

28 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Μάρτιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Μάρτιο 28,554,343 εμφανίσεις και 1,285,233 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 15,752,358 και 601,230 συνολικούς χρήστες για τον μήνα Μάρτιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 7,807,569 συνολικές εμφανίσεις και 289,980 χρήστες για τον μήνα Μάρτιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,234,005 συνολικές εμφανίσεις και 133,162 χρήστες για τον μήνα Μάρτιο.

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

ADSTORE ANALYTICS MARCH 2022

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	28.554.343	7.623.557	1.285.233
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	23.559.927	6.383.160	891.210
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	4.994.416	1.240.397	394.023
ENGLISH (Knews, WiZ English)	318.275	85.165	46.395

ADSTORE DISPLAY IMPRESSIONS 85,604,186

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
601,230

Event count
15,752,358

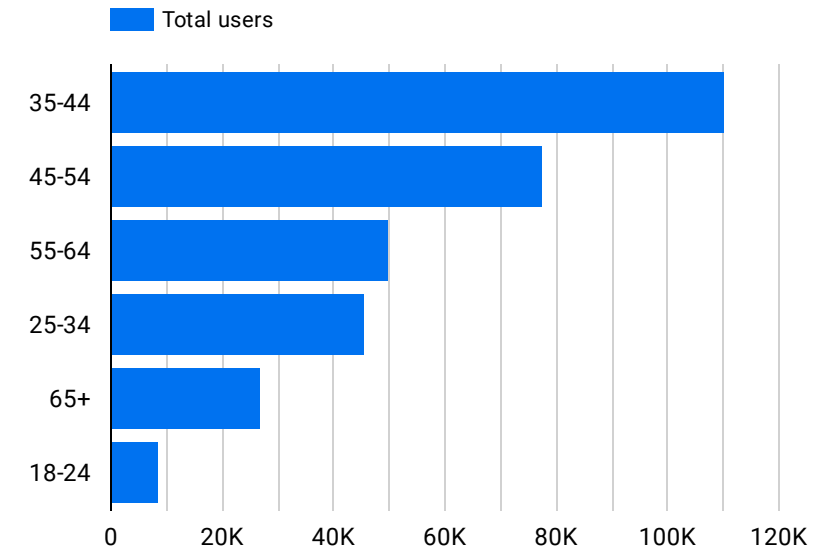
Interests		Total users ▾
1.	News & Politics/Avid News Readers	208,364
2.	Media & Entertainment/TV Lovers	205,545
3.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	191,162
4.	News & Politics/Avid News Readers/Entertainment News Enthusias...	173,154
5.	Lifestyles & Hobbies/Green Living Enthusiasts	164,416
6.	Sports & Fitness/Sports Fans	138,148
7.	Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	130,250

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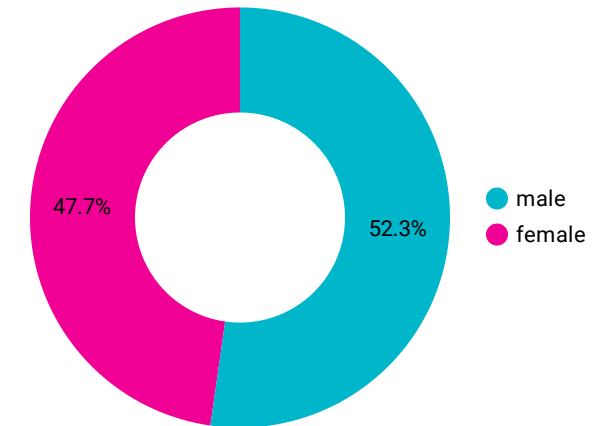
Event name		Event count ▾	Total users
1.	page_view	6,626,780	592,041
2.	user_engagement	3,310,498	296,562
3.	session_start	2,358,160	591,371
4.	screen_view	1,503,380	5,604
5.	scroll	460,179	120,456
6.	first_visit	389,514	386,101
7.	article_view	382,051	4,561
8.	SPLASH_AD	200,052	5,435
9.	KYPIEΣ	143,882	3,452

