

## 1,1 εκατομμύριο χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Οκτώβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Οκτώβριο 23,325,281 εμφανίσεις και 1,141,504 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 15,274,231 και 452,850 συνολικούς χρήστες για τον μήνα Οκτώβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 6,753,380 συνολικές εμφανίσεις και 310,347 χρήστες για τον μήνα Οκτώβριο.

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

### ADSTORE ANALYTICS OCTOBER 2021

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	23,324,865	11,788,041	1,141,153
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	22,027,611	11,115,220	763,197
<b>LIFESTYLE</b> (must, gastronomos, athena recipes, WIZ guide)	1,297,254	672,821	377,956
<b>ENGLISH</b> (Knews, WIZ English)	267,890	65,320	41,892

### ADSTORE DISPLAY IMPRESSIONS 83,775,019

Η επισκεψιμότητα των Knews & WIZ English μετρείται και στην συνολική επισκεψιμότητα της Καθημερινής.

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

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL  
PEOPLE

KNEWS

AthenaRecipes

24NEWS

wizguide

Total users  
**452,850**

Event count  
**15,274,231**

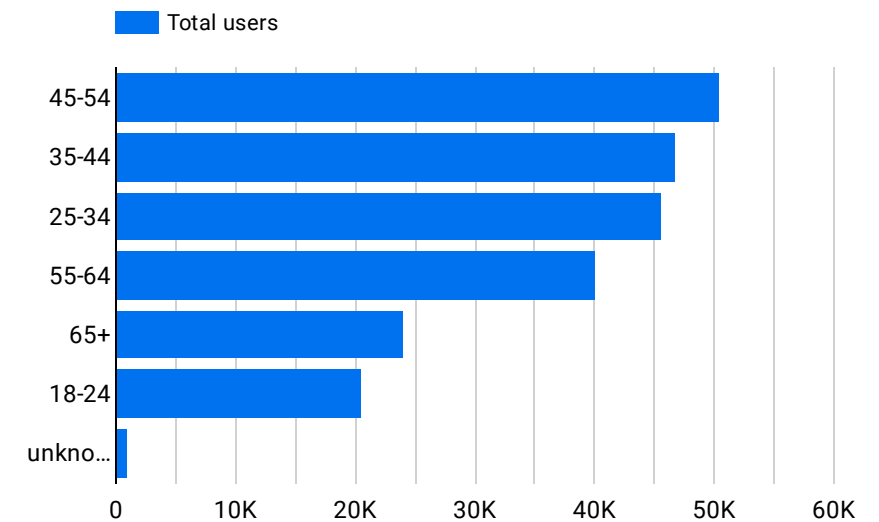
Interests	Total users
1. Media & Entertainment/TV Lovers	117,732
2. News & Politics/Avid News Readers	110,660
3. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	104,677
4. Sports & Fitness/Sports Fans	89,102
5. Beauty & Wellness/Frequently Visits Salons	88,990
6. News & Politics/Avid News Readers/Entertainment News Enthusiasts	83,069
7. Lifestyles & Hobbies/Green Living Enthusiasts	78,702

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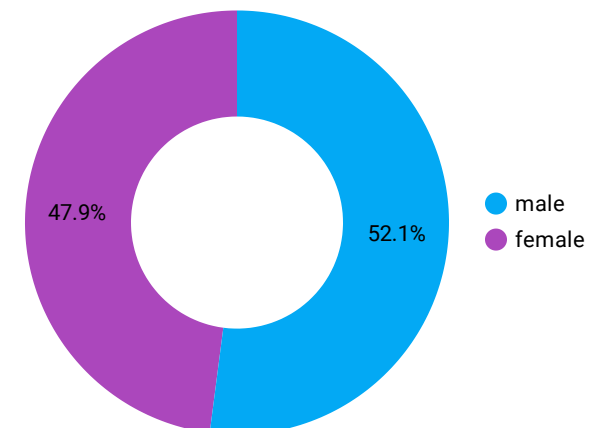
Event name	Event count	Total users
1. page_view	6,044,962	442,992
2. user_engagement	3,817,078	285,697
3. session_start	2,024,525	443,048
4. screen_view	1,573,864	5,659
5. article_view	385,110	4,520
6. first_visit	374,377	347,073
7. scroll	317,818	73,801
8. SPLASH_AD	227,733	5,381
9. KYPIEΣ	166,886	3,497
<b>Grand total</b>	<b>15,273,504</b>	<b>452,850</b>

