

29 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Δεκέμβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Δεκέμβριο 28,911,857 εμφανίσεις και 1,483,988 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 17,971,128, με αύξηση κατά 6.7% σε σύγκριση με τον προηγούμενο μήνα. Οι συνολικοί χρήστες για τον μήνα Δεκέμβριο ανέρχονται στις 651,239, με αύξηση κατά 8.4% σε σύγκριση με τον προηγούμενο μήνα.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 8,307,010 και συνολικούς χρήστες 259,564.

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

ADSTORE ANALYTICS DECEMBER 2020			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	28,911,857	13,760,259	1,483,988
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	26,278,138	12,332,041	910,803
LIFESTYLE (must, gastronomos, wiz guide, athena recipes)	2,633,719	1,428,218	573,185
ENGLISH (Knews + Wiz english)	269,288	64,993	28,266
ADSTORE DISPLAY IMPRESSIONS 101,038,779			
Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



24NEWS



Total users
651,239

Event count
17,971,128

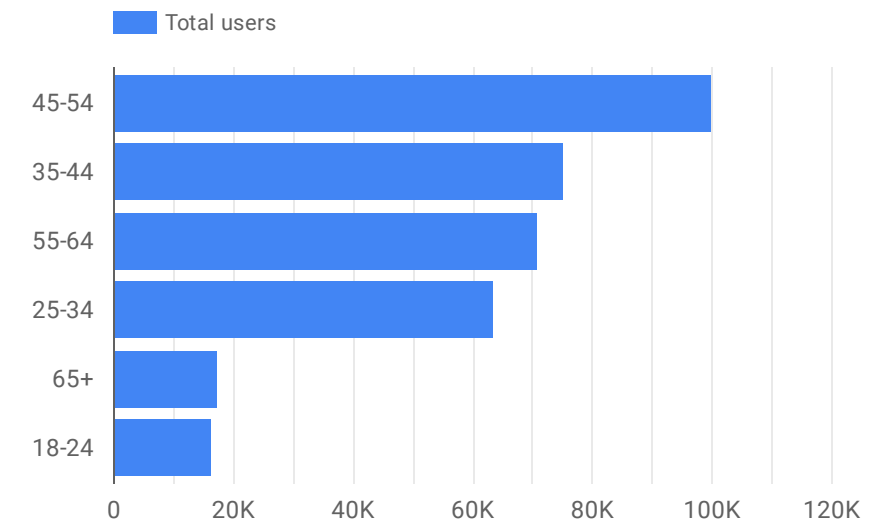
Interests	Total users
1. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	189,374
2. News & Politics/Avid News Readers	182,153
3. Lifestyles & Hobbies/Green Living Enthusiasts	175,270
4. Media & Entertainment/TV Lovers	162,372
5. News & Politics/Avid News Readers/Entertainment News Enthusiasts	129,103
6. Lifestyles & Hobbies/Outdoor Enthusiasts	127,720
7. Sports & Fitness/Sports Fans	126,900

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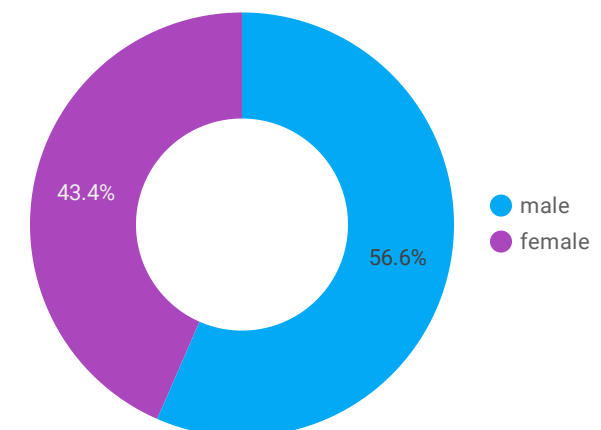
Event name	Event count	Total users
1. page_view	6,960,548	635,173
2. user_engagement	5,456,710	418,871
3. session_start	2,377,031	636,446
4. screen_view	1,469,905	5,118
5. first_visit	435,517	430,897
6. article_view	381,031	3,941
7. scroll	263,455	43,625
8. SPLASH_AD	201,526	4,790
9. KYPIEΣ	145,812	3,044
Grand total	17,971,128	651,239

