 1,177,526 διαφορετικούς επισκέπτες, με αύξηση 20,68% σε σύγκριση με τον προηγούμενο μήνα.

Η ιστοσελίδα και η εφαρμογή του 24sports & news, κατέγραψε αύξηση 45,73% σε σύγκριση με τον προηγούμενο μήνα, με 11,580,595 συνολικές εμφανίσεις, διαβάστηκαν 3.61 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 05:44 λεπτά, στοιχεία που αποδεικνύουν πως οι επισκέπτες της εκτιμούν τη σοβαρή και έγκυρη προσέγγιση της κυπριακής και διεθνούς αθλητικής ειδησιογραφίας.

Επιπλέον, η ιστοσελίδα και η εφαρμογή της Καθημερινής Κύπρου κατέγραψαν 4,999,104 συνολικές εμφανίσεις, διαβάστηκαν 4.62 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 09:04 λεπτά.

Το must, μετά τον μοντέρνο σχεδιασμό του σε desktop & mobile κατέγραψε αύξηση 60,67% σε σύγκριση με τον προηγούμενο μήνα, με 680,877 συνολικές εμφανίσεις, διαβάστηκαν 2.38 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 03:27 λεπτά.

Το WiZ Guide, ο πρωτοποριακός οδηγός πόλης και δικτύωσης με φίλους, κατέγραψε για τον μήνα Ιανουάριο 3,484,248 εμφανίσεις, με αύξηση 14,20% σε σύγκριση με τον προηγούμενο μήνα.

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

### ADSTORE ANALYTICS JANUARY 2020

| Adstore Total: | PAGEVIEWS/EVENTS | SESSIONS  | USERS     |
|----------------|------------------|-----------|-----------|
|                | 21,910,424       | 9,037,613 | 1,177,526 |

| SEGMENT  | PAGEVIEWS/EVENTS | SESSIONS  | USERS   |
|--|------------------|-----------|---------|
| <b>NEWS</b><br>(Kathimerini, 24sports&news)                        | 16,579,699       | 5,971,981 | 650,784 |
| <b>LIFESTYLE</b><br>(must, gastronomos, athena recipes, WiZ guide) | 5,330,725        | 3,065,632 | 526,742 |
| <b>ENGLISH</b><br>(Knews, WiZ English)                             | 235,023          | 98,252    | 55,796  |