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Users By Ages



Users By Gender



Total users
289,980

Event count
7,807,569

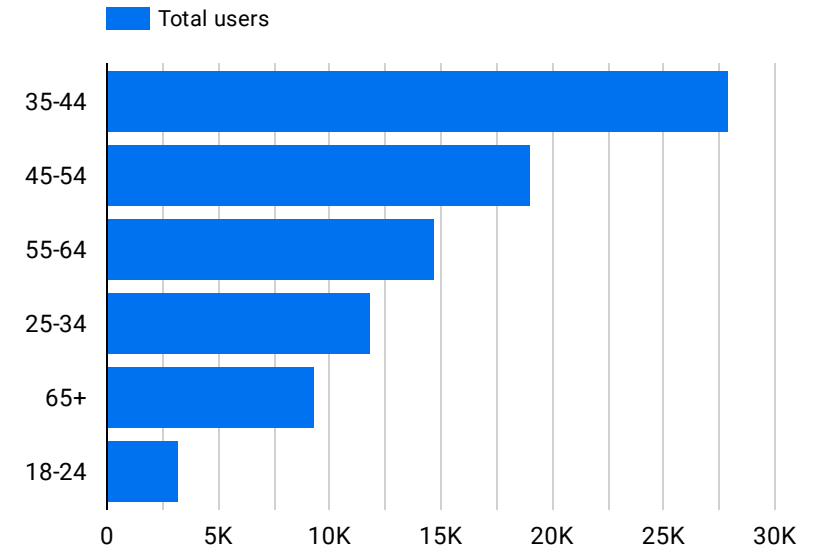
Interests		Total users ▾
1.	News & Politics/Avid News Readers	61,383
2.	Food & Dining/Cooking Enthusiasts/30 M...	50,699
3.	Media & Entertainment/TV Lovers	49,491
4.	News & Politics/Avid News Readers/Enter...	47,164
5.	Lifestyles & Hobbies/Green Living Enthusi...	45,936
6.	Sports & Fitness/Sports Fans	42,453
7.	Sports & Fitness/Health & Fitness Buffs	42,206

1 - 100 / 117 < >

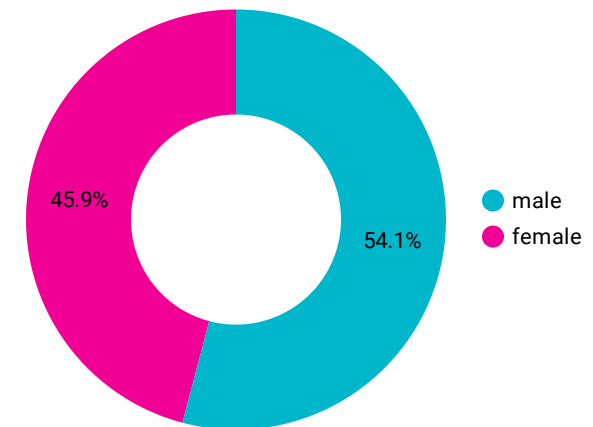
Event name	Event count ▾	Total users
1. page_view	3,071,323	280,706
2. user_engagement	1,639,341	161,580
3. screen_view	1,164,827	6,768
4. session_start	881,313	284,029
5. first_visit	196,898	194,586
6. article_view	179,400	5,216
7. Πρώτη	157,463	4,024
8. SPLASH_AD	142,694	6,614
9. scroll	114,823	30,231

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Users By Ages



Users By Gender



Total users

133,162

Event count

4,234,005

Sessions

822,030

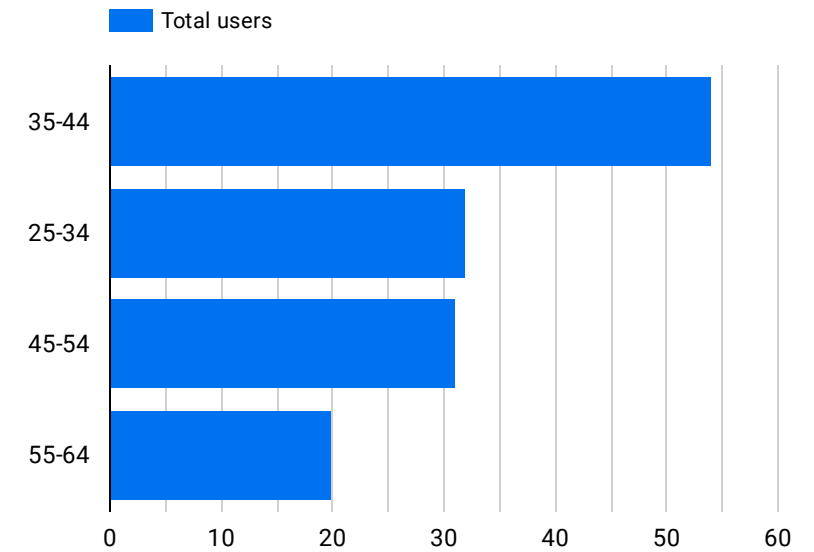
Interests		Total users ▾
1.	Media & Entertainment/Comics & Animati...	144
2.	Shoppers	142
3.	Technology/Mobile Enthusiasts	135
4.	Food & Dining/Cooking Enthusiasts	133
5.	Sports & Fitness/Health & Fitness Buffs	115
6.	Travel/Travel Buffs	108
7.	Technology/Technophiles	106

