

Πάνω από 1 εκατομμύριο οι χρήστες του Adstore για τον μήνα Σεπτέμβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Σεπτέμβριο 15,701,753 εμφανίσεις με 1,049,089 διαφορετικούς επισκέπτες. Η ιστοσελίδα του Γαστρονόμου, το κορυφαίο site για συνταγές και γαστρονομία, κατέγραψε για τον μήνα Σεπτέμβριο 1,085,586 εμφανίσεις, με αύξηση 19,9% σε σύγκριση με τον προηγούμενο μήνα, διαβάστηκαν 6.60 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 14:36 λεπτά.

Η ιστοσελίδα και η εφαρμογή του 24sports & news, κατέγραψαν 6,631,761 συνολικές εμφανίσεις, διαβάστηκαν 3.39 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 05:24 λεπτά.

Επιπλέον, η ιστοσελίδα και η εφαρμογή της Καθημερινής Κύπρου κατέγραψαν 4,772,870 συνολικές εμφανίσεις, διαβάστηκαν 4.48 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 08:48 λεπτά.

Το WiZ Guide, ο πρωτοποριακός οδηγός πόλης και δικτύωσης με φίλους, κατέγραψε για τον μήνα Σεπτέμβριο 2,699,990 εμφανίσεις, με αύξηση 3,62% σε σύγκριση με τον προηγούμενο μήνα.

Τέλος, το σύστημα AdStore διένειμε για τον μήνα Σεπτέμβριο 79,094,668 εμφανίσεις διαφημίσεων.

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

ADSTORE ANALYTICS SEPTEMBER 2019

| Adstore Total: | PAGEVIEWS | SESSIONS | USERS | | |
|--|------------|-----------|-----------|------------------------|----------------|
| | 15,701,753 | 6,063,121 | 1,049,089 | | |
| BRAND | PAGEVIEWS | SESSIONS | USERS | AVG. SESSION DURATION* | PAGES/SESSION* |
| kathimerini | 4,772,870 | 1,684,777 | 206,682 | 00:08:48 | 4.48 |
| 24sports & news | 6,631,761 | 2,210,993 | 401,141 | 00:05:24 | 3.39 |
| must, gastronomos & athena recipes | 1,597,132 | 338,399 | 165,012 | 00:14:36 | 6.60 |
| WiZ Guide** | 2,699,990 | 1,828,952 | 276,254 | 00:01:33 | 1.48 |
| Knews & WiZ English*** | 260,954 | 80,233 | 40,981 | 00:06:29 | 3.25 |
| <p>* Για τις ιστοσελίδες ** Εμφανίσεις Περιεχομένου *** Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.</p> | | | | | |



Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS



24NEWS

must



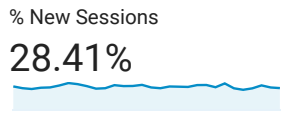
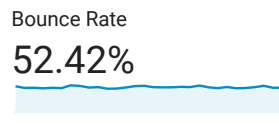
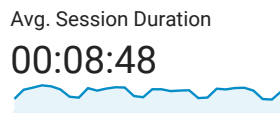
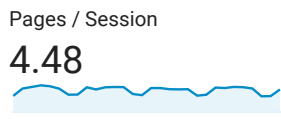
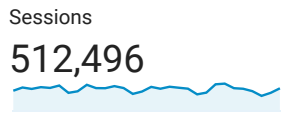
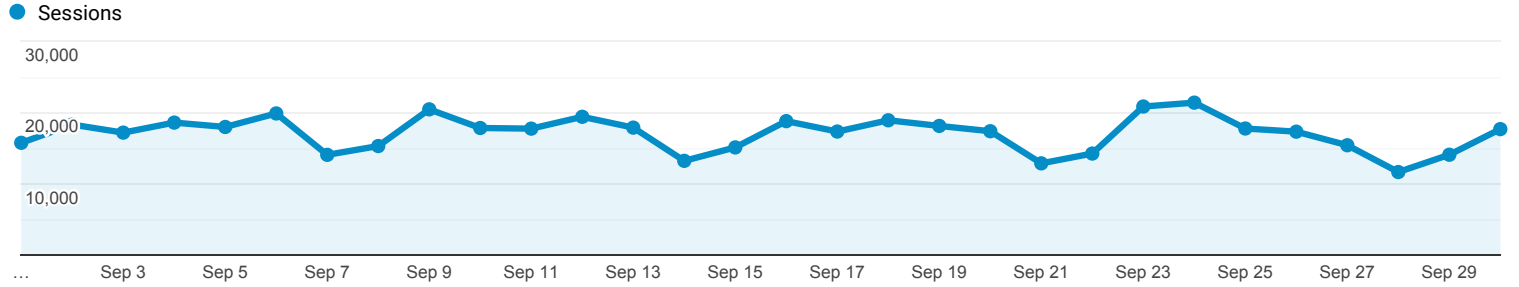
γαστρονόμος