### ADSTORE DISPLAY IMPRESSIONS 92,485,029

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



Η ΚΑΘΗΜΕΡΙΝΗ

**24SPORTS**



**24NEWS**

**must**



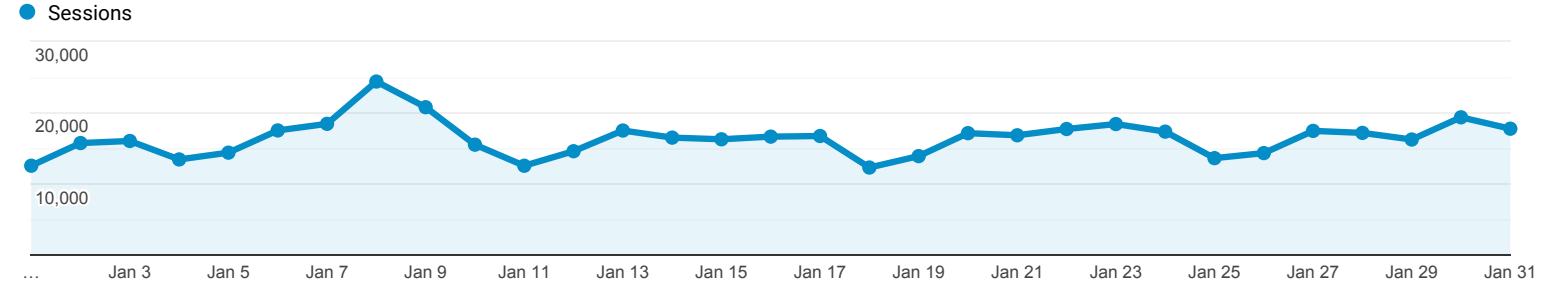
**γαστρονόμος**

### Audience Overview

**All Users**  
100.00% Sessions

Jan 1, 2020 - Jan 31, 2020

**Overview**



Sessions  
**508,509**

Users  
**195,102**

Pageviews  
**2,351,535**

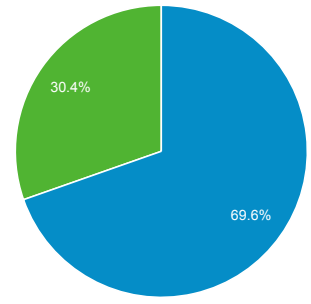
Pages / Session  
**4.62**

Avg. Session Duration  
**00:09:04**

Bounce Rate  
**50.85%**

% New Sessions  
**30.32%**

■ Returning Visitor ■ New Visitor



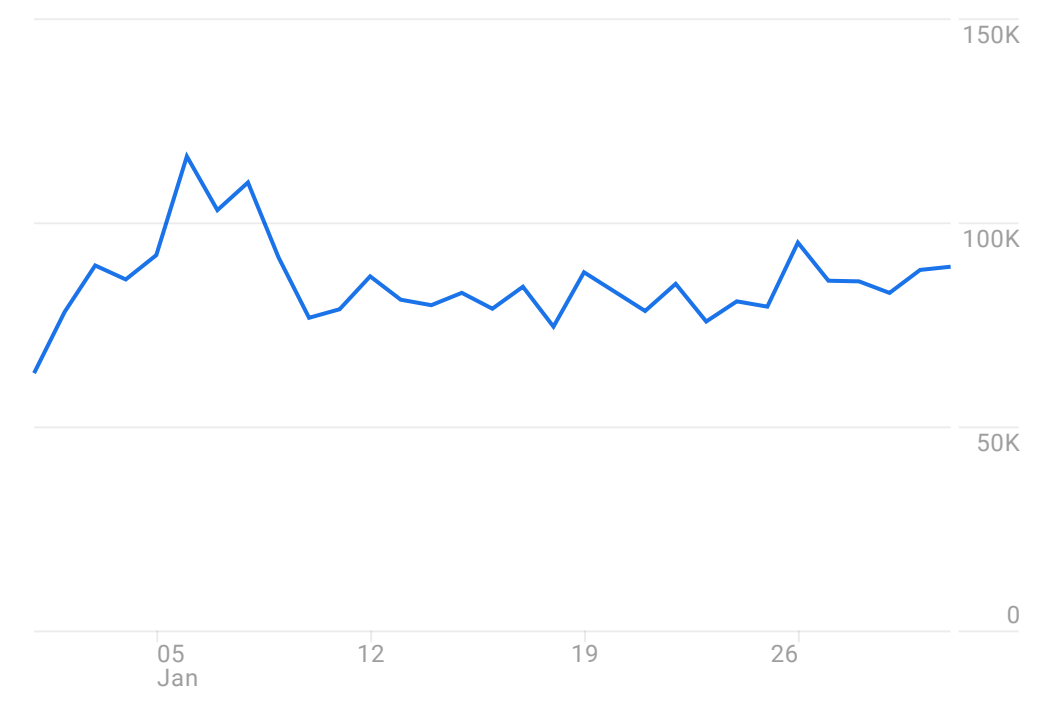
| Language  | Sessions | % Sessions |
|-----------|----------|------------|
| 1. en-us  | 213,613  | 42.01%     |
| 2. en-gb  | 123,756  | 24.34%     |
| 3. el-gr  | 89,555   | 17.61%     |
| 4. el     | 28,170   | 5.54%      |
| 5. el-cy  | 27,662   | 5.44%      |
| 6. en-cy  | 8,448    | 1.66%      |
| 7. en     | 2,125    | 0.42%      |
| 8. en-au  | 2,114    | 0.42%      |
| 9. de-de  | 1,235    | 0.24%      |
| 10. fr-fr | 1,125    | 0.22%      |