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Users by Ages



Users by Gender



Total users
259,564

Event count
8,307,010

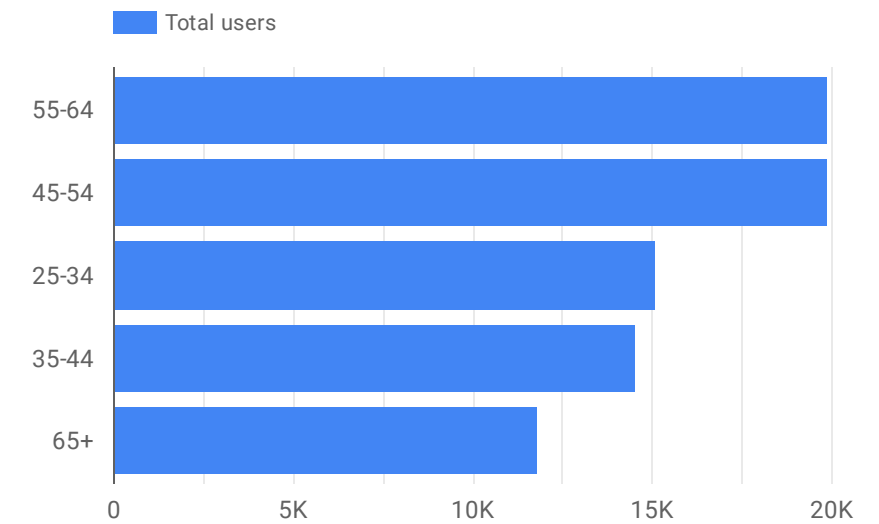
Interests	Total users
1. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	47,026
2. News & Politics/Avid News Readers	42,374
3. Lifestyles & Hobbies/Green Living Enthusiasts	39,739
4. Media & Entertainment/TV Lovers	39,230
5. Sports & Fitness/Health & Fitness Buffs	29,631
6. Shoppers/Value Shoppers	29,499
7. News & Politics/Avid News Readers/Entertainment News Entusi...	28,405

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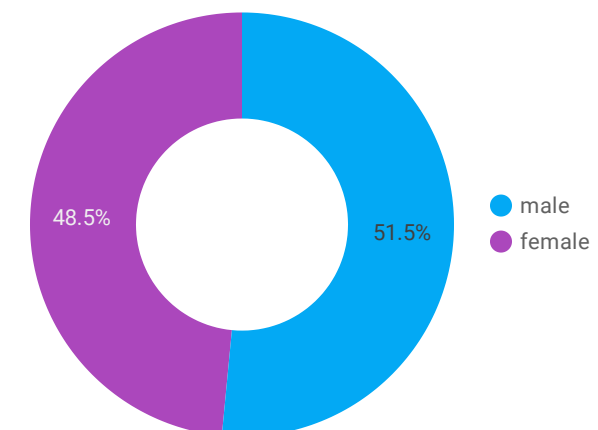
Event name	Event count	Total users
1. page_view	2,458,095	248,956
2. user_engagement	2,260,055	164,259
3. screen_view	1,443,493	8,838
4. session_start	919,008	256,369
5. SPLASH_AD	223,526	8,480
6. Πρώτη	211,722	5,054
7. article_view	209,882	5,992
8. first_visit	186,428	181,248
9. scroll	116,605	32,207
Grand total	8,307,010	259,564