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## Users by Ages



## Users by Gender



Total users  
**310,347**

Event count  
**6,753,380**

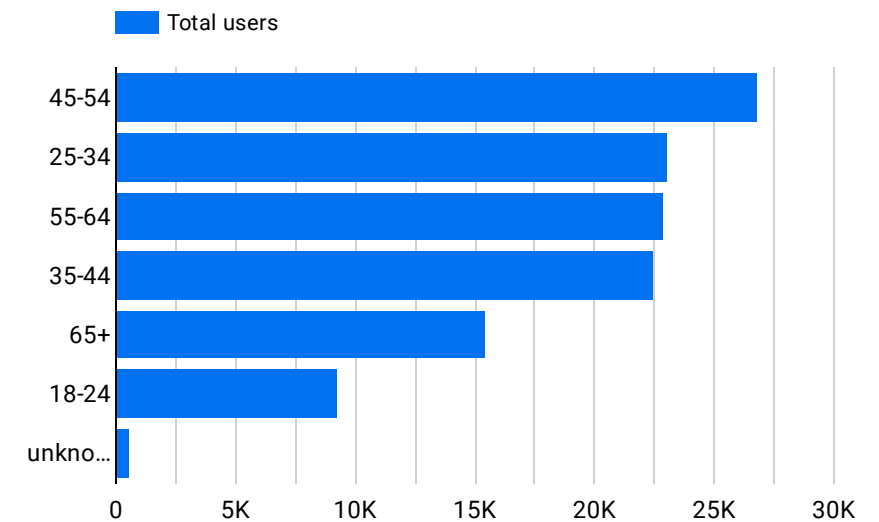
Interests	Total users
1. News & Politics/Avid News Readers	72,473
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	58,718
3. Media & Entertainment/TV Lovers	58,594
4. News & Politics/Avid News Readers/Entertainment News Enthusi...	56,827
5. Sports & Fitness/Sports Fans	54,682
6. Travel/Travel Buffs	52,713
7. Sports & Fitness/Health & Fitness Buffs	51,924

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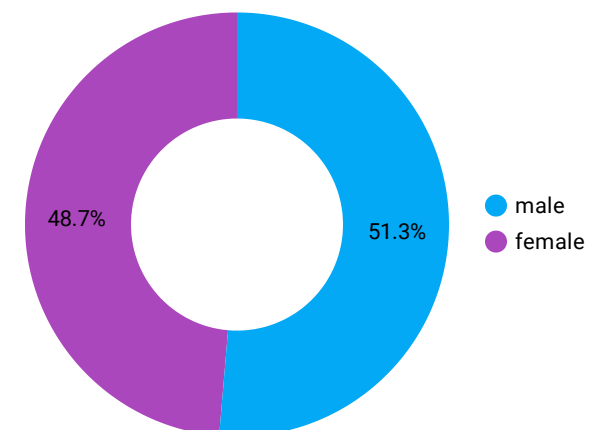
Event name	Event count	Total users
1. page_view	2,543,263	300,082
2. user_engagement	1,412,997	181,710
3. screen_view	952,946	7,576
4. session_start	890,836	303,487
5. first_visit	222,020	220,565
6. SPLASH_AD	152,142	7,456
7. article_view	149,878	5,271
8. Πρώτη	126,993	4,460
9. scroll	104,739	31,543
<b>Grand total</b>	<b>6,753,019</b>	<b>310,347</b>

