

## 1.2 εκατομμύριο χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Μάιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Μάιο 31,040,387 εμφανίσεις και 1,215,478 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 19,266,674 και 509,191 συνολικούς χρήστες για τον μήνα Μάιο. Το 24Sports&News κατέγραψε 26% αύξηση στους συνολικούς χρήστες σε σύγκριση με τον προηγούμενο μήνα.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 9,492,497 συνολικές εμφανίσεις και 322,654 χρήστες για τον μήνα Μάιο. Καταγράφηκε 11.6% αύξηση στους συνολικούς χρήστες. Η χρήση από κινητό είναι στο 67% και σημειώθηκε 3% αύξηση 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 MAY 2021

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	31,040,387	14,945,742	1,215,478
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	28,759,171	13,665,660	831,845
<b>LIFESTYLE</b> (must, gastronomos, wiz guide, athena recipes)	2,281,216	1,280,082	383,633
<b>ENGLISH</b> (Knews + Wiz english)	220,309	49,798	23,167

### ADSTORE DISPLAY IMPRESSIONS 112,629,174

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

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

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL  
PEOPLE

KNEWS



24NEWS

wizguide

Total users  
**509,191**

Event count  
**19,266,674**

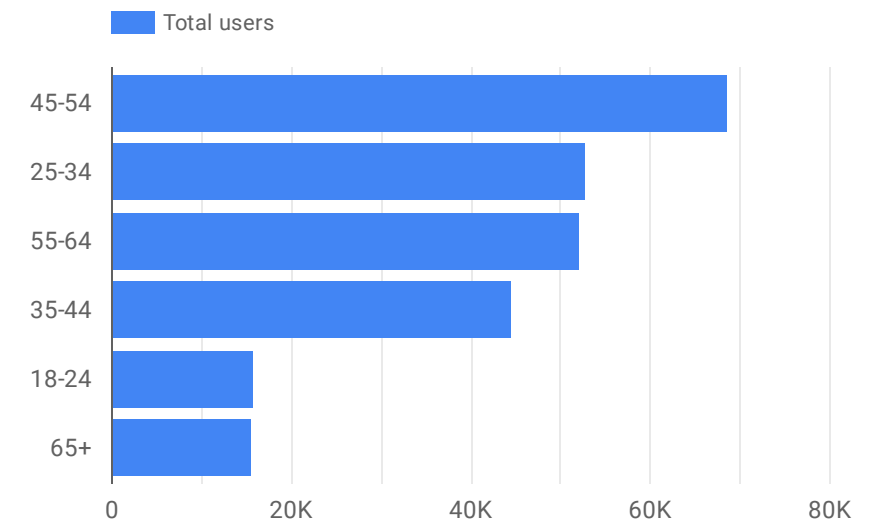
Interests	Total users
1. News & Politics/Avid News Readers	126,582
2. Media & Entertainment/TV Lovers	121,203
3. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	116,638
4. Beauty & Wellness/Frequently Visits Salons	95,451
5. Lifestyles & Hobbies/Green Living Enthusiasts	95,242
6. Sports & Fitness/Health & Fitness Buffs	92,335
7. Sports & Fitness/Sports Fans	92,274

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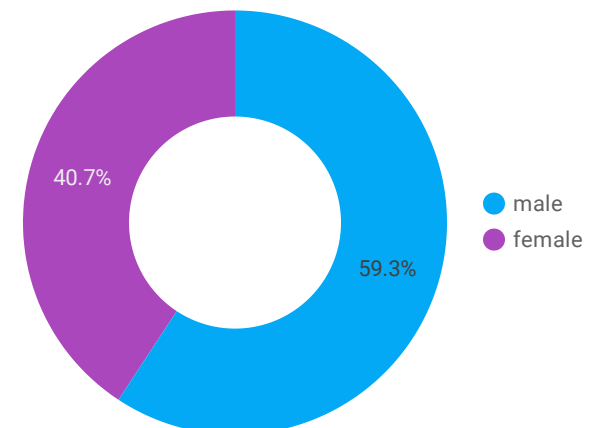
Event name	Event count	Total users
1. page_view	7,464,096	498,625
2. user_engagement	5,938,399	339,186
3. session_start	2,476,377	497,020
4. screen_view	1,679,050	5,215
5. article_view	466,944	4,164
6. first_visit	325,640	315,589
7. scroll	220,130	37,151
8. SPLASH_AD	218,170	4,949
9. KYPIEΣ	155,004	3,119
<b>Grand total</b>	<b>19,266,674</b>	<b>509,191</b>