Events

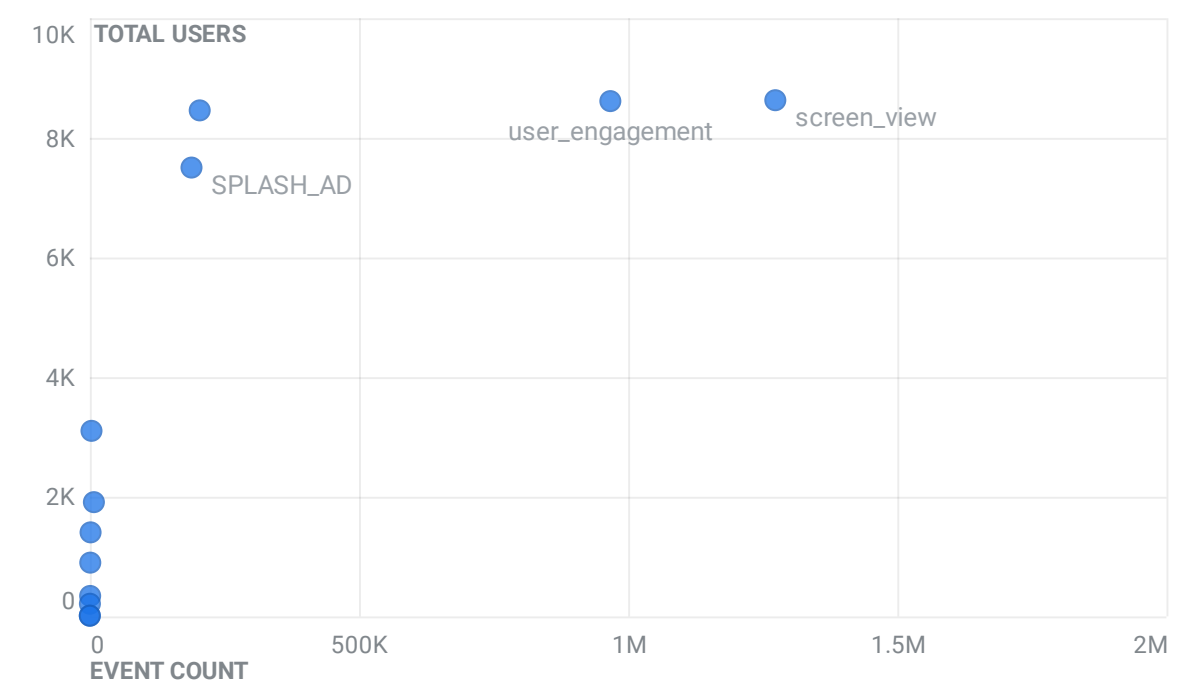
Custom Jan 1 - Jan 31, 2020

All Users Add comparison

Event count by Event name over time



Event count and Total users by Event name



Search... Rows per page: 10 Go to: 1 1-10 of 13

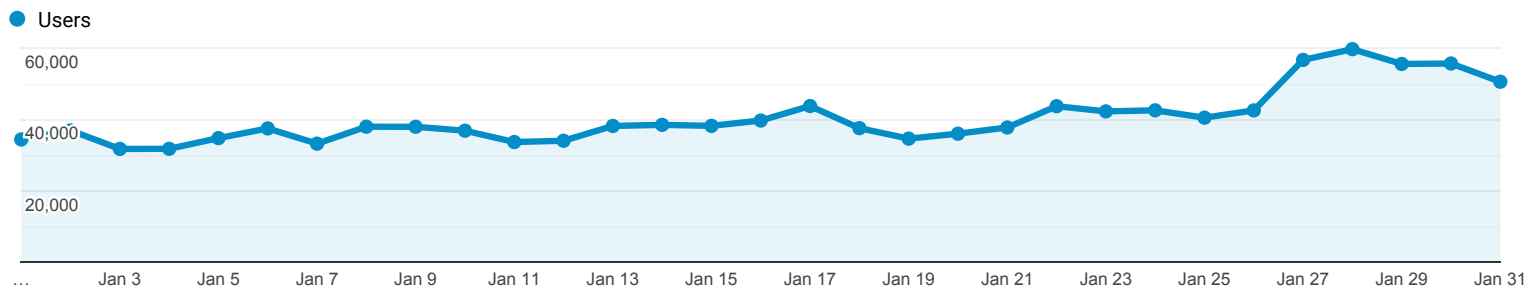
| Event name        | Event count                | Total users            | New users            | Event count per user | Total revenue             |
|-------------------|----------------------------|------------------------|----------------------|----------------------|---------------------------|
| <b>Totals</b>     | 2,647,569<br>100% of total | 8,763<br>100% of total | 901<br>100% of total | 307.357<br>Avg 0%    | \$132.81<br>100% of total |
| 1 screen_view     | 1,273,461                  | 8,629                  | 0                    | 147.579              | \$0.00                    |
| 2 user_engagement | 967,001                    | 8,614                  | 0                    | 112.259              | \$0.00                    |
| 3 session_start   | 204,171                    | 8,459                  | 0                    | 24.137               | \$0.00                    |
| 4 SPLASH_AD       | 188,921                    | 7,503                  | 0                    | 25.179               | \$0.00                    |
| 5 SWIPE_AD        | 7,621                      | 1,910                  | 0                    | 3.99                 | \$0.00                    |
| 6 app_update      | 3,135                      | 3,102                  | 0                    | 1.011                | \$0.00                    |
| 7 os_update       | 1,432                      | 1,405                  | 0                    | 1.019                | \$0.00                    |
| 8 first_open      | 901                        | 899                    | 901                  | 1.002                | \$0.00                    |
| 9 app_exception   | 674                        | 342                    | 0                    | 1.971                | \$0.00                    |
| 10 app_remove     | 212                        | 212                    | 0                    | 1                    | \$0.00                    |

