

## 1.8 εκατομμύριο χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Ιούλιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Ιούλιο 34,394,696, εμφανίσεις και 1,835,832 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 21,959,578 και 813,243 συνολικούς χρήστες για τον μήνα Ιούλιο. Το 24Sports&News κατέγραψε 24.1% αύξηση στους συνολικούς χρήστες σε σύγκριση με τον προηγούμενο μήνα.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 9,642,968 συνολικές εμφανίσεις και 332,506 χρήστες για τον μήνα Ιούλιο και η χρήση από κινητό είναι στο 68%. Η Καθημερινή κατέγραψε 22.15% αύξηση στους συνολικούς χρήστες 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 JULY 2021

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	34,394,696	17,066,421	1,835,832
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	31,602,516	15,364,570	1,145,749
<b>LIFESTYLE</b> (must, gastronomos, wiz guide, athena recipes)	2,792,180	1,701,851	690,083
<b>ENGLISH</b> (Knews + Wiz english)	295,317	78,085	44,069

### ADSTORE DISPLAY IMPRESSIONS 135,103,114

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

[www.ad-store.net](http://www.ad-store.net)

# 24 Sports & News Web & App

Jul 1, 2021 - Jul 31, 2021

Total users  
**813,243**

Event count  
**21,959,548**

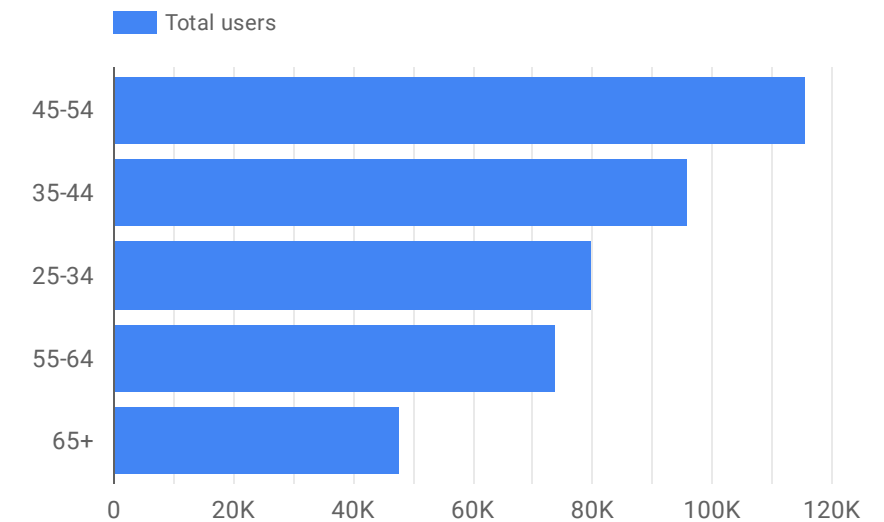
Interests	Total users
1. News & Politics/Avid News Readers	248,679
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	235,321
3. Media & Entertainment/TV Lovers	213,415
4. News & Politics/Avid News Readers/Entertainment News Enthusiasts	201,594
5. Shoppers/Value Shoppers	195,277
6. Lifestyles & Hobbies/Green Living Enthusiasts	186,640
7. Travel/Travel Buffs	153,026

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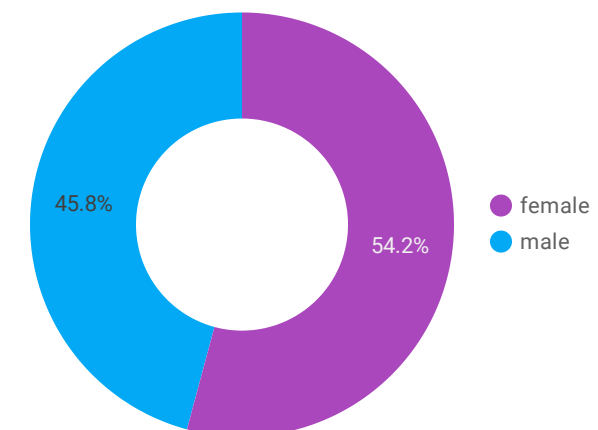
Event name	Event count	Total users
1. page_view	8,902,000	794,611
2. user_engagement	5,720,272	526,335
3. session_start	3,404,819	792,379
4. screen_view	1,828,935	5,302
5. first_visit	545,563	525,284
6. article_view	492,937	4,285
7. SPLASH_AD	258,246	5,047
8. scroll	229,707	46,517
9. KYPIEΣ	182,256	3,263
<b>Grand total</b>	<b>21,959,548</b>	<b>813,243</b>