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Users by Ages



Users by Gender

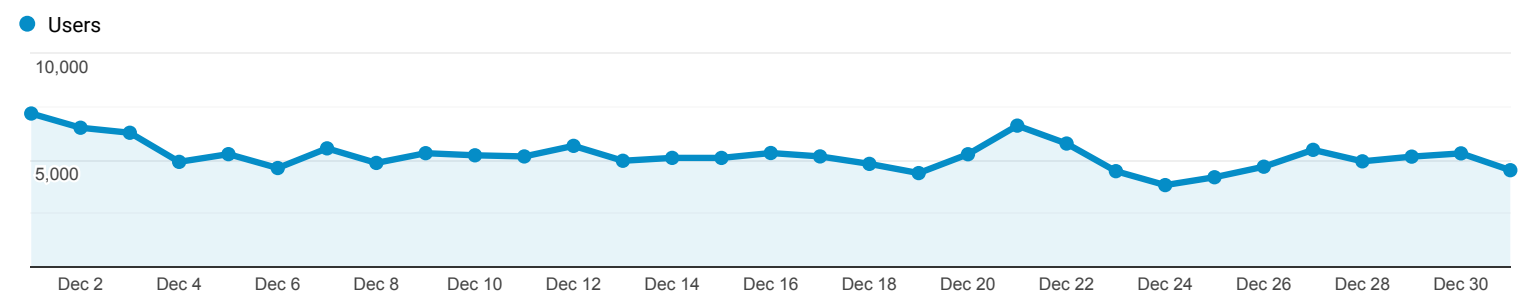


Audience Overview


All Users
 100.00% Users

Dec 1, 2020 - Dec 31, 2020

Overview



Users
121,875

New Users
101,567

Sessions
183,915

Number of Sessions per User
1.51

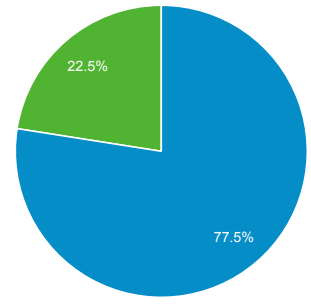
Pageviews
375,606

Pages / Session
2.04

Avg. Session Duration
00:02:26

Bounce Rate
74.80%

■ New Visitor ■ Returning Visitor



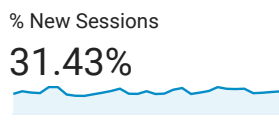
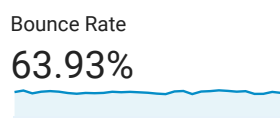
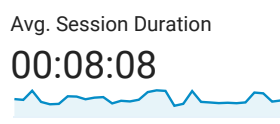
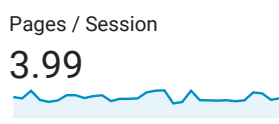
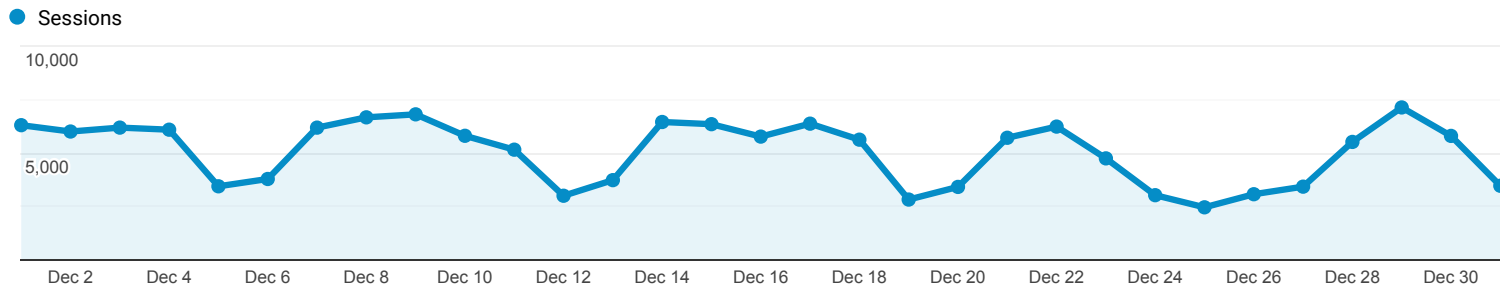
Language	Users	% Users
1. el-gr	55,012	45.00%
2. el	21,237	17.37%
3. en-gb	20,759	16.98%
4. en-us	16,675	13.64%
5. el-cy	4,096	3.35%
6. en-cy	1,636	1.34%
7. de-de	448	0.37%
8. en	419	0.34%
9. el-gb	212	0.17%
10. de	192	0.16%

Audience Overview

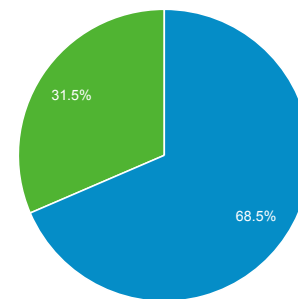
All Users
100.00% Sessions

Dec 1, 2020 - Dec 31, 2020

Overview



Returning Visitor (Blue) | New Visitor (Green)