## Audience Overview

Jan 1, 2020 - Jan 31, 2020

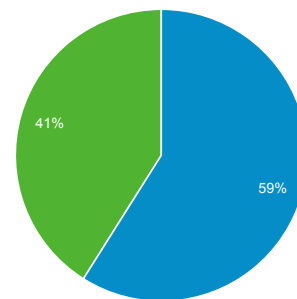
All Users  
100.00% Users

### Overview



|  |                               |                                |
|--|-------------------------------|--------------------------------|
| <b>Users</b><br>441,145                    | <b>New Users</b><br>298,263   | <b>Sessions</b><br>2,040,413   |
| <b>Number of Sessions per User</b><br>4.63 | <b>Pageviews</b><br>7,357,594 | <b>Pages / Session</b><br>3.61 |
| <b>Avg. Session Duration</b><br>00:05:44   | <b>Bounce Rate</b><br>42.30%  |                                |

■ New Visitor ■ Returning Visitor



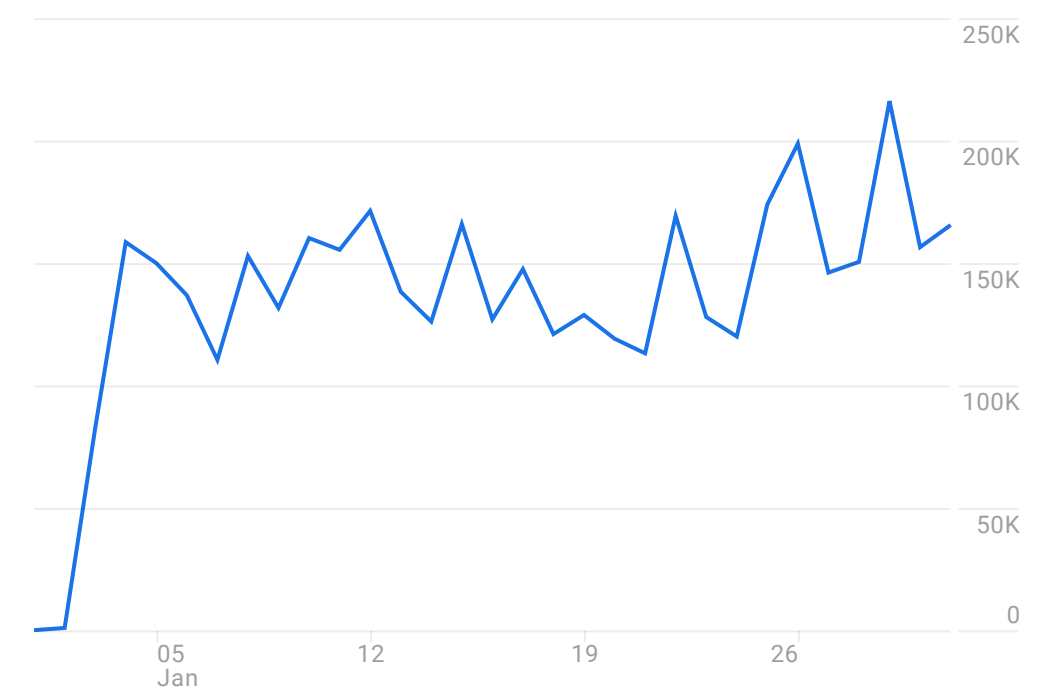
| Language  | Users   | % Users |
|-----------|---------|---------|
| 1. en-us  | 137,962 | 30.55%  |
| 2. el-gr  | 124,975 | 27.68%  |
| 3. el     | 68,542  | 15.18%  |
| 4. el-cy  | 52,553  | 11.64%  |
| 5. en-gb  | 51,245  | 11.35%  |
| 6. en-cy  | 8,388   | 1.86%   |
| 7. el-gb  | 1,082   | 0.24%   |
| 8. en     | 1,019   | 0.23%   |
| 9. en-au  | 581     | 0.13%   |
| 10. de-de | 545     | 0.12%   |