Audience Overview

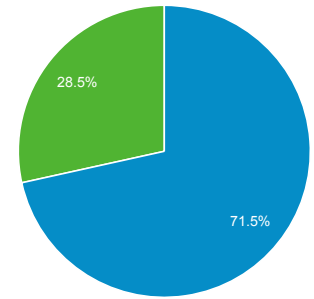
All Users
100.00% Sessions

Sep 1, 2019 - Sep 30, 2019

Overview



Returning Visitor (Blue) New Visitor (Green)



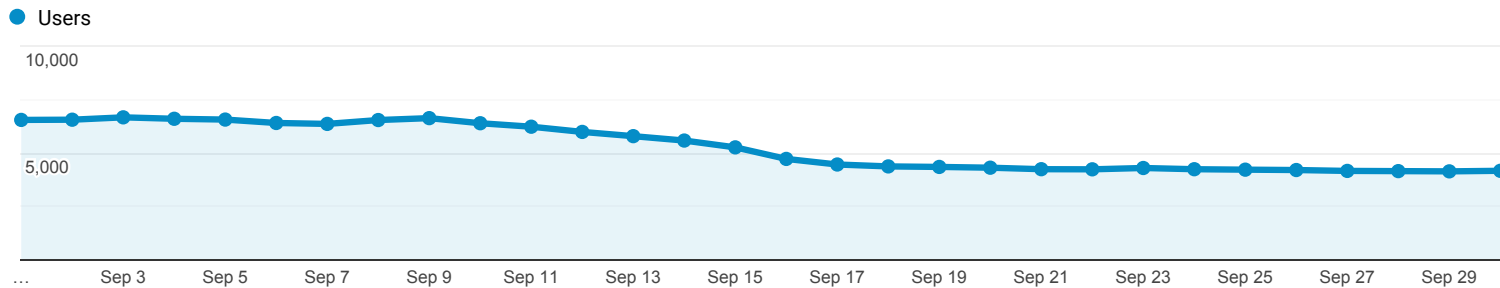
| Language | Sessions | % Sessions |
|-----------|----------|------------|
| 1. en-us | 210,204 | 41.02% |
| 2. en-gb | 119,825 | 23.38% |
| 3. el-gr | 96,877 | 18.90% |
| 4. el | 36,184 | 7.06% |
| 5. el-cy | 24,618 | 4.80% |
| 6. en-cy | 6,665 | 1.30% |
| 7. en-au | 2,582 | 0.50% |
| 8. en | 2,022 | 0.39% |
| 9. tr-tr | 1,254 | 0.24% |
| 10. de-de | 1,223 | 0.24% |

Users Overview

Sep 1, 2019 - Sep 30, 2019

All Users
100.00% Sessions

Overview



Users

9,656

Sessions

1,172,281

Screen Views

2,477,953

Screens / Session

2.11

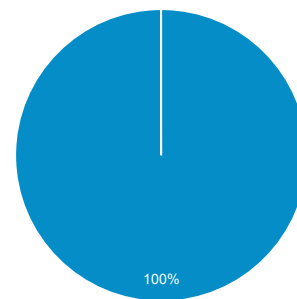
Avg. Session Duration

00:03:40

% New Sessions

0.04%

Returning Users (Blue) | New Users (Green)