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## Users by Ages



## Users by Gender

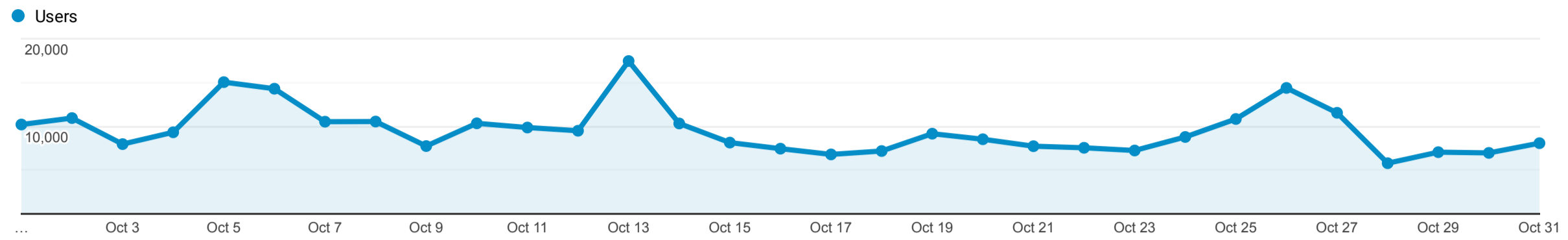


### Audience Overview

Oct 1, 2021 - Oct 31, 2021

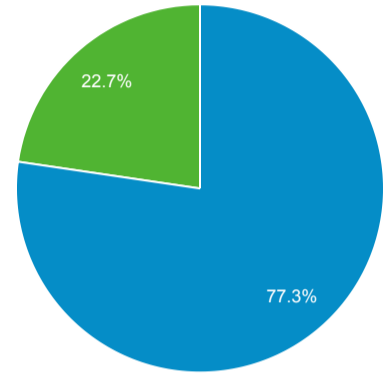
All Users  
100.00% Users

Overview



<b>Users</b> 227,513	<b>New Users</b> 187,939	<b>Sessions</b> 332,394	<b>Number of Sessions per User</b> 1.46
<b>Pageviews</b> 663,581	<b>Pages / Session</b> 2.00	<b>Avg. Session Duration</b> 00:02:43	<b>Bounce Rate</b> 77.01%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. el-gr	88,215	38.71%
2. en-gb	38,584	16.93%
3. en-us	34,160	14.99%
4. en-us.utf-8	31,884	13.99%
5. el	17,895	7.85%
6. el-cy	8,950	3.93%
7. en-cy	3,368	1.48%
8. de-de	883	0.39%
9. el-gb	594	0.26%
10. en-au	515	0.23%