Events

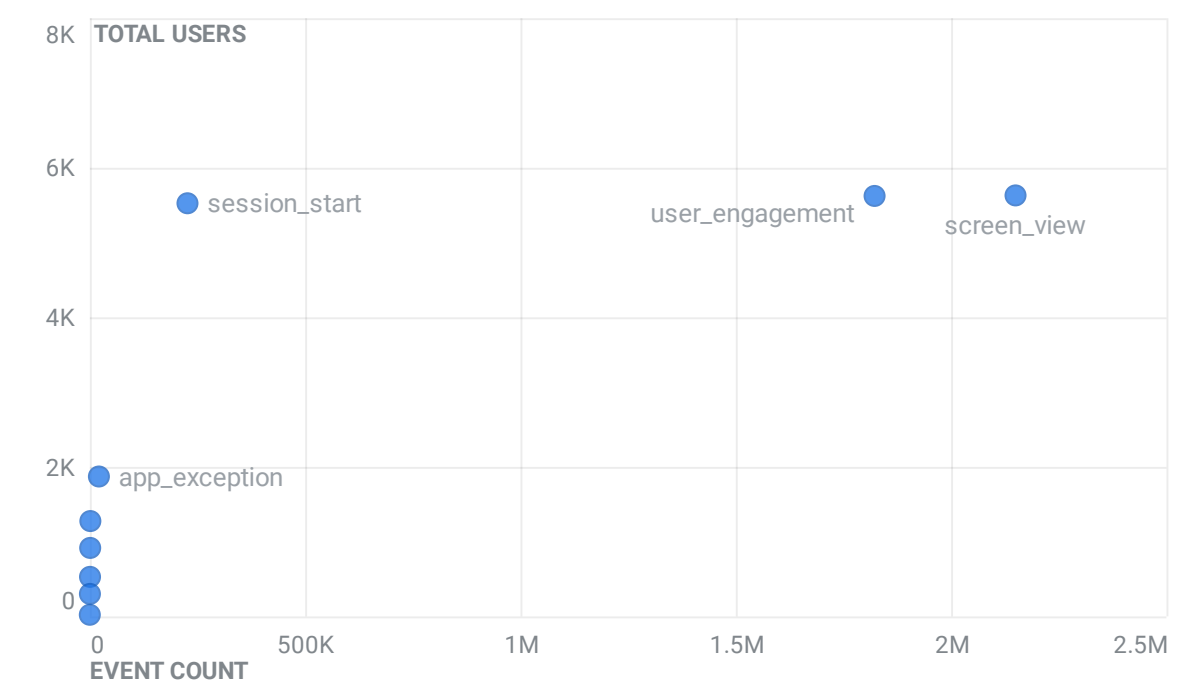
Custom Jan 1 - Jan 31, 2020

All Users Add comparison

Event count by Event name over time



Event count and Total users by Event name



Search... Rows per page: 10 1-10 of 10

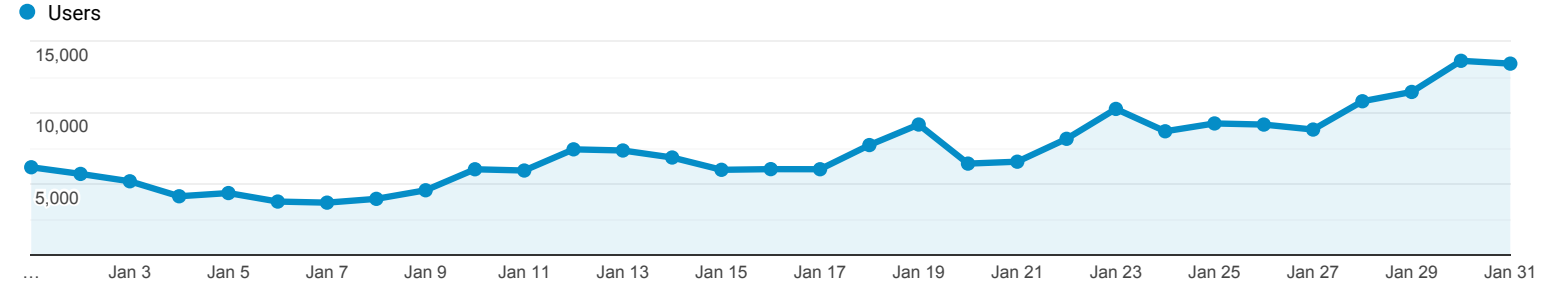
| Event name        | Event count                       | Total users                   | New users                   | Event count per user     | Total revenue |
|-------------------|-----------------------------------|-------------------------------|-----------------------------|--------------------------|---------------|
| <b>Totals</b>     | <b>4,223,001</b><br>100% of total | <b>5,774</b><br>100% of total | <b>921</b><br>100% of total | <b>751.023</b><br>Avg 0% | <b>\$0.00</b> |
| 1 screen_view     | 2,149,598                         | 5,630                         | 0                           | 381.811                  | \$0.00        |
| 2 user_engagement | 1,822,299                         | 5,623                         | 0                           | 324.079                  | \$0.00        |
| 3 session_start   | 226,831                           | 5,525                         | 0                           | 41.055                   | \$0.00        |
| 4 app_exception   | 21,167                            | 1,871                         | 0                           | 11.313                   | \$0.00        |
| 5 app_update      | 1,316                             | 1,275                         | 0                           | 1.032                    | \$0.00        |
| 6 first_open      | 921                               | 916                           | 921                         | 1.005                    | \$0.00        |
| 7 os_update       | 539                               | 529                           | 0                           | 1.019                    | \$0.00        |
| 8 app_remove      | 301                               | 301                           | 0                           | 1                        | \$0.00        |
| 9 app_clear_data  | 29                                | 22                            | 0                           | 1.318                    | \$0.00        |
| 10 (not set)      | 0                                 | 2,211                         | 0                           | 0                        | \$0.00        |