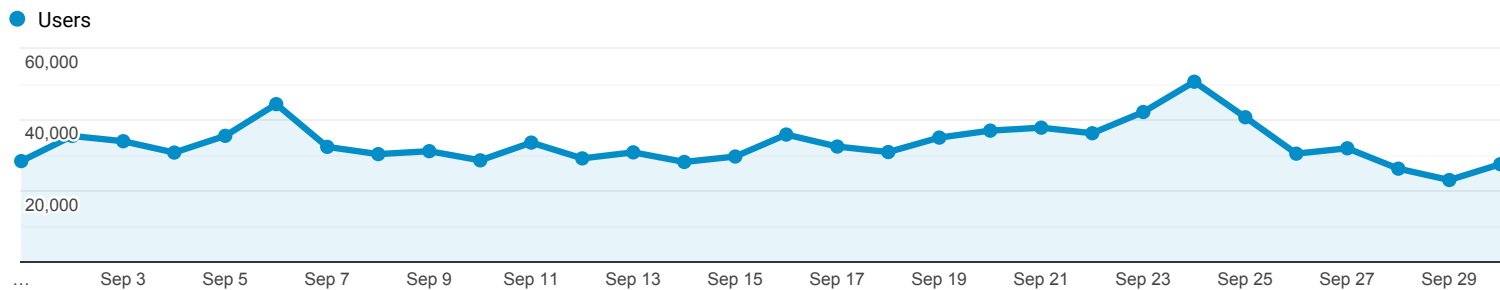
| Language | Sessions | % Sessions |
|-----------|----------|------------|
| 1. el-gr | 448,058 | 38.22% |
| 2. en-gb | 407,221 | 34.74% |
| 3. en-cy | 102,411 | 8.74% |
| 4. en-us | 98,351 | 8.39% |
| 5. el-cy | 86,537 | 7.38% |
| 6. en-au | 3,721 | 0.32% |
| 7. en-gr | 3,315 | 0.28% |
| 8. de-de | 3,134 | 0.27% |
| 9. en | 2,215 | 0.19% |
| 10. en-ca | 1,794 | 0.15% |

Audience Overview

Sep 1, 2019 - Sep 30, 2019

All Users
100.00% Users

Overview



Users
395,202

New Users
280,999

Sessions
1,556,827

Number of Sessions per User
3.94

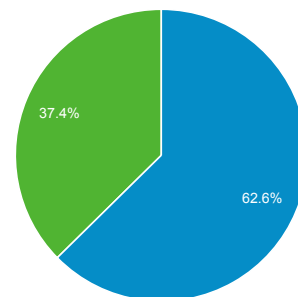
Pageviews
5,284,656

Pages / Session
3.39

Avg. Session Duration
00:05:24

Bounce Rate
51.76%

New Visitor Returning Visitor



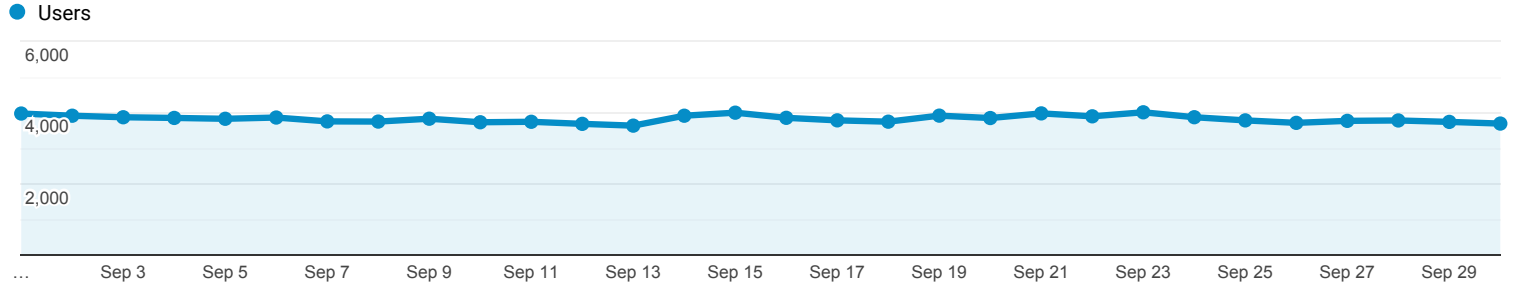
| Language | Users | % Users |
|-----------|---------|---------|
| 1. en-us | 121,026 | 29.90% |
| 2. el-gr | 110,564 | 27.31% |
| 3. el | 79,680 | 19.68% |
| 4. en-gb | 44,241 | 10.93% |
| 5. el-cy | 37,595 | 9.29% |
| 6. en-cy | 5,125 | 1.27% |
| 7. en | 921 | 0.23% |
| 8. el-gb | 733 | 0.18% |
| 9. de-de | 590 | 0.15% |
| 10. en-au | 541 | 0.13% |