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## Users by Ages



## Users by Gender



Total users  
**332,506**

Event count  
**9,642,968**

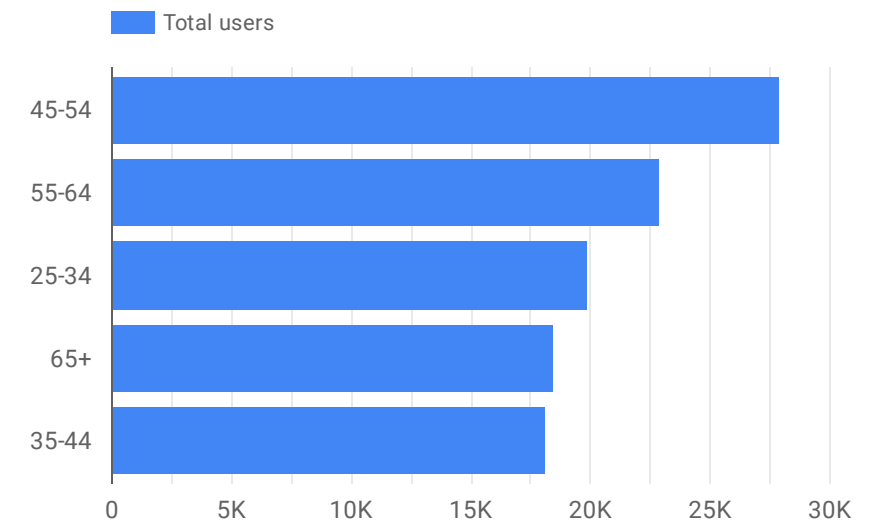
Interests	Total users
1. News & Politics/Avid News Readers	62,859
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	58,439
3. Media & Entertainment/TV Lovers	49,660
4. News & Politics/Avid News Readers/Entertainment News Enthusi...	46,692
5. Lifestyles & Hobbies/Green Living Enthusiasts	45,455
6. Sports & Fitness/Health & Fitness Buffs	44,503
7. Shoppers/Value Shoppers	44,322

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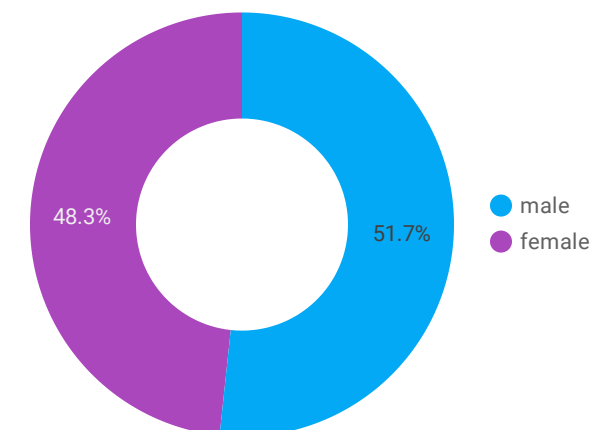
Event name	Event count	Total users
1. page_view	3,121,205	322,099
2. user_engagement	2,485,700	200,834
3. screen_view	1,512,430	8,600
4. session_start	1,149,792	327,431
5. first_visit	241,006	235,058
6. article_view	235,658	6,310
7. SPLASH_AD	233,125	8,343
8. Πρώτη	207,769	5,042
9. scroll	127,171	37,660
<b>Grand total</b>	<b>9,642,968</b>	<b>332,506</b>