## Audience Overview

All Users  
100.00% Users

Jan 1, 2020 - Jan 31, 2020

### Overview



Users  
**133,757**

New Users  
**109,248**

Sessions  
**286,304**

Number of Sessions per User  
**2.14**

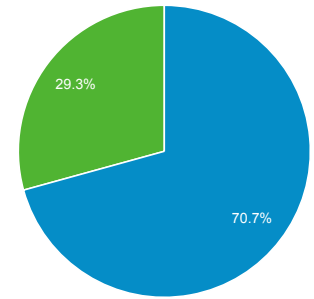
Pageviews  
**680,877**

Pages / Session  
**2.38**

Avg. Session Duration  
**00:03:27**

Bounce Rate  
**68.34%**

■ New Visitor ■ Returning Visitor



| Language  | Users  | % Users |
|-----------|--------|---------|
| 1. el-gr  | 48,459 | 36.02%  |
| 2. en-us  | 37,568 | 27.93%  |
| 3. en-gb  | 16,665 | 12.39%  |
| 4. el-cy  | 13,220 | 9.83%   |
| 5. el     | 13,065 | 9.71%   |
| 6. en-cy  | 2,638  | 1.96%   |
| 7. de-de  | 393    | 0.29%   |
| 8. el-gb  | 375    | 0.28%   |
| 9. en     | 317    | 0.24%   |
| 10. en-au | 225    | 0.17%   |