Users Overview

Sep 1, 2019 - Sep 30, 2019

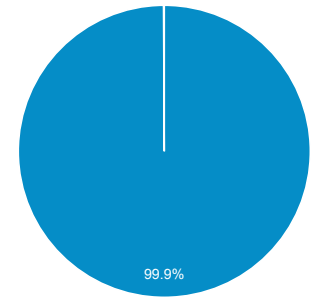
All Users
100.00% Sessions

Overview



| | | |
|----------------------------------|--|----------------------------------|
| Users 5,939 | Sessions 654,166 | Screen Views 1,347,105 |
| Screens / Session 2.06 | Avg. Session Duration 00:05:36 | % New Sessions 0.09% |

Returning Users (Blue) | New Users (Green)



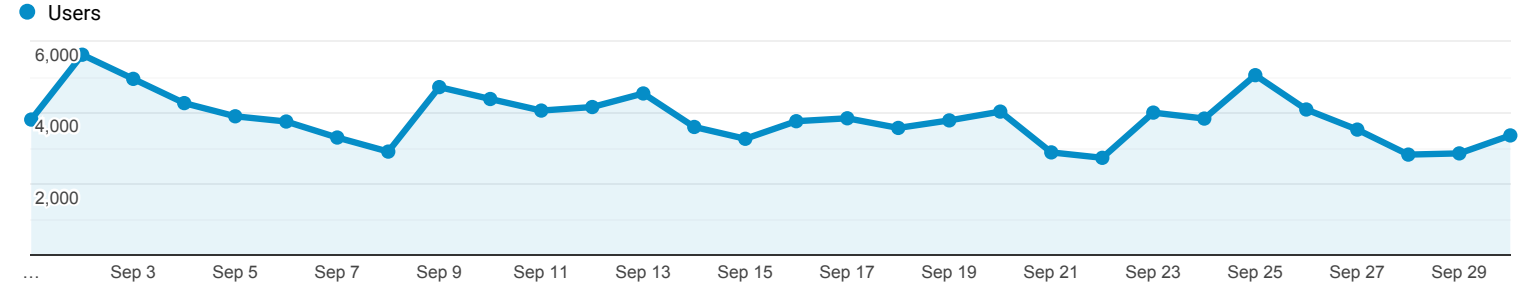
| Language | Sessions | % Sessions |
|----------|----------|------------|
| 1. el-gr | 315,083 | 48.17% |
| 2. en-gb | 146,924 | 22.46% |
| 3. el-cy | 83,985 | 12.84% |
| 4. en-cy | 58,031 | 8.87% |
| 5. en-us | 38,957 | 5.96% |
| 6. en-gr | 2,020 | 0.31% |
| 7. en | 1,794 | 0.27% |
| 8. de-de | 1,338 | 0.20% |
| 9. en-au | 847 | 0.13% |
| 10. el | 572 | 0.09% |