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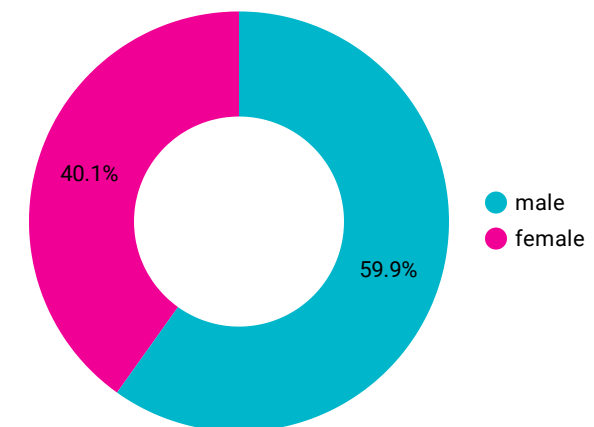
Event name		Event count ▾	Total users
1.	page_view	2,206,575	132,536
2.	user_engagement	883,636	83,271
3.	session_start	807,108	132,413
4.	scroll	184,781	30,198
5.	first_visit	100,055	99,817
6.	video_start	33,802	3,938
7.	click	13,750	6,072
8.	screen_view	3,199	354
9.	notification_receive	363	92

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Users By Ages



Users By Gender

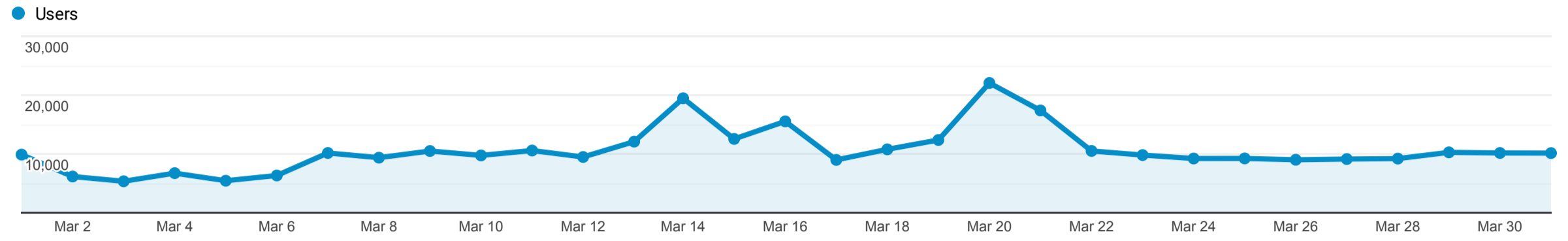


Audience Overview

Mar 1, 2022 - Mar 31, 2022

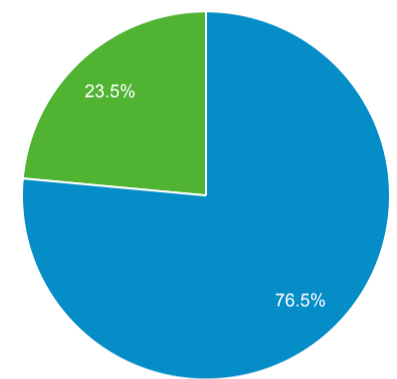
All Users
100.00% Users

Overview



Users 223,273	New Users 185,756	Sessions 364,992	Number of Sessions per User 1.63
Pageviews 635,694	Pages / Session 1.74	Avg. Session Duration 00:01:45	Bounce Rate 83.28%