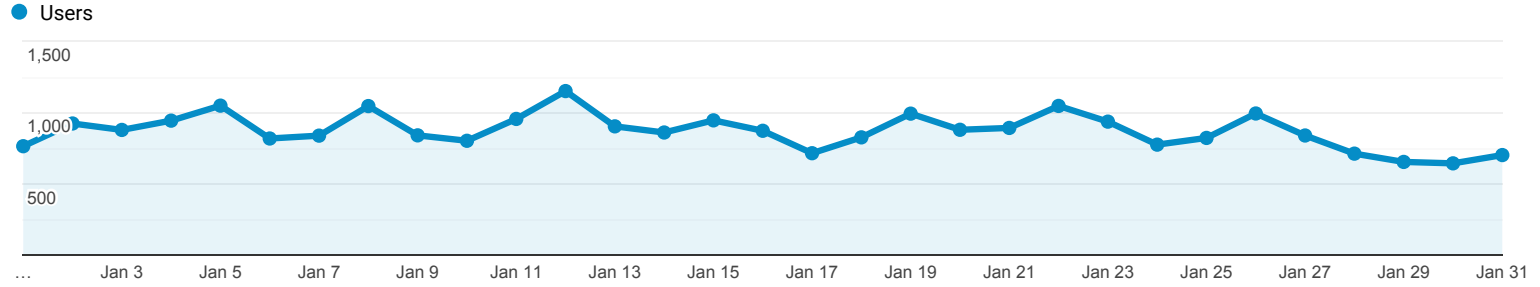


## Audience Overview

All Users  
100.00% Users

Jan 1, 2020 - Jan 31, 2020

### Overview



Users  
**19,968**

New Users  
**16,543**

Sessions  
**31,484**

Number of Sessions per User  
**1.58**

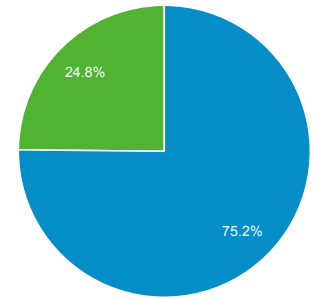
Pageviews  
**99,206**

Pages / Session  
**3.15**

Avg. Session Duration  
**00:02:09**

Bounce Rate  
**68.01%**

■ New Visitor ■ Returning Visitor



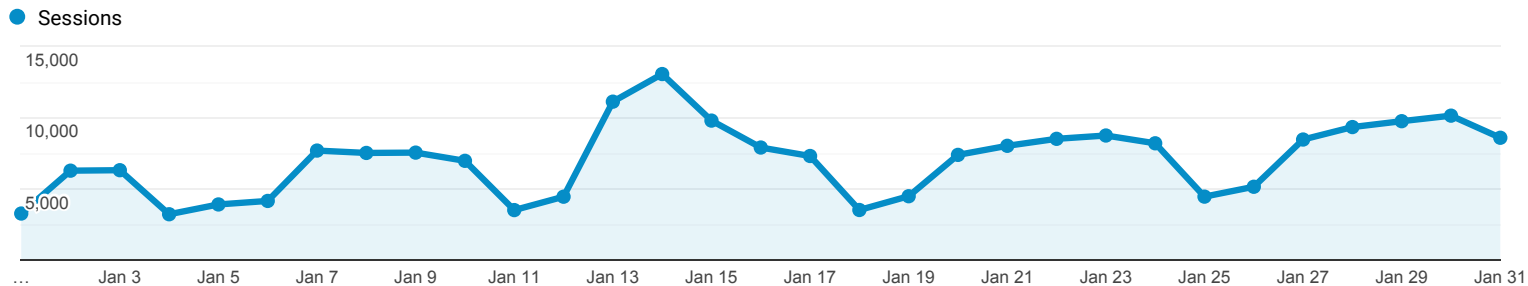
| Language  | Users | % Users |
|-----------|-------|---------|
| 1. el-gr  | 8,464 | 42.31%  |
| 2. en-us  | 4,211 | 21.05%  |
| 3. el     | 3,554 | 17.77%  |
| 4. en-gb  | 1,829 | 9.14%   |
| 5. el-cy  | 1,376 | 6.88%   |
| 6. en-cy  | 184   | 0.92%   |
| 7. de-de  | 82    | 0.41%   |
| 8. en     | 31    | 0.15%   |
| 9. en-au  | 24    | 0.12%   |
| 10. zh-cn | 21    | 0.10%   |

## Audience Overview

All Users  
100.00% Sessions

Jan 1, 2020 - Jan 31, 2020

### Overview



Sessions  
**218,695**

Users  
**75,382**

Pageviews  
**1,066,394**

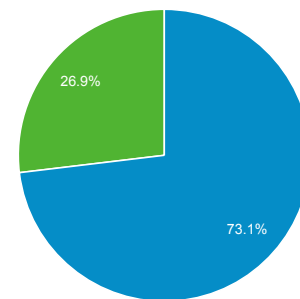
Pages / Session  
**4.88**

Avg. Session Duration  
**00:10:11**

Bounce Rate  
**62.80%**

% New Sessions  
**26.83%**

Returning Visitor (Blue) | New Visitor (Green)



| Language  | Sessions | % Sessions |
|-----------|----------|------------|
| 1. en-us  | 118,869  | 54.35%     |
| 2. el-gr  | 43,057   | 19.69%     |
| 3. en-gb  | 34,704   | 15.87%     |
| 4. el-cy  | 7,794    | 3.56%      |
| 5. el     | 7,314    | 3.34%      |
| 6. en     | 1,518    | 0.69%      |
| 7. en-cy  | 1,398    | 0.64%      |
| 8. en-au  | 641      | 0.29%      |
| 9. de-de  | 465      | 0.21%      |
| 10. fr-fr | 403      | 0.18%      |

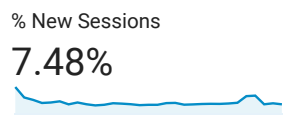
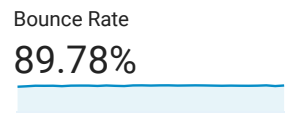
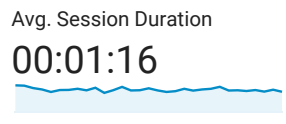
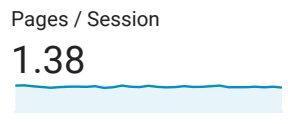
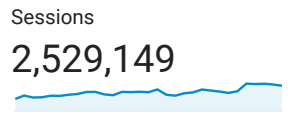
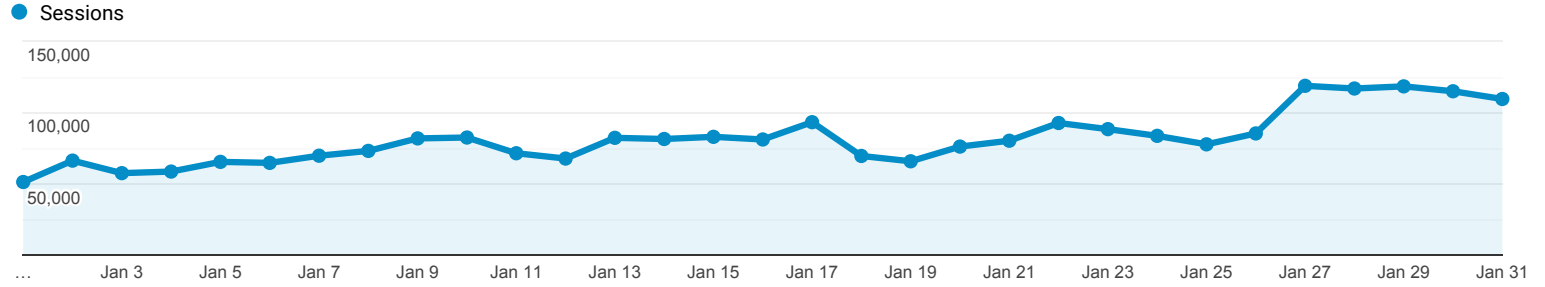