Audience Overview

All Users
100.00% Users

Sep 1, 2019 - Sep 30, 2019

Overview



Users
80,968

New Users
63,811

Sessions
151,113

Number of Sessions per User
1.87

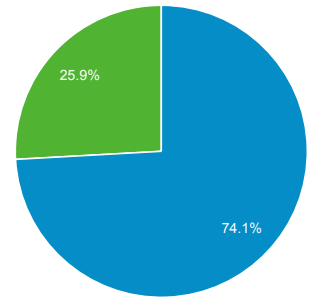
Pageviews
444,812

Pages / Session
2.94

Avg. Session Duration
00:04:54

Bounce Rate
69.28%

■ New Visitor ■ Returning Visitor



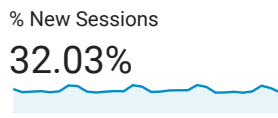
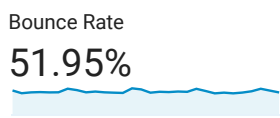
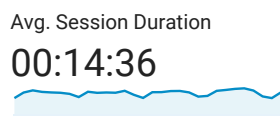
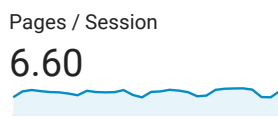
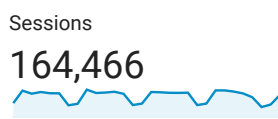
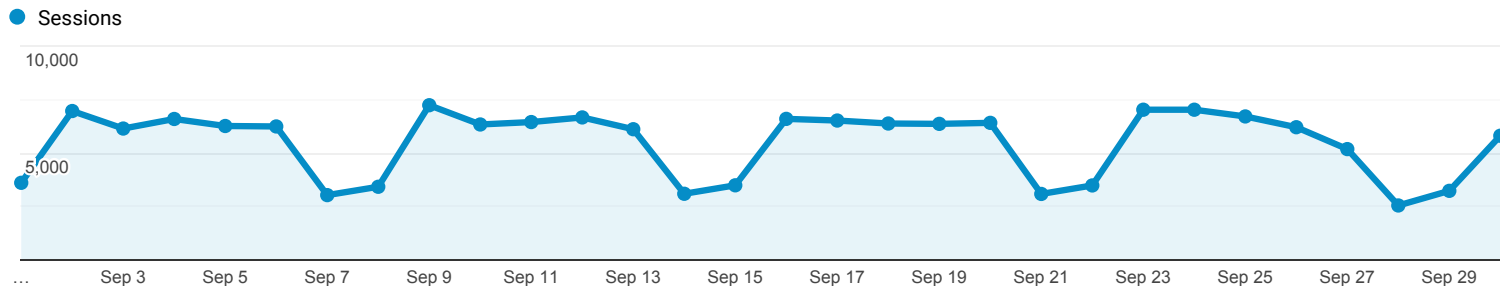
| Language | Users | % Users |
|-----------|--------|---------|
| 1. en-us | 29,399 | 36.67% |
| 2. el-gr | 25,215 | 31.45% |
| 3. en-gb | 9,236 | 11.52% |
| 4. el | 8,270 | 10.32% |
| 5. el-cy | 5,656 | 7.05% |
| 6. en-cy | 696 | 0.87% |
| 7. en | 219 | 0.27% |
| 8. de-de | 210 | 0.26% |
| 9. en-au | 123 | 0.15% |
| 10. ru-ru | 90 | 0.11% |

Audience Overview

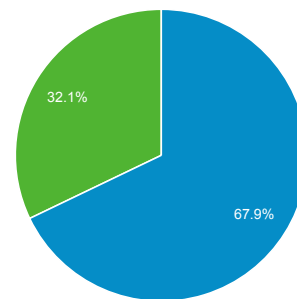
All Users
100.00% Sessions

Sep 1, 2019 - Sep 30, 2019

Overview



Returning Visitor New Visitor



| Language | Sessions | % Sessions |
|-----------|----------|------------|
| 1. en-us | 92,363 | 56.16% |
| 2. el-gr | 31,554 | 19.19% |
| 3. en-gb | 25,442 | 15.47% |
| 4. el | 5,365 | 3.26% |
| 5. el-cy | 4,462 | 2.71% |
| 6. en | 985 | 0.60% |
| 7. en-cy | 746 | 0.45% |
| 8. en-au | 497 | 0.30% |
| 9. fr-fr | 315 | 0.19% |
| 10. de-de | 291 | 0.18% |