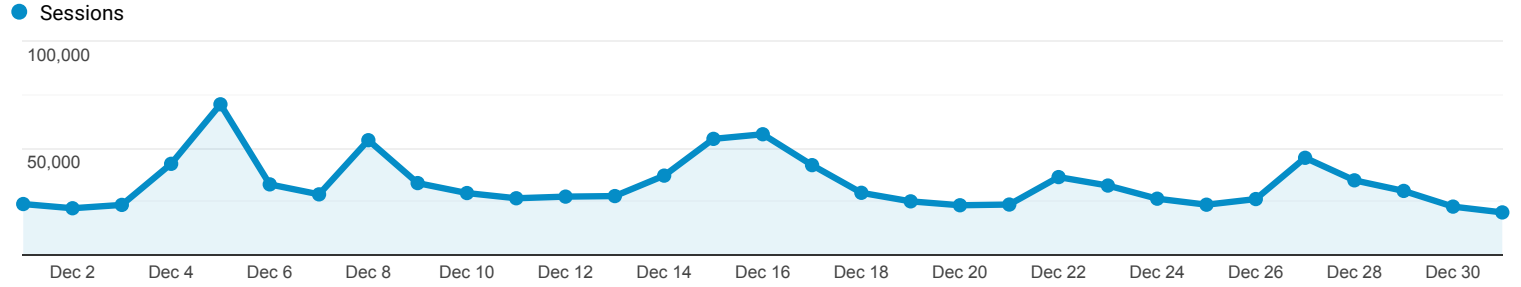
Language	Sessions	% Sessions
1. en-us	76,916	49.03%
2. en-gb	34,182	21.79%
3. el-gr	28,417	18.12%
4. el	7,066	4.50%
5. el-cy	3,501	2.23%
6. en-cy	2,020	1.29%
7. en	1,585	1.01%
8. de-de	330	0.21%
9. en-au	308	0.20%
10. en-ca	272	0.17%

Audience Overview

All Users
100.00% Sessions

Dec 1, 2020 - Dec 31, 2020

Overview



Sessions
1,032,972

Users
343,556

Pageviews
1,498,027

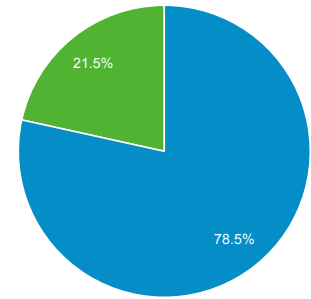
Pages / Session
1.45

Avg. Session Duration
00:01:20

Bounce Rate
82.98%

% New Sessions
21.54%

■ Returning Visitor ■ New Visitor



Language	Sessions	% Sessions
1. el-gr	556,345	53.86%
2. en-gb	146,668	14.20%
3. el-cy	121,250	11.74%
4. en-us	116,857	11.31%
5. en-cy	39,094	3.78%
6. el	26,020	2.52%
7. el-gb	8,032	0.78%
8. de-de	2,840	0.27%
9. en-gr	1,757	0.17%
10. en-au	1,733	0.17%