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## Users by Ages



## Users by Gender



Total users  
**322,654**

Event count  
**9,492,497**

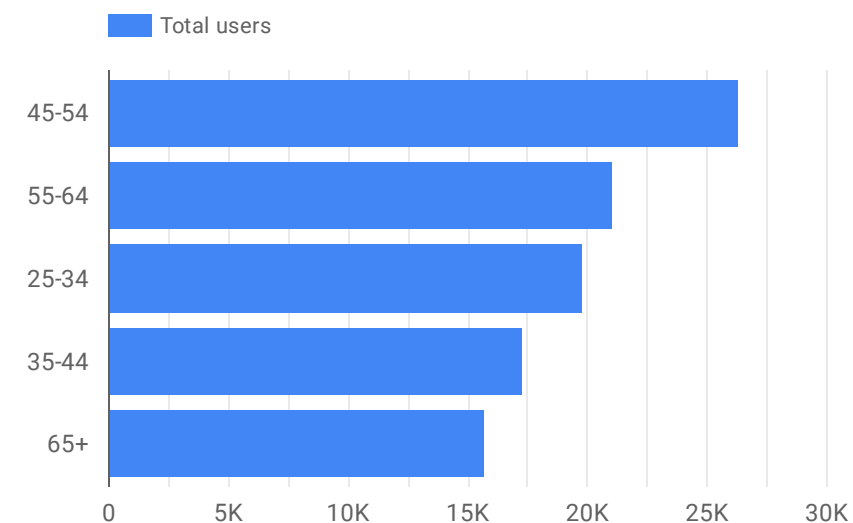
Interests	Total users
1. News & Politics/Avid News Readers	60,135
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	52,813
3. Media & Entertainment/TV Lovers	47,800
4. Lifestyles & Hobbies/Green Living Enthusiasts	45,456
5. News & Politics/Avid News Readers/Entertainment News Enthusi...	44,876
6. Sports & Fitness/Health & Fitness Buffs	43,995
7. Shoppers/Value Shoppers	40,977

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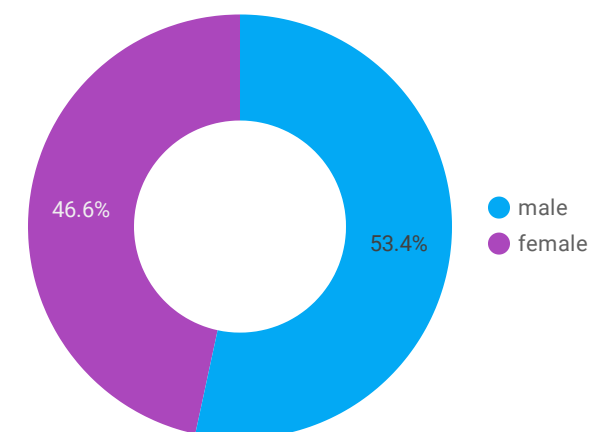
Event name	Event count	Total users
1. page_view	2,985,121	311,738
2. user_engagement	2,528,395	207,227
3. screen_view	1,537,393	8,541
4. session_start	1,076,983	316,660
5. SPLASH_AD	236,409	8,289
6. first_visit	235,061	230,060
7. article_view	230,654	6,287
8. Πρώτη	215,302	5,046
9. scroll	126,075	39,172
<b>Grand total</b>	<b>9,492,497</b>	<b>322,654</b>