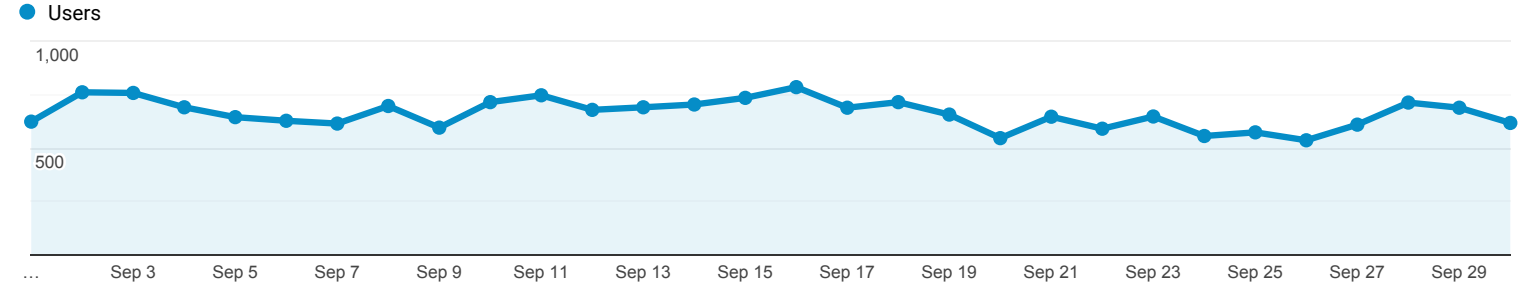


Audience Overview

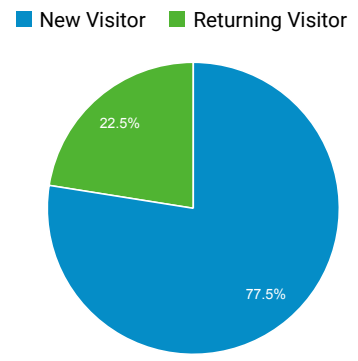
Sep 1, 2019 - Sep 30, 2019

All Users
100.00% Users

Overview



| | | |
|--|------------------------------|--------------------------------|
| Users 14,627 | New Users 12,353 | Sessions 22,820 |
| Number of Sessions per User 1.56 | Pageviews 66,734 | Pages / Session 2.92 |
| Avg. Session Duration 00:02:00 | Bounce Rate 72.73% | |



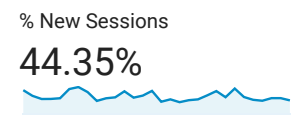
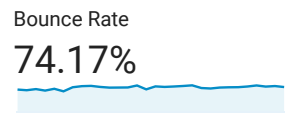
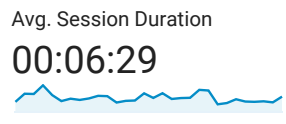
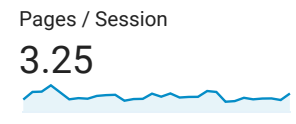
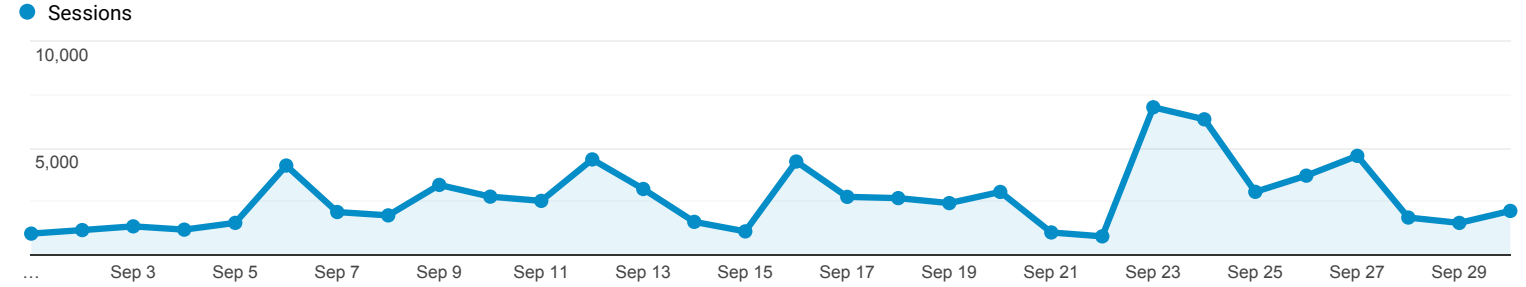
| Language | Users | % Users |
|-----------|-------|---------|
| 1. el-gr | 5,397 | 36.72% |
| 2. en-us | 4,797 | 32.64% |
| 3. el | 2,139 | 14.55% |
| 4. en-gb | 1,200 | 8.17% |
| 5. el-cy | 826 | 5.62% |
| 6. en-cy | 86 | 0.59% |
| 7. de-de | 50 | 0.34% |
| 8. en-au | 29 | 0.20% |
| 9. de | 20 | 0.14% |
| 10. el-gb | 16 | 0.11% |