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## Users by Ages



## Users by Gender

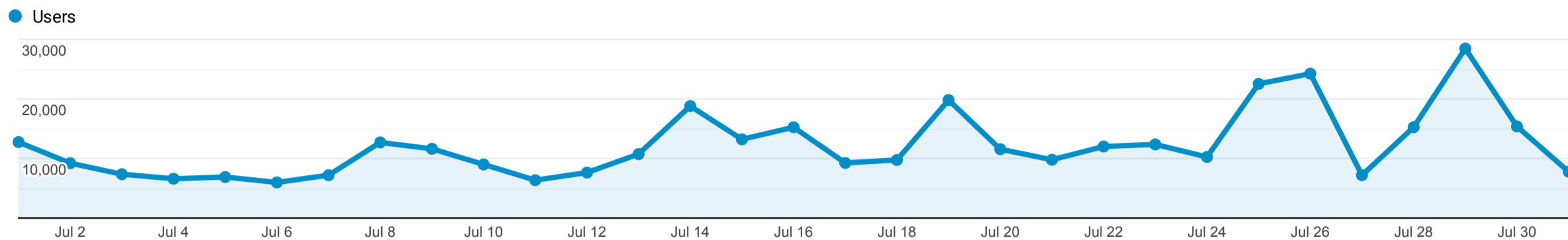


Audience Overview

Jul 1, 2021 - Jul 31, 2021

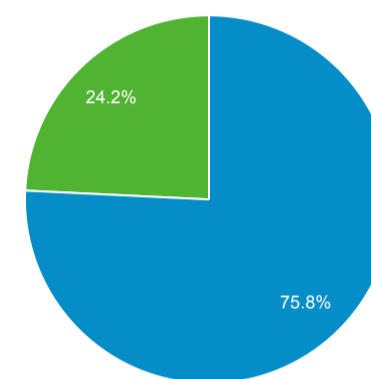
All Users  
100.00% Users

Overview



<b>Users</b> 263,310	<b>New Users</b> 226,055	<b>Sessions</b> 420,951	<b>Number of Sessions per User</b> 1.60
<b>Pageviews</b> 815,193	<b>Pages / Session</b> 1.94	<b>Avg. Session Duration</b> 00:02:20	<b>Bounce Rate</b> 72.71%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. el-gr	150,138	57.19%
2. en-gb	42,919	16.35%
3. en-us	26,512	10.10%
4. el	16,966	6.46%
5. el-cy	13,412	5.11%
6. en-cy	4,186	1.59%
7. de-de	1,756	0.67%
8. en-au	1,256	0.48%
9. el-gb	952	0.36%
10. en-ca	642	0.24%