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## Users by Ages



## Users by Gender

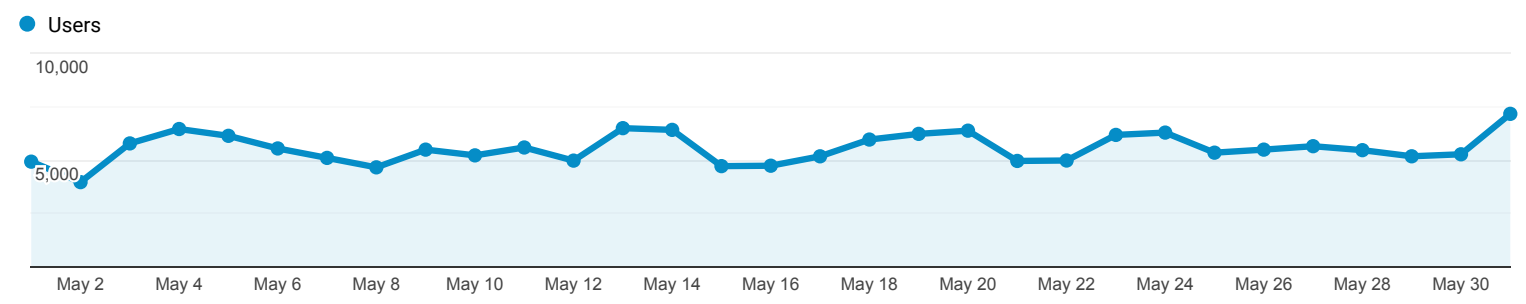


## Audience Overview

**All Users**  
100.00% Users

May 1, 2021 - May 31, 2021

### Overview



Users  
**117,334**

New Users  
**99,124**

Sessions  
**206,734**

Number of Sessions per User  
**1.76**

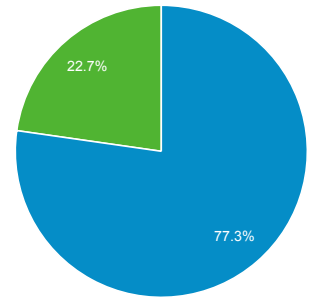
Pageviews  
**477,333**

Pages / Session  
**2.31**

Avg. Session Duration  
**00:03:12**

Bounce Rate  
**70.16%**

■ New Visitor ■ Returning Visitor



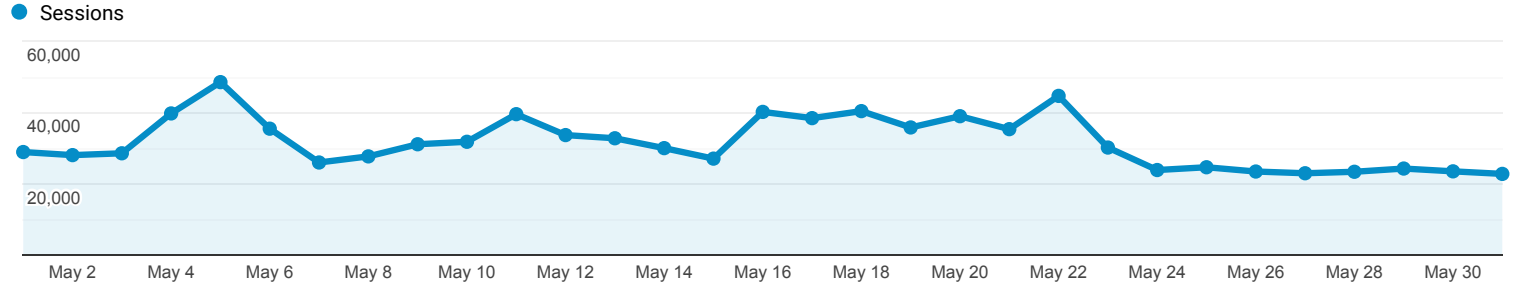
Language	Users	% Users
1. el-gr	48,648	41.48%
2. en-gb	24,865	21.20%
3. en-us	19,287	16.44%
4. el	15,519	13.23%
5. el-cy	3,869	3.30%
6. en-cy	1,789	1.53%
7. en-us.utf-8	631	0.54%
8. de-de	435	0.37%
9. en	376	0.32%
10. en-au	250	0.21%

## Audience Overview

May 1, 2021 - May 31, 2021

**All Users**  
100.00% Sessions

### Overview



Sessions  
**981,986**

Users  
**233,280**

Pageviews  
**1,482,365**

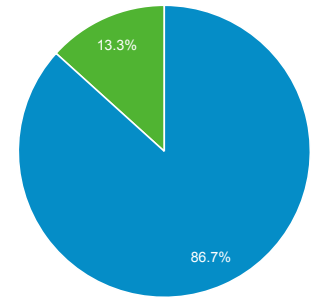
Pages / Session  
**1.51**

Avg. Session Duration  
**00:01:39**

Bounce Rate  
**81.31%**

% New Sessions  
**13.29%**

Returning Visitor (Blue) New Visitor (Green)



Language	Sessions	% Sessions
1. el-gr	457,502	46.59%
2. en-gb	170,221	17.33%
3. el-cy	150,326	15.31%
4. en-us	105,793	10.77%
5. en-cy	57,348	5.84%
6. el	14,107	1.44%
7. el-gb	9,728	0.99%
8. en-au	2,128	0.22%
9. en-gr	2,096	0.21%
10. ru-ru	1,616	0.16%