■ New Visitor ■ Returning Visitor



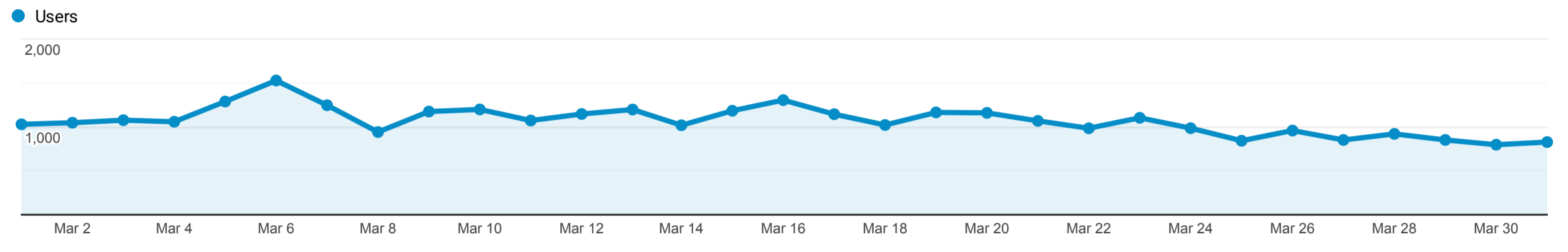
Language	Users	% Users
1. el-gr	71,575	31.72%
2. en	64,932	28.78%
3. en-gb	37,528	16.63%
4. en-us	19,313	8.56%
5. el	17,057	7.56%
6. el-cy	8,726	3.87%
7. en-cy	3,327	1.47%
8. el-gb	623	0.28%
9. en-au	447	0.20%
10. de-de	395	0.18%

Audience Overview

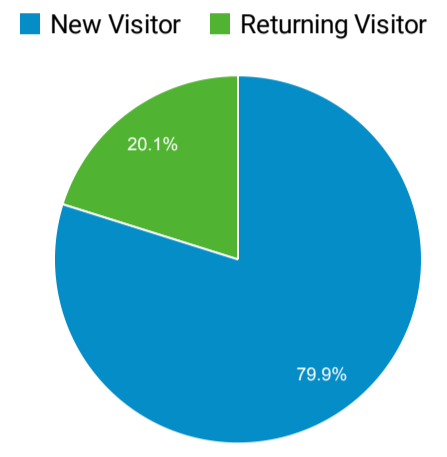
Mar 1, 2022 - Mar 31, 2022

All Users
100.00% Users

Overview



Users 27,352	New Users 23,853	Sessions 37,602	Number of Sessions per User 1.37
Pageviews 93,000	Pages / Session 2.47	Avg. Session Duration 00:03:03	Bounce Rate 75.46%



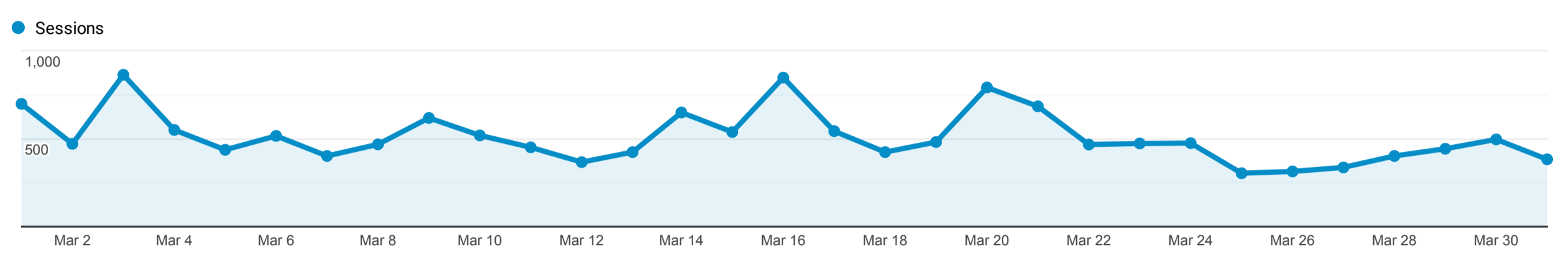
Language	Users	% Users
1. el-gr	11,089	40.74%
2. el	6,424	23.60%
3. en-gb	4,385	16.11%
4. en-us	3,341	12.27%
5. el-cy	910	3.34%
6. en-cy	315	1.16%
7. de-de	102	0.37%
8. en	85	0.31%
9. c	72	0.26%
10. en-au	72	0.26%