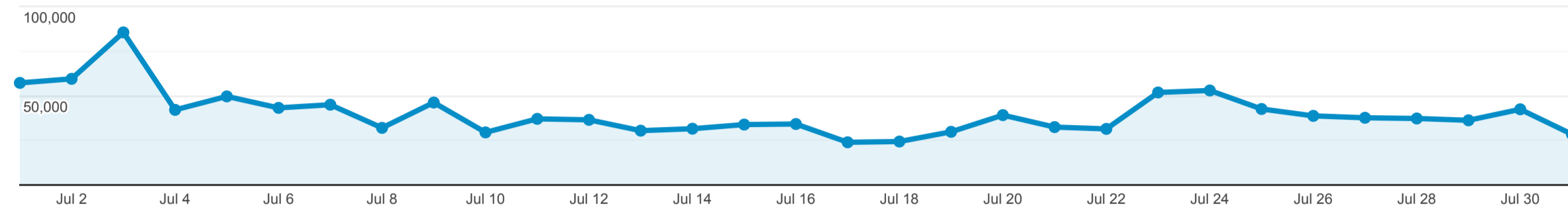
Audience Overview

Jul 1, 2021 - Jul 31, 2021

All Users  
100.00% Sessions

Overview

Sessions



Sessions

1,236,831



Users

398,079



Pageviews

1,882,597



Pages / Session

1.52



Avg. Session Duration

00:01:34



Bounce Rate

79.90%

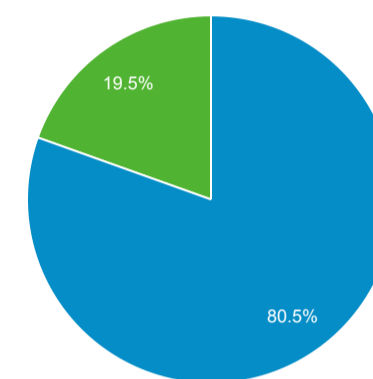


% New Sessions

19.53%



Returning Visitor New Visitor



Language

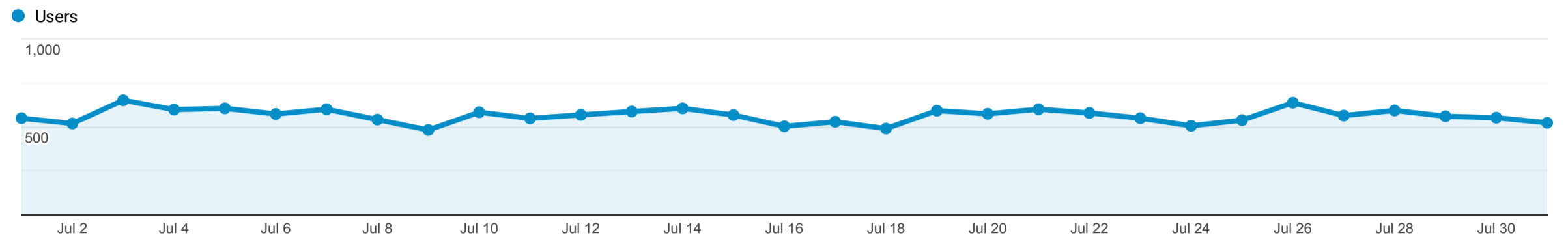
Language	Sessions	% Sessions
1. el-gr	666,512	53.89%
2. en-gb	179,987	14.55%
3. el-cy	163,758	13.24%
4. en-us	112,867	9.13%
5. en-cy	56,889	4.60%
6. el	19,160	1.55%
7. el-gb	11,391	0.92%
8. de-de	3,103	0.25%
9. en-gr	2,774	0.22%
10. en-au	2,581	0.21%

Audience Overview

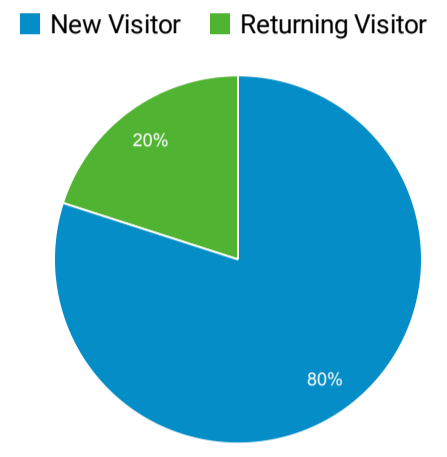
Jul 1, 2021 - Jul 31, 2021

All Users  
100.00% Users

Overview



Users <b>14,315</b>	New Users <b>12,673</b>	Sessions <b>20,303</b>	Number of Sessions per User <b>1.42</b>
Pageviews <b>50,174</b>	Pages / Session <b>2.47</b>	Avg. Session Duration <b>00:02:08</b>	Bounce Rate <b>73.89%</b>



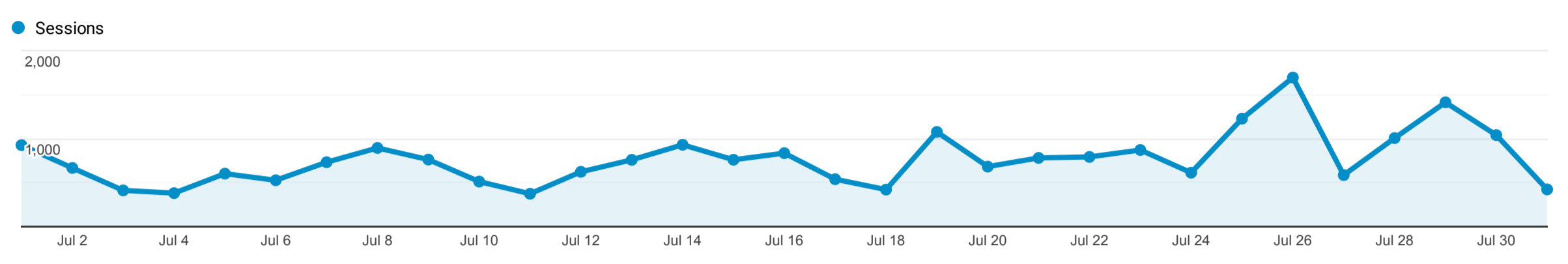
Language	Users	% Users
1. el-gr	5,787	39.80%
2. el	2,887	19.86%
3. en-gb	2,483	17.08%
4. en-us	2,041	14.04%
5. el-cy	525	3.61%
6. en-us.utf-8	201	1.38%
7. en-cy	182	1.25%
8. de-de	71	0.49%
9. en-au	54	0.37%
10. en	42	0.29%