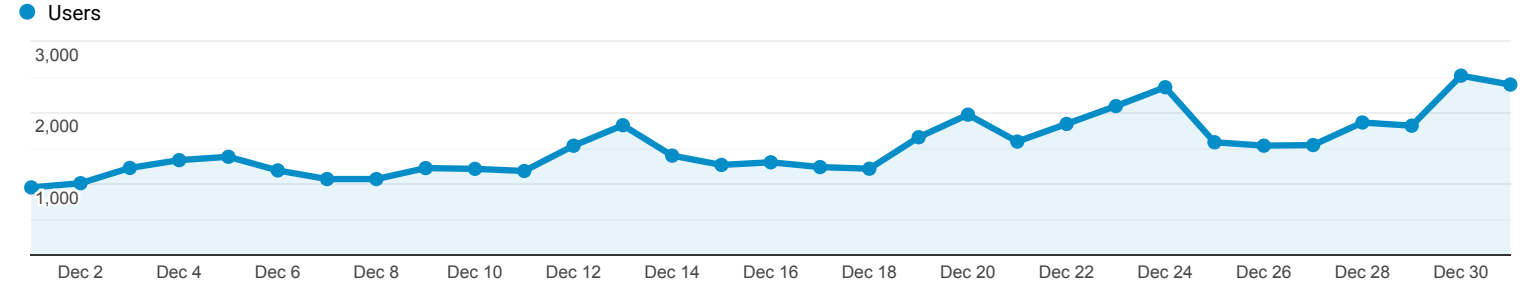


Audience Overview

All Users
100.00% Users

Dec 1, 2020 - Dec 31, 2020

Overview



Users
38,381

New Users
34,250

Sessions
54,470

Number of Sessions per User
1.42

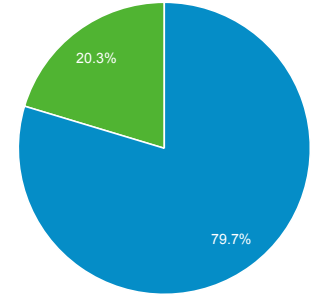
Pageviews
151,599

Pages / Session
2.78

Avg. Session Duration
00:02:00

Bounce Rate
72.56%

■ New Visitor ■ Returning Visitor



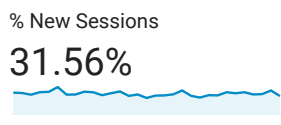
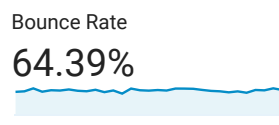
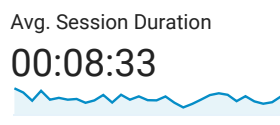
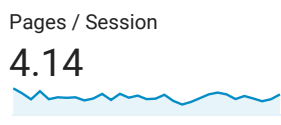
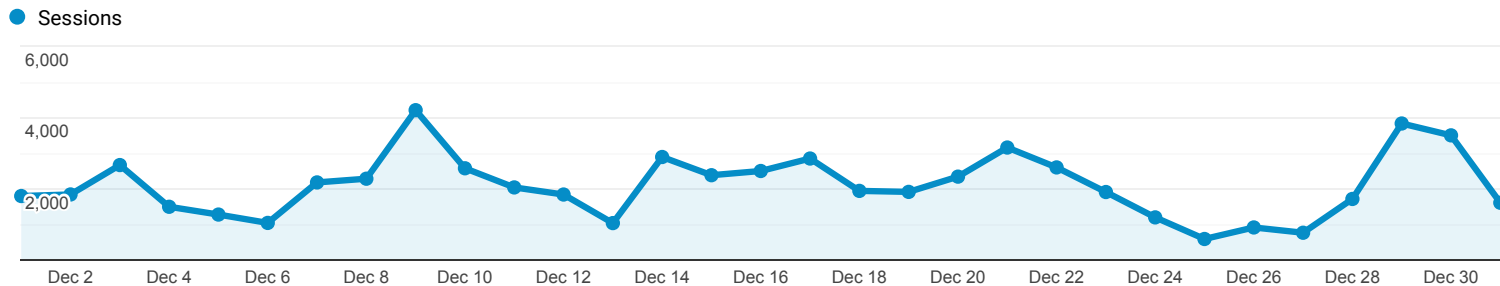
Language	Users	% Users
1. el-gr	17,102	44.05%
2. el	8,659	22.31%
3. en-gb	6,135	15.80%
4. en-us	4,077	10.50%
5. el-cy	1,357	3.50%
6. en-cy	414	1.07%
7. de-de	186	0.48%
8. en	138	0.36%
9. en-au	89	0.23%
10. de	78	0.20%

Audience Overview

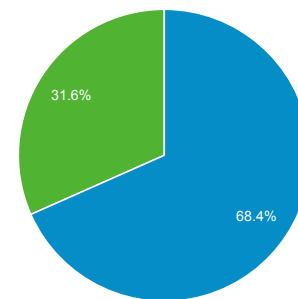
All Users
100.00% Sessions

Dec 1, 2020 - Dec 31, 2020

Overview



Returning Visitor New Visitor



Language	Sessions	% Sessions
1. en-gb	39,553	60.86%
2. en-us	13,659	21.02%
3. en-cy	1,772	2.73%
4. el-gr	1,334	2.05%
5. ro-ro	690	1.06%
6. en-ca	610	0.94%
7. en	586	0.90%
8. de-de	481	0.74%
9. en-au	465	0.72%
10. ru-ru	465	0.72%