Audience Overview

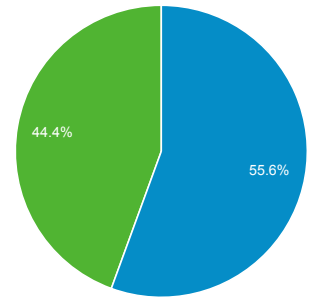
All Users
100.00% Sessions

Sep 1, 2019 - Sep 30, 2019

Overview



Returning Visitor New Visitor



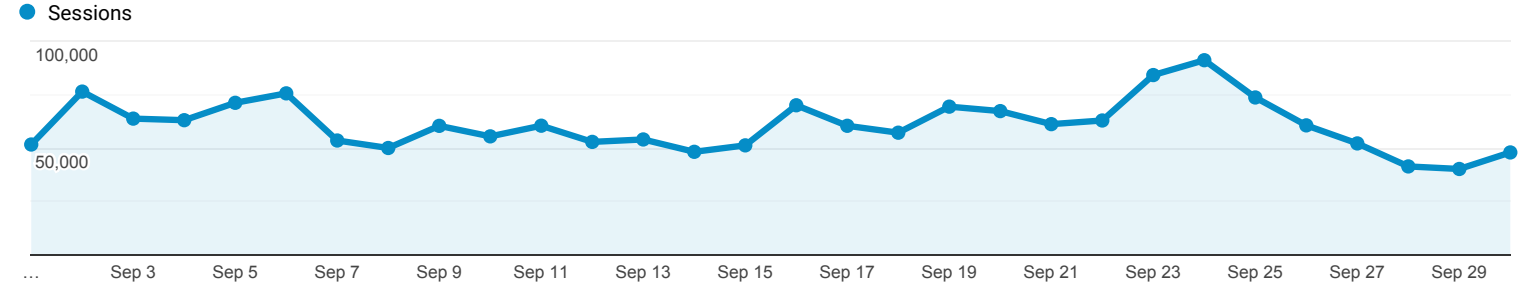
| Language | Sessions | % Sessions |
|-----------|----------|------------|
| 1. en-gb | 36,591 | 45.61% |
| 2. en-us | 28,413 | 35.41% |
| 3. en-au | 1,562 | 1.95% |
| 4. el-gr | 1,438 | 1.79% |
| 5. tr-tr | 1,065 | 1.33% |
| 6. en-cy | 1,021 | 1.27% |
| 7. ru-ru | 731 | 0.91% |
| 8. en-ca | 647 | 0.81% |
| 9. zh-cn | 633 | 0.79% |
| 10. de-de | 517 | 0.64% |

Audience Overview

All Users
100.00% Sessions

Sep 1, 2019 - Sep 30, 2019

Overview



Sessions
1,828,952

Users
276,254

Pageviews
2,699,990

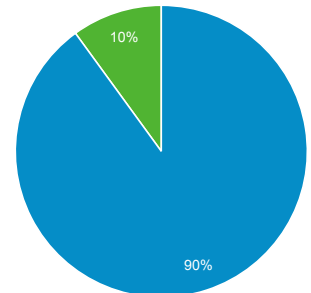
Pages / Session
1.48

Avg. Session Duration
00:01:33

Bounce Rate
88.05%

% New Sessions
10.00%

■ Returning Visitor ■ New Visitor



| Language | Sessions | % Sessions |
|-----------|----------|------------|
| 1. en-us | 535,607 | 29.28% |
| 2. el-gr | 517,970 | 28.32% |
| 3. en-gb | 332,395 | 18.17% |
| 4. el | 249,182 | 13.62% |
| 5. el-cy | 128,035 | 7.00% |
| 6. en-cy | 34,678 | 1.90% |
| 7. en | 10,383 | 0.57% |
| 8. el-gb | 2,424 | 0.13% |
| 9. en-au | 2,409 | 0.13% |
| 10. ru-ru | 2,075 | 0.11% |