

## 468 χιλιάδες χρήστες και 1 εκατομμύριο εμφανίσεις κατέγραψε το Must για τον μήνα Ιούλιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Ιούλιο 30,917,025 εμφανίσεις και 1,476,993 διαφορετικούς επισκέπτες.

Θεαματική αύξηση κατέγραψε η ιστοσελίδα και εφαρμογή του Must με συνολικούς χρήστες 468,681 με ποσοστό αύξησης 28% σε σύγκριση με τον προηγούμενο μήνα και συνολικές εμφανίσεις 1,012,393.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 17,593,638 και 504,982 συνολικούς χρήστες για τον μήνα Ιούλιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 7,161,653 συνολικές εμφανίσεις και 292,134 χρήστες για τον μήνα Ιούλιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 5,066,231 συνολικές εμφανίσεις και 181,843 χρήστες για τον μήνα Ιούλιο.

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

### ADSTORE ANALYTICS JULY 2022

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	30.917.025	13.253.891	1.476.993
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	24.755.291	9.974.867	797.116
<b>LIFESTYLE</b> (must, gastronomos, athena recipes, WiZ guide)	6.161.734	3.279.024	679.877
<b>ENGLISH</b> (Knews, WiZ English)	237.108	67.506	38.535
<b>ADSTORE DISPLAY IMPRESSIONS 93,032,137</b>			
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

AthenaRecipes

24NEWS

wizguide

Total users  
**504,982**

Event count  
**17,593,638**

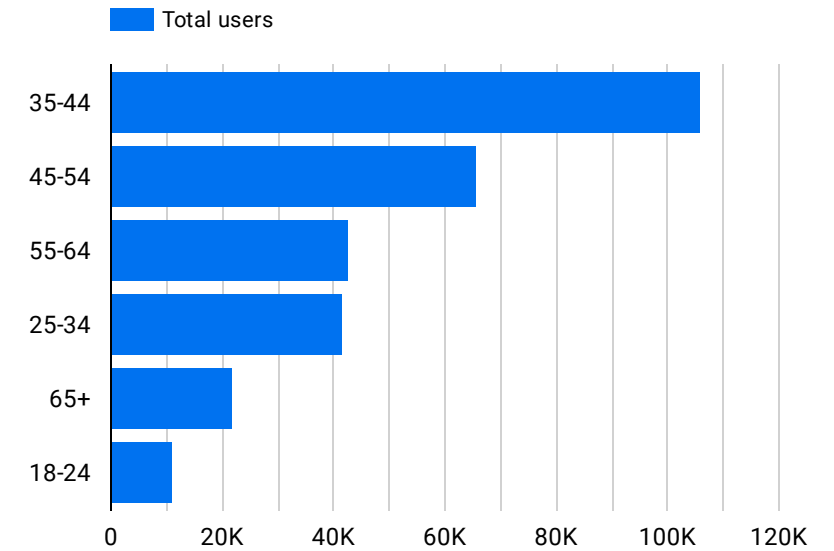
Interests		Total users ▾
1.	Media & Entertainment/TV Lovers	177,822
2.	News & Politics/Avid News Readers	175,359
3.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	158,203
4.	Sports & Fitness/Sports Fans	141,757
5.	Beauty & Wellness/