

28 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Σεπτέμβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Σεπτέμβριο 28,899,295 εμφανίσεις και 1,482,744 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 16,290,946 και 492,810 συνολικούς χρήστες για τον μήνα Σεπτέμβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 6,971,053 συνολικές εμφανίσεις και 283,323 χρήστες για τον μήνα Σεπτέμβριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,429,154 συνολικές εμφανίσεις και 159,279 χρήστες για τον μήνα Σεπτέμβριο.

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

ADSTORE ANALYTICS SEPTEMBER 2022			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	28.899.295	14.634.909	1.482.744
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	23.261.999	11.538.745	776.173
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	5.637.296	3.096.164	706.571
ENGLISH (Knews, WiZ English)	249.085	61.792	37.388
ADSTORE DISPLAY IMPRESSIONS 87,360,320			
Η επισκεψιμότητα των Knews & WiZ English μετρείται και στην συνολική επισκεψιμότητα της Καθημερινής.			

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL
PEOPLE

KNEWS

AthenaRecipes

24NEWS

wizguide

Total users
492,810

Event count
16,290,946

Active users
443,037

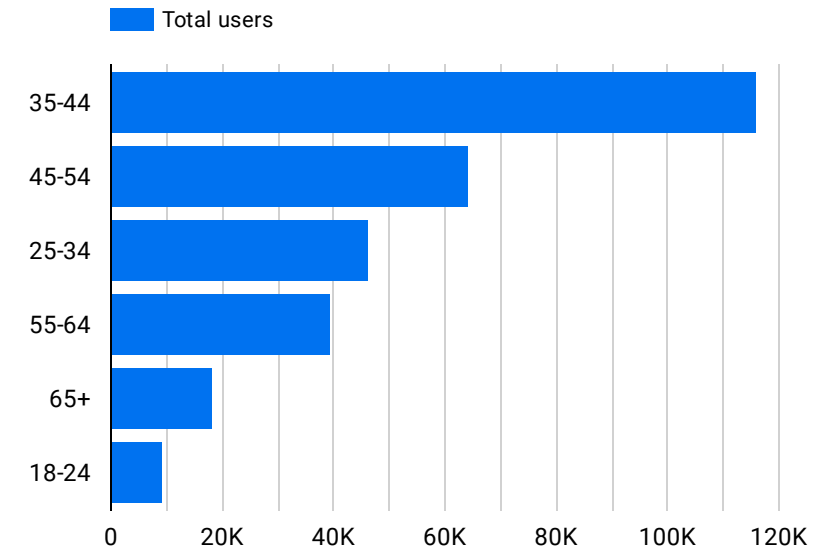
Interests		Total users ▾
1.	Media & Entertainment/TV Lovers	182,435
2.	News & Politics/Avid News Readers	168,803
3.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	155,114
4.	Beauty & Wellness/Frequently Visits Salons	153,089
5.	Sports & Fitness/Sports Fans	142,502
6.	Lifestyles & Hobbies/Green Living Enthusiasts	130,012
7.	Sports & Fitness/Sports Fans/Soccer Fans	122,347

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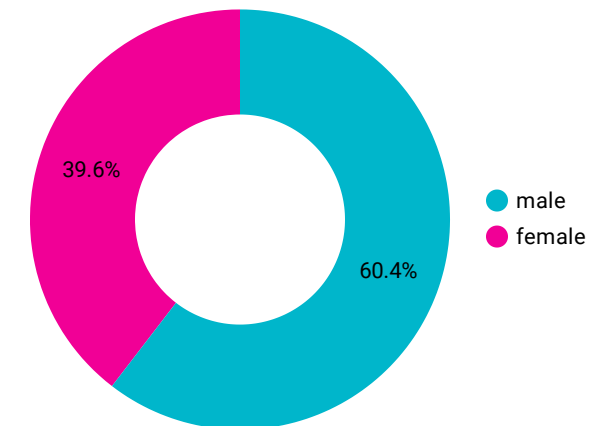
Event name		Event count ▾	Total users
1.	page_view	6,693,956	487,288
2.	user_engagement	3,546,025	290,594
3.	session_start	2,108,959	489,594
4.	screen_view	1,763,806	5,897
5.	scroll	625,134	109,001
6.	article_view	447,523	4,935
7.	first_visit	306,666	303,047
8.	SPLASH_AD	230,408	5,835
9.	KYPIEΣ	163,377	3,790