## Audience Overview

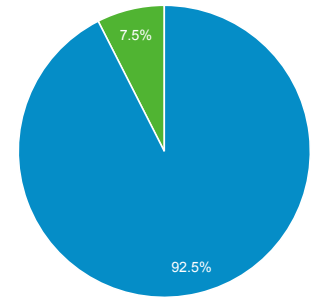
All Users  
100.00% Sessions

Jan 1, 2020 - Jan 31, 2020

### Overview



Returning Visitor (Blue) New Visitor (Green)



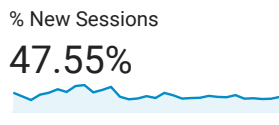
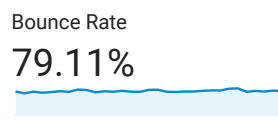
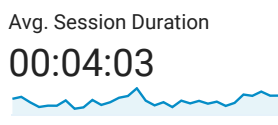
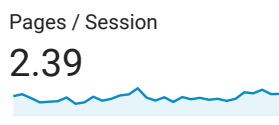
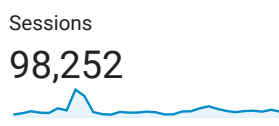
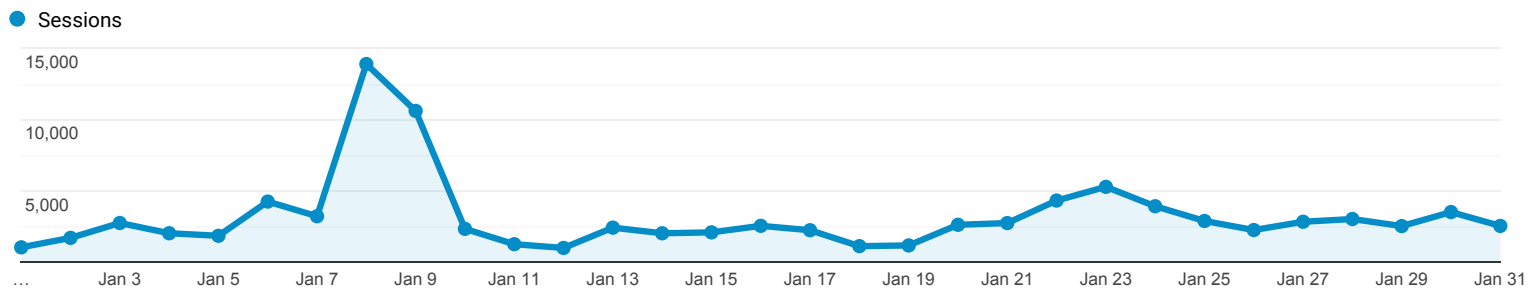
| Language  | Sessions | % Sessions |
|-----------|----------|------------|
| 1. el-gr  | 763,704  | 30.20%     |
| 2. en-us  | 704,310  | 27.85%     |
| 3. en-gb  | 452,753  | 17.90%     |
| 4. el     | 282,732  | 11.18%     |
| 5. el-cy  | 221,935  | 8.78%      |
| 6. en-cy  | 61,224   | 2.42%      |
| 7. en     | 11,399   | 0.45%      |
| 8. el-gb  | 6,413    | 0.25%      |
| 9. en-gr  | 4,139    | 0.16%      |
| 10. en-au | 3,683    | 0.15%      |

## Audience Overview

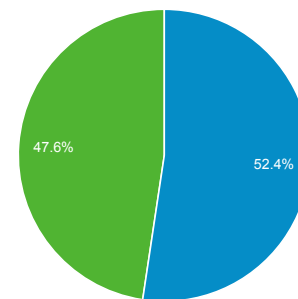
Jan 1, 2020 - Jan 31, 2020

All Users  
100.00% Sessions

### Overview



Returning Visitor New Visitor



| Language  | Sessions | % Sessions |
|-----------|----------|------------|
| 1. en-gb  | 49,403   | 50.28%     |
| 2. en-us  | 33,513   | 34.11%     |
| 3. en-cy  | 1,723    | 1.75%      |
| 4. ru-ru  | 1,263    | 1.29%      |
| 5. tr-tr  | 1,117    | 1.14%      |
| 6. en-ph  | 1,047    | 1.07%      |
| 7. el-gr  | 915      | 0.93%      |
| 8. en-au  | 860      | 0.88%      |
| 9. en-ca  | 685      | 0.70%      |
| 10. de-de | 673      | 0.68%      |