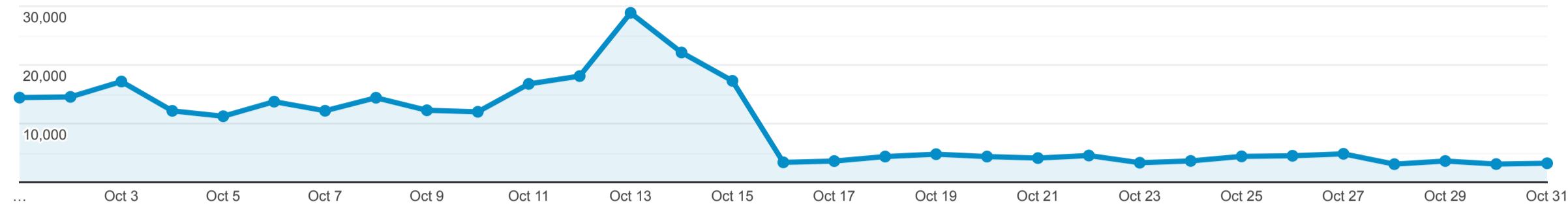
Audience Overview

Oct 1, 2021 - Oct 31, 2021

All Users  
100.00% Sessions

Overview

Sessions



Sessions

299,117

Users

121,565

Pageviews

535,231

Pages / Session

1.79

Avg. Session Duration

00:02:04

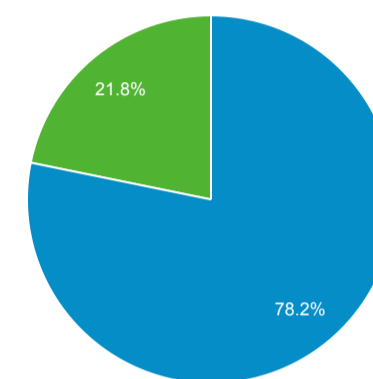
Bounce Rate

78.81%

% New Sessions

21.79%

Returning Visitor New Visitor



Language

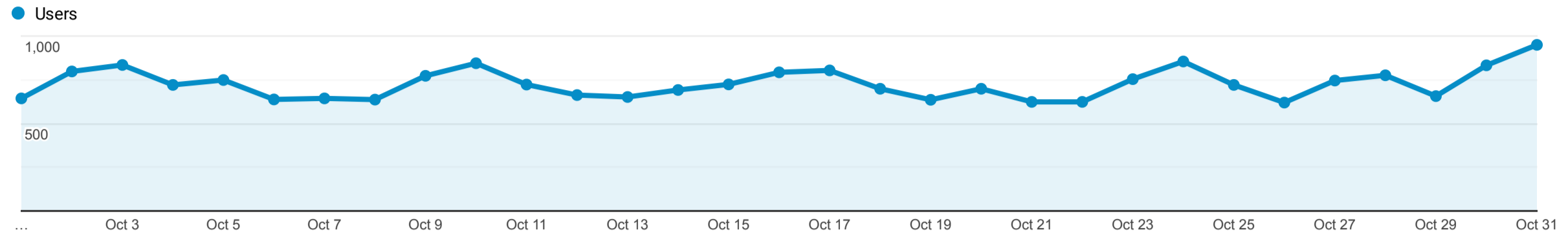
Language	Sessions	% Sessions
1. el-gr	122,223	40.86%
2. en-us	59,118	19.76%
3. en-gb	51,468	17.21%
4. el-cy	37,809	12.64%
5. en-cy	12,343	4.13%
6. el	9,312	3.11%
7. el-gb	2,177	0.73%
8. en	469	0.16%
9. en-au	419	0.14%
10. en-gr	385	0.13%

**Audience Overview**

Oct 1, 2021 - Oct 31, 2021

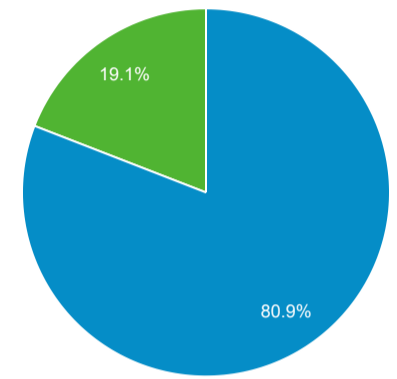
All Users  
100.00% Users

**Overview**



<b>Users</b> 18,827	<b>New Users</b> 16,777	<b>Sessions</b> 25,957	<b>Number of Sessions per User</b> 1.38
<b>Pageviews</b> 67,786	<b>Pages / Session</b> 2.61	<b>Avg. Session Duration</b> 00:02:05	<b>Bounce Rate</b> 71.23%

■ New Visitor ■ Returning Visitor



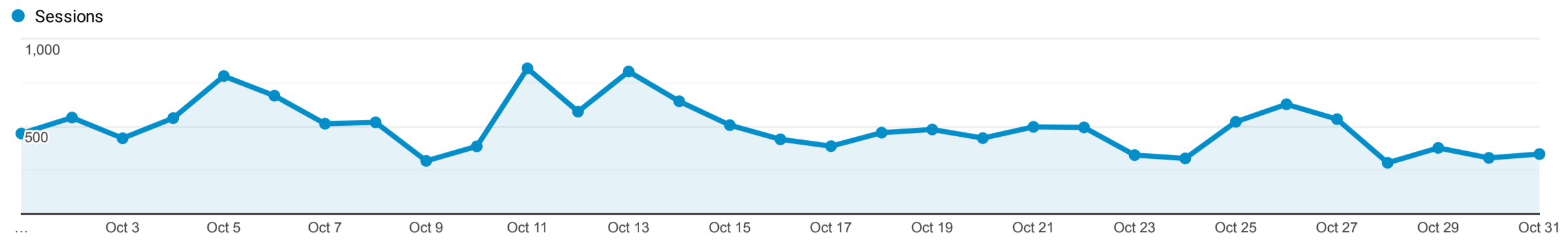
Language	Users	% Users
1. el-gr	7,806	41.32%
2. el	3,951	20.91%
3. en-gb	3,255	17.23%
4. en-us	2,400	12.70%
5. el-cy	659	3.49%
6. en-cy	238	1.26%
7. de-de	91	0.48%
8. en	63	0.33%
9. en-us.utf-8	63	0.33%
10. en-au	52	0.28%