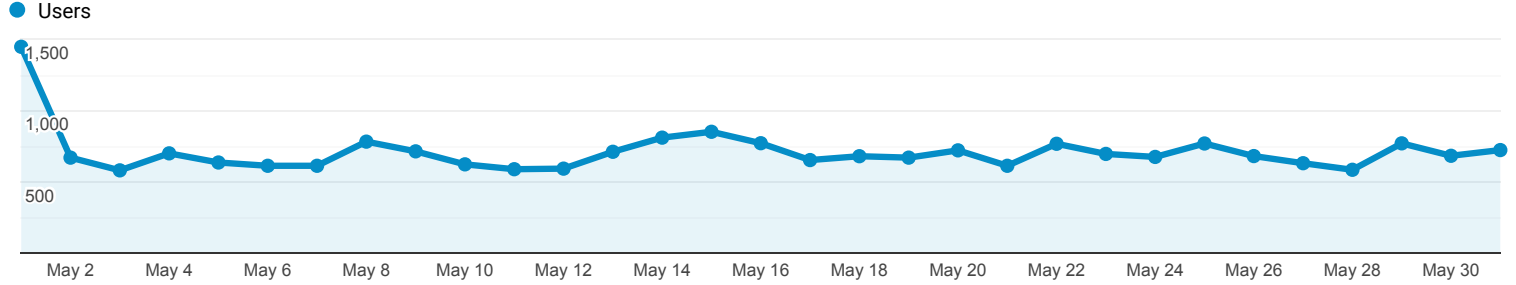


## Audience Overview

All Users  
100.00% Users

May 1, 2021 - May 31, 2021

### Overview



Users  
**17,968**

New Users  
**15,120**

Sessions  
**25,962**

Number of Sessions per User  
**1.44**

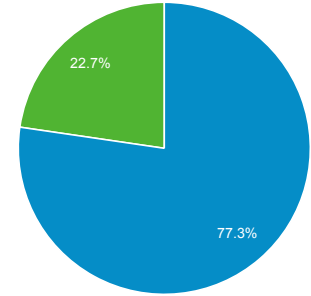
Pageviews  
**69,049**

Pages / Session  
**2.66**

Avg. Session Duration  
**00:02:15**

Bounce Rate  
**69.79%**

■ New Visitor ■ Returning Visitor



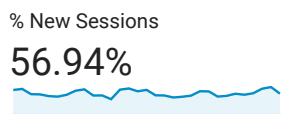
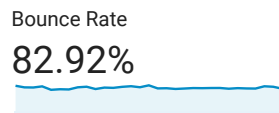
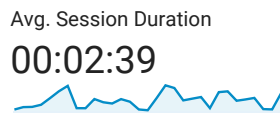
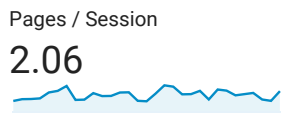
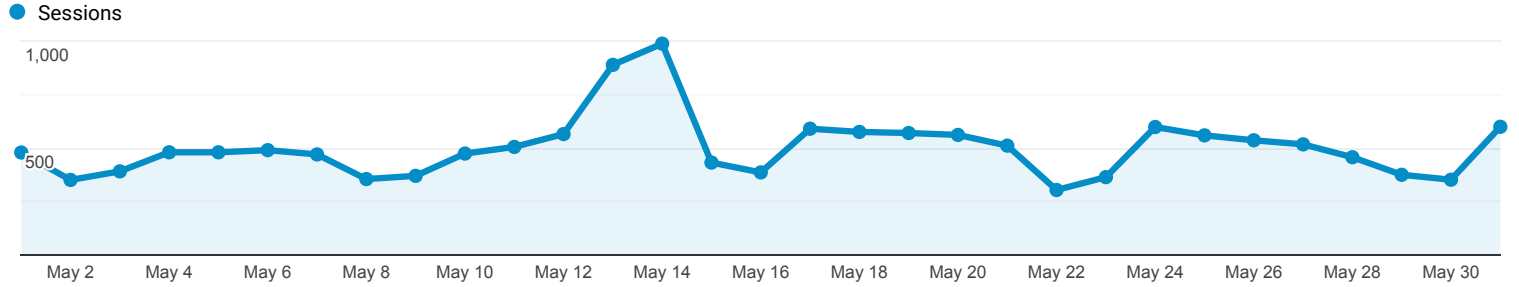
Language	Users	% Users
1. el-gr	6,935	38.63%
2. en-gb	3,580	19.94%
3. el	3,383	18.84%
4. en-us	2,195	12.23%
5. el-cy	690	3.84%
6. en-us.utf-8	385	2.14%
7. en-cy	264	1.47%
8. de-de	87	0.48%
9. en-au	48	0.27%
10. en	45	0.25%