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Users By Ages



Users By Gender



Total users
283,363

Event count
6,971,053

Active users
262,487

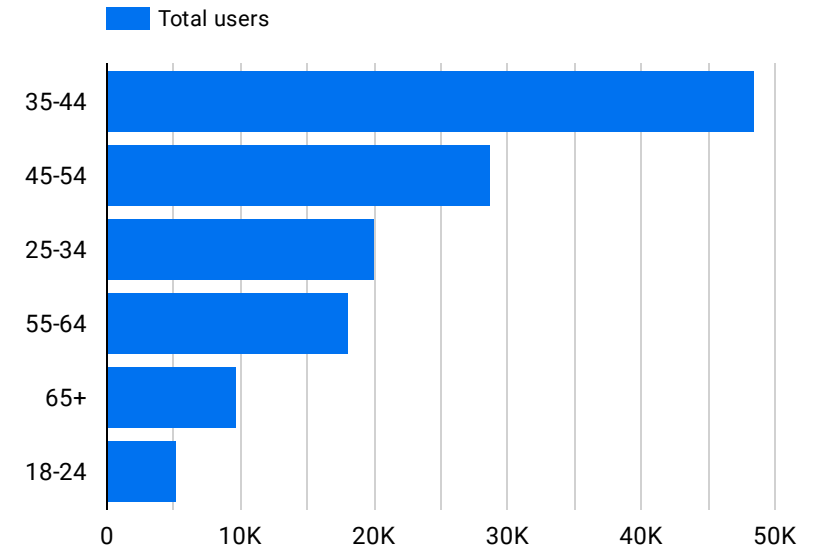
Interests		Total users ▾
1.	News & Politics/Avid News Readers	83,728
2.	Media & Entertainment/TV Lovers	75,721
3.	Food & Dining/Cooking Enthusiasts/30 M...	73,955
4.	Beauty & Wellness/Frequently Visits Salons	66,710
5.	Sports & Fitness/Sports Fans	64,206
6.	Travel/Travel Buffs	63,985
7.	Lifestyles & Hobbies/Green Living Entushi...	63,060

1 - 100 / 117 < >

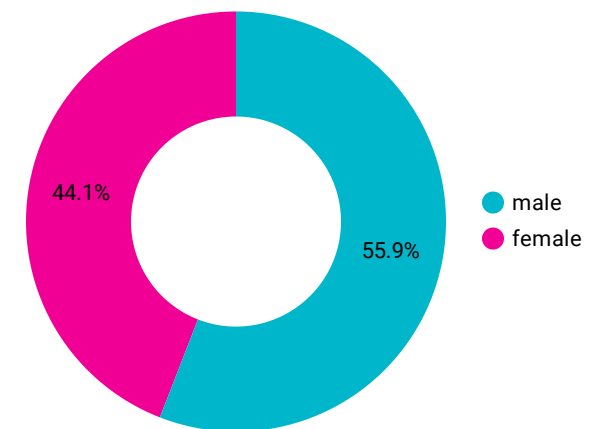
Event name		Event count ▾	Total users
1.	page_view	2,675,382	275,836
2.	user_engagement	1,419,849	168,463
3.	screen_view	960,106	6,978
4.	session_start	820,025	280,355
5.	scroll	292,951	37,717
6.	first_visit	204,791	205,549
7.	article_view	151,353	5,103
8.	Πρώτη	132,590	4,221
9.	SPLASH_AD	118,790	6,892