**Audience Overview**

Oct 1, 2021 - Oct 31, 2021

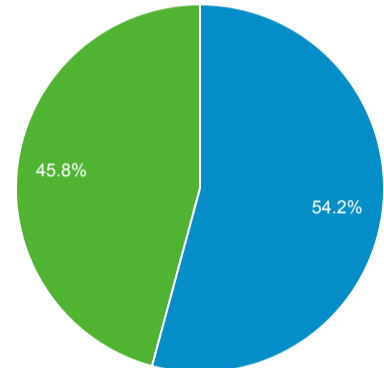
**All Users**  
100.00% Sessions

**Overview**



<b>Sessions</b> 15,353	<b>Users</b> 10,051	<b>Pageviews</b> 30,656	<b>Pages / Session</b> 2.00
<b>Avg. Session Duration</b> 00:02:25	<b>Bounce Rate</b> 83.14%	<b>% New Sessions</b> 54.14%	

■ New Visitor ■ Returning Visitor



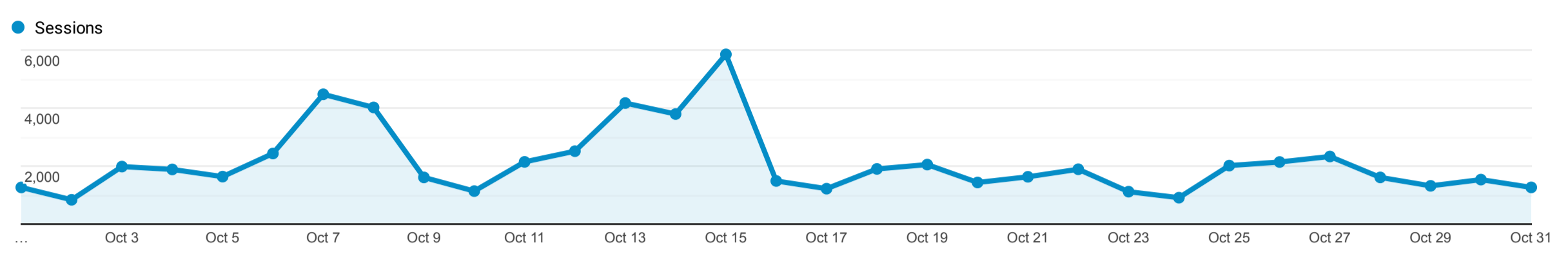
Language	Sessions	% Sessions
1. el-gr	5,527	36.00%
2. en-us	5,262	34.27%
3. en-gb	1,667	10.86%
4. el	1,347	8.77%
5. el-cy	1,050	6.84%
6. en-cy	64	0.42%
7. zh-cn	54	0.35%
8. fr-fr	47	0.31%
9. de-de	44	0.29%
10. el-gb	43	0.28%

### Audience Overview

Oct 1, 2021 - Oct 31, 2021

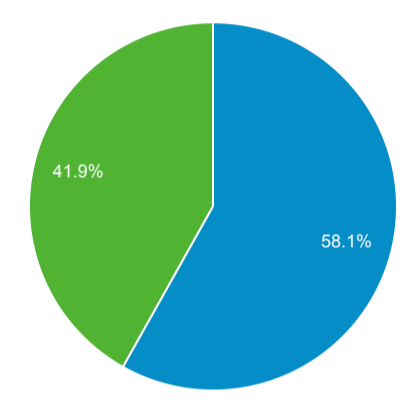
**All Users**  
100.00% Sessions

**Overview**



<b>Sessions</b> 65,320	<b>Users</b> 41,892	<b>Pageviews</b> 267,890	<b>Pages / Session</b> 4.10
<b>Avg. Session Duration</b> 00:09:06	<b>Bounce Rate</b> 68.25%	<b>% New Sessions</b> 57.98%	

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-gb	35,413	54.21%
2. en-us	16,127	24.69%
3. el-gr	1,328	2.03%
4. en-cy	1,156	1.77%
5. hu-hu	1,004	1.54%
6. en-ca	958	1.47%
7. de-de	836	1.28%
8. en-au	736	1.13%
9. fr-fr	547	0.84%
10. ru-ru	504	0.77%