## Audience Overview

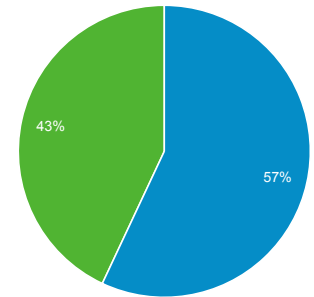
All Users  
100.00% Sessions

May 1, 2021 - May 31, 2021

### Overview



■ New Visitor ■ Returning Visitor



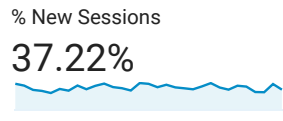
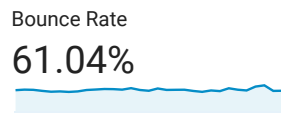
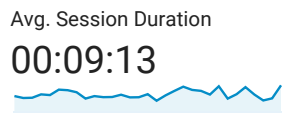
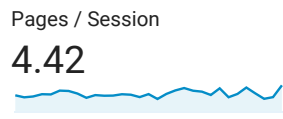
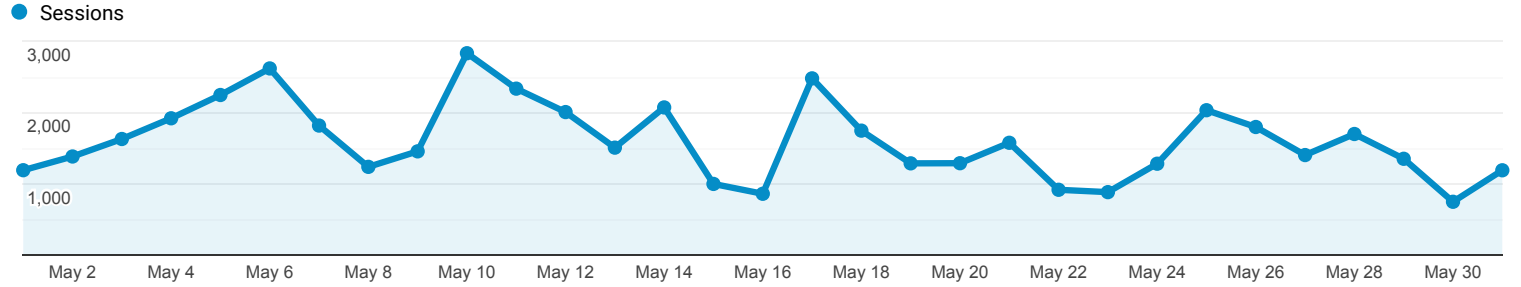
Language	Sessions	% Sessions
1. en-us	6,410	41.08%
2. el-gr	4,453	28.54%
3. en-gb	1,506	9.65%
4. el	1,315	8.43%
5. el-cy	848	5.44%
6. en-us.utf-8	721	4.62%
7. en-cy	57	0.37%
8. en	48	0.31%
9. de-de	45	0.29%
10. de	29	0.19%

## Audience Overview

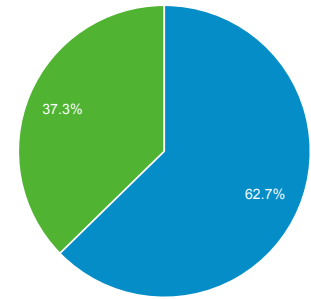
All Users  
100.00% Sessions

May 1, 2021 - May 31, 2021

### Overview



Returning Visitor (Blue) | New Visitor (Green)



Language	Sessions	% Sessions
1. en-gb	28,576	57.38%
2. en-us	12,721	25.55%
3. hr-hr	1,334	2.68%
4. en-cy	848	1.70%
5. en-ca	528	1.06%
6. de-de	518	1.04%
7. el-gr	456	0.92%
8. en-au	410	0.82%
9. ru-ru	375	0.75%
10. en	341	0.68%