### Audience Overview

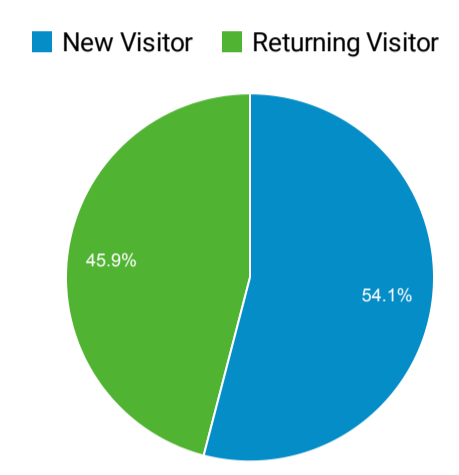
Jul 1, 2021 - Jul 31, 2021

**All Users**  
100.00% Sessions

**Overview**



<b>Sessions</b> 23,766	<b>Users</b> 14,710	<b>Pageviews</b> 44,216	<b>Pages / Session</b> 1.86
<b>Avg. Session Duration</b> 00:02:04	<b>Bounce Rate</b> 79.87%	<b>% New Sessions</b> 53.99%	



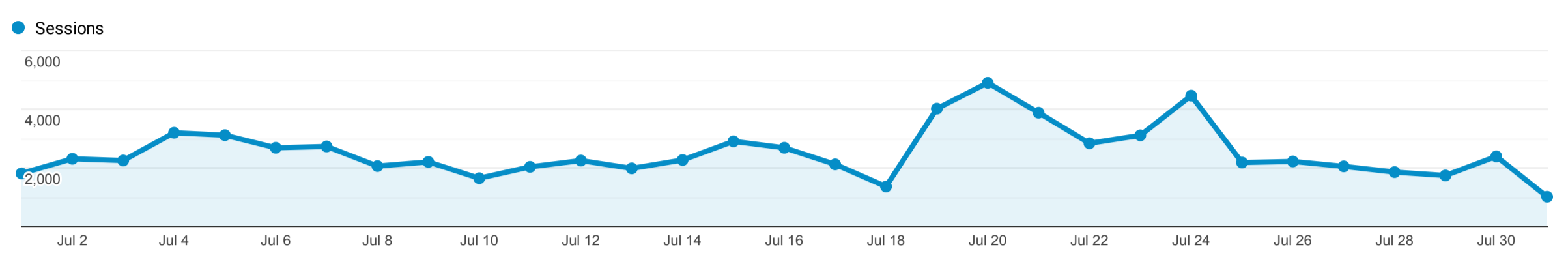
Language	Sessions	% Sessions
1. el-gr	9,622	40.49%
2. en-us	8,165	34.36%
3. en-gb	2,185	9.19%
4. el-cy	1,711	7.20%
5. el	1,193	5.02%
6. en-us.utf-8	141	0.59%
7. en-cy	115	0.48%
8. el-gb	83	0.35%
9. de-de	68	0.29%
10. en-au	54	0.23%

### Audience Overview

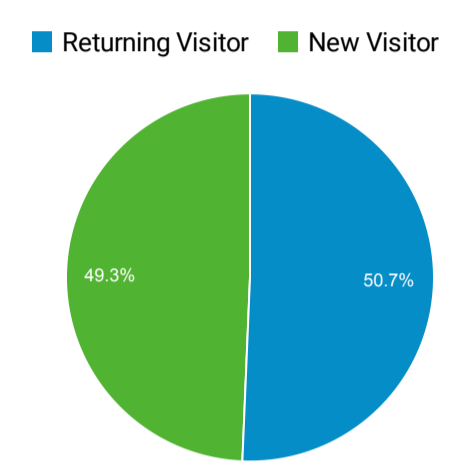
Jul 1, 2021 - Jul 31, 2021

**All Users**  
100.00% Sessions

**Overview**



<b>Sessions</b> 78,085	<b>Users</b> 43,857	<b>Pageviews</b> 295,317	<b>Pages / Session</b> 3.78
<b>Avg. Session Duration</b> 00:07:58	<b>Bounce Rate</b> 63.02%	<b>% New Sessions</b> 49.19%	



Language	Sessions	% Sessions
1. en-gb	45,851	58.72%
2. en-us	18,175	23.28%
3. en-cy	1,513	1.94%
4. de-de	1,121	1.44%
5. en-au	1,101	1.41%
6. el-gr	876	1.12%
7. en-ca	864	1.11%
8. ru-ru	690	0.88%
9. en	652	0.83%
10. fr-fr	397	0.51%