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Users By Ages



Users By Gender



Total users
159,279

Event count
4,429,154

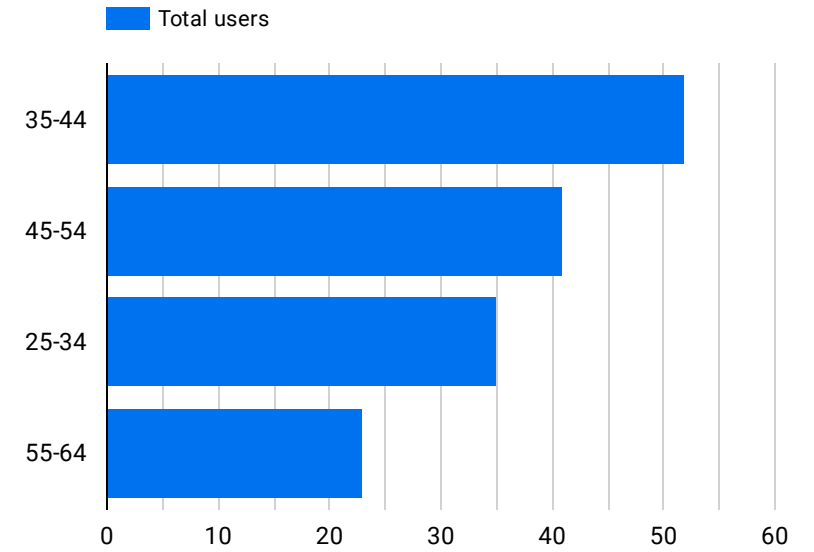
	Interests	Total users
1.	Media & Entertainment/Comics & Animati...	141
2.	Shoppers	139
3.	Technology/Mobile Enthusiasts	132
4.	Food & Dining/Cooking Enthusiasts	129
5.	Travel/Travel Buffs	124
6.	Sports & Fitness/Health & Fitness Buffs	117
7.	Technology/Technophiles	110

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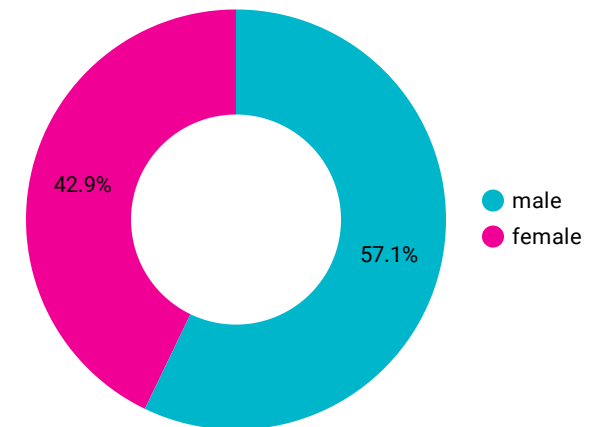
	Event name	Event count	Total users
1.	page_view	2,300,978	158,647
2.	user_engagement	913,969	102,825
3.	session_start	850,788	158,852
4.	scroll	222,660	44,686
5.	first_visit	116,773	117,911
6.	click	17,508	7,810
7.	screen_view	4,026	419
8.	notification_receive	980	102
9.	app_exception	426	51

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Users By Ages



Users By Gender

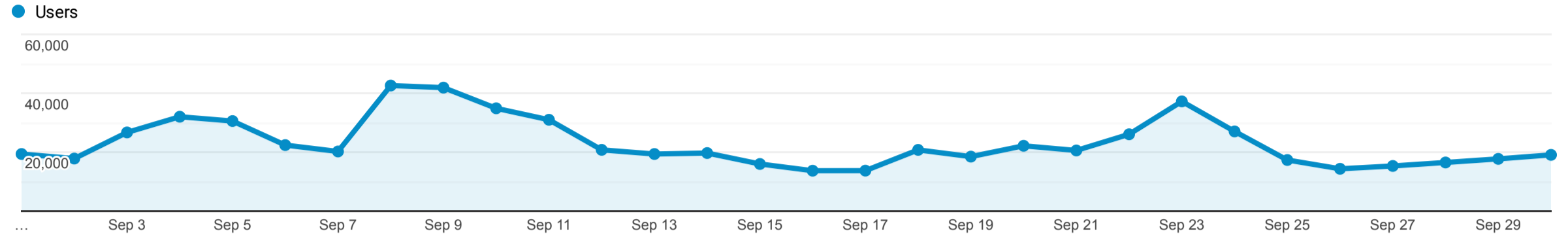


Audience Overview

Sep 1, 2022 - Sep 30, 2022

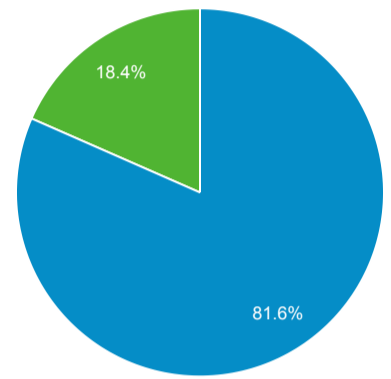
All Users
100.00% Users

Overview



Users 518,796	New Users 449,170	Sessions 751,357	Number of Sessions per User 1.45
Pageviews 1,123,465	Pages / Session 1.50	Avg. Session Duration 00:01:13	Bounce Rate 85.11%