Audience Overview

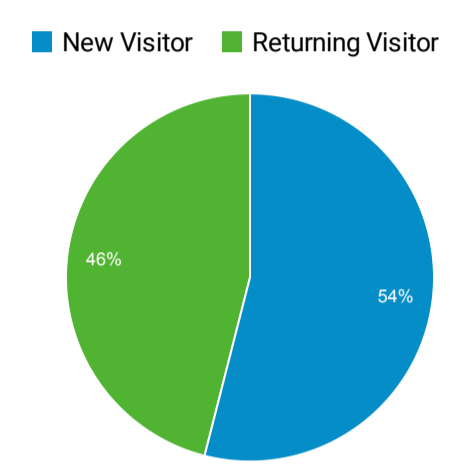
Mar 1, 2022 - Mar 31, 2022

All Users
100.00% Sessions

Overview



Sessions 15,773	Users 10,236	Pageviews 31,717	Pages / Session 2.01
Avg. Session Duration 00:02:25	Bounce Rate 81.34%	% New Sessions 53.93%	



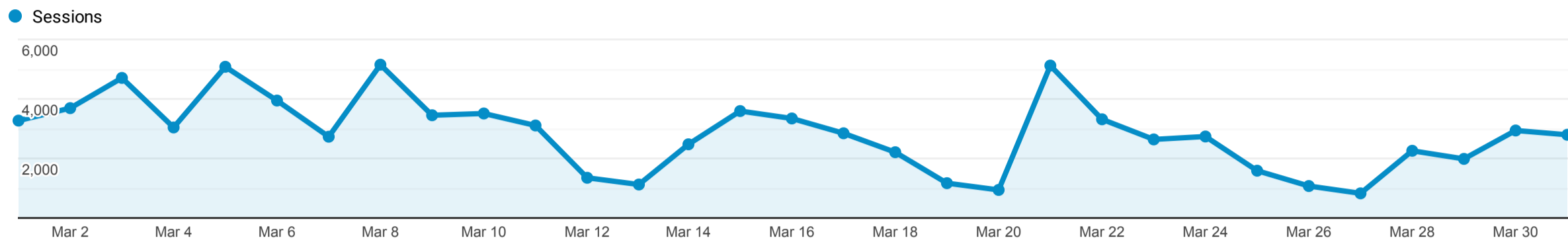
Language	Sessions	% Sessions
1. el-gr	6,034	38.26%
2. en-us	4,376	27.74%
3. en-gb	1,824	11.56%
4. el	1,714	10.87%
5. el-cy	1,258	7.98%
6. en	103	0.65%
7. en-cy	70	0.44%
8. el-gb	68	0.43%
9. de-de	41	0.26%
10. de	33	0.21%

Audience Overview

Mar 1, 2022 - Mar 31, 2022

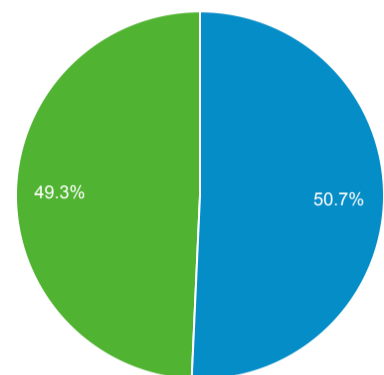
All Users
100.00% Sessions

Overview



Sessions 87,754	Users 50,008	Pageviews 380,834	Pages / Session 4.34
Avg. Session Duration 00:09:39	Bounce Rate 67.00%	% New Sessions 49.12%	

Returning Visitor (Blue) | New Visitor (Green)



Language	Sessions	% Sessions
1. en-gb	47,549	54.18%
2. en-us	22,327	25.44%
3. de-de	1,426	1.62%
4. en-cy	1,421	1.62%
5. en-ca	1,189	1.35%
6. el-gr	917	1.04%
7. en-au	860	0.98%
8. ru-ru	816	0.93%
9. fr-fr	697	0.79%
10. en	674	0.77%