■ New Visitor ■ Returning Visitor



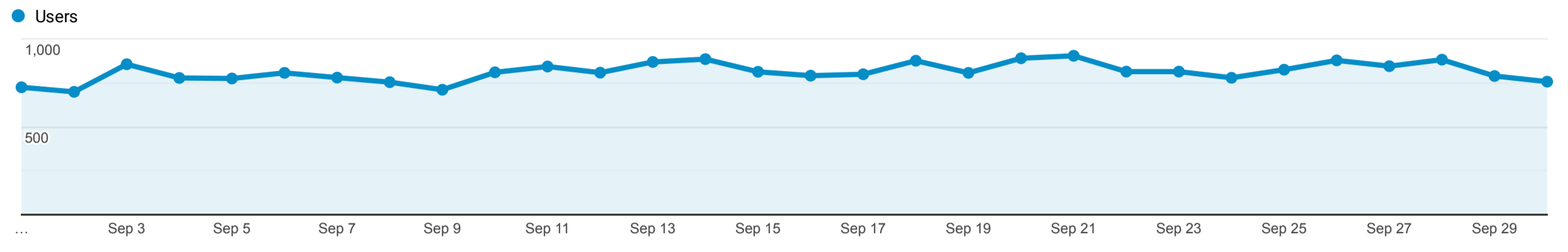
Language	Users	% Users
1. en	221,048	43.14%
2. el-gr	163,513	31.91%
3. en-gb	62,713	12.24%
4. en-us	20,766	4.05%
5. el	16,511	3.22%
6. el-cy	13,127	2.56%
7. en-cy	5,501	1.07%
8. de-de	2,144	0.42%
9. en-au	1,707	0.33%
10. el-gb	1,254	0.24%

Audience Overview

Sep 1, 2022 - Sep 30, 2022

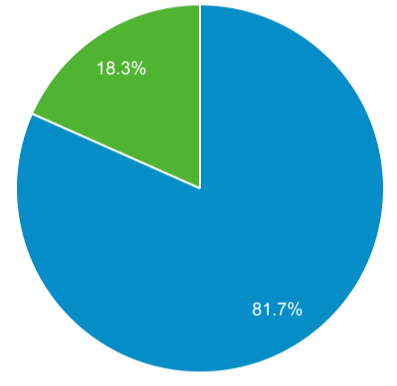

All Users
 100.00% Users

Overview



Users 20,891	New Users 18,783	Sessions 27,171	Number of Sessions per User 1.30
Pageviews 57,945	Pages / Session 2.13	Avg. Session Duration 00:02:17	Bounce Rate 74.86%

■ New Visitor ■ Returning Visitor



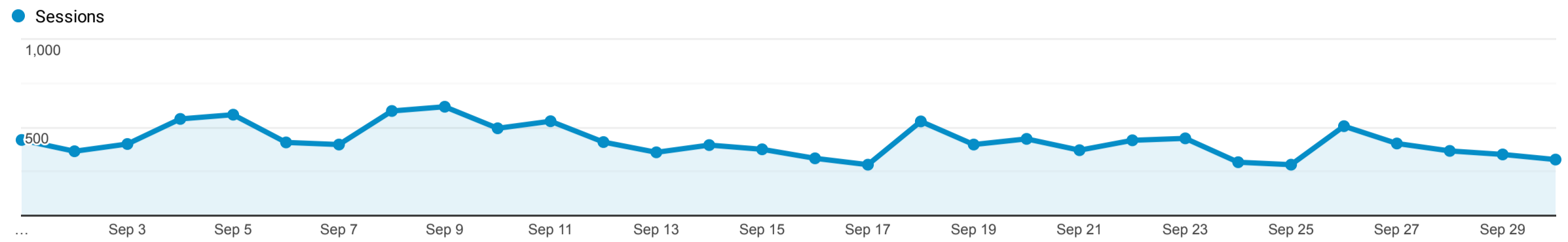
Language	Users	% Users
1. el-gr	7,881	37.57%
2. el	6,396	30.49%
3. en-gb	3,240	15.44%
4. en-us	2,154	10.27%
5. el-cy	490	2.34%
6. en-cy	195	0.93%
7. de-de	89	0.42%
8. en	71	0.34%
9. en-au	56	0.27%
10. c	55	0.26%

Audience Overview

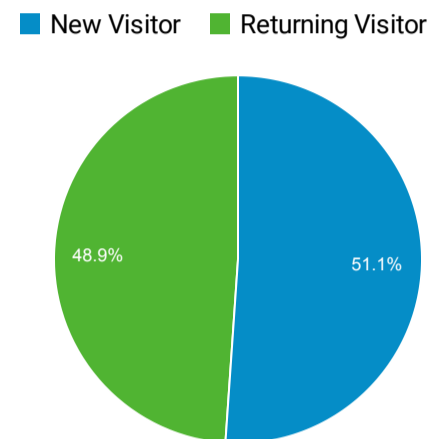
Sep 1, 2022 - Sep 30, 2022

All Users
100.00% Sessions

Overview



Sessions 12,632	Users 7,605	Pageviews 26,732	Pages / Session 2.12
Avg. Session Duration 00:02:46	Bounce Rate 78.41%	% New Sessions 51.04%	



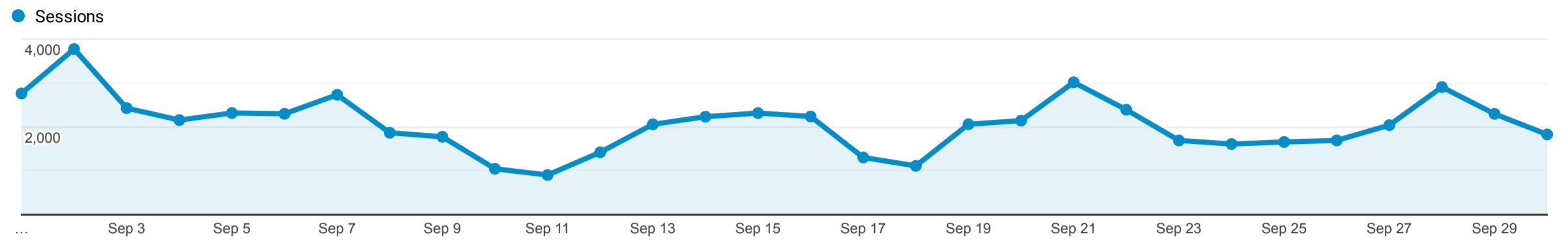
Language	Sessions	% Sessions
1. el-gr	4,474	35.42%
2. en-us	3,686	29.18%
3. el	1,575	12.47%
4. en-gb	1,495	11.84%
5. el-cy	874	6.92%
6. en-au	79	0.63%
7. en	75	0.59%
8. fr-fr	38	0.30%
9. en-ca	37	0.29%
10. de-de	34	0.27%

Audience Overview

Sep 1, 2022 - Sep 30, 2022

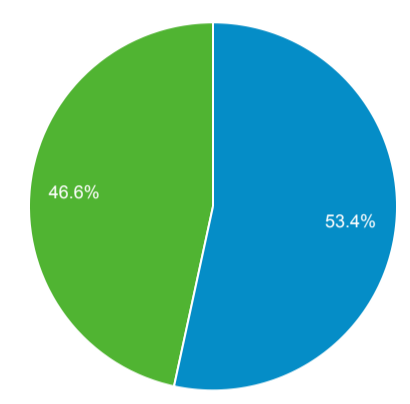
All Users
100.00% Sessions

Overview



<p>Sessions</p> <p>61,792</p>	<p>Users</p> <p>37,388</p>	<p>Pageviews</p> <p>249,085</p>	<p>Pages / Session</p> <p>4.03</p>
<p>Avg. Session Duration</p> <p>00:08:54</p>	<p>Bounce Rate</p> <p>66.55%</p>	<p>% New Sessions</p> <p>53.26%</p>	

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-gb	34,758	56.25%
2. en-us	15,300	24.76%
3. en-cy	1,036	1.68%
4. el-gr	1,026	1.66%
5. de-de	759	1.23%
6. en-au	741	1.20%
7. tr-tr	663	1.07%
8. en	564	0.91%
9. en-ca	502	0.81%
10. fr-fr	418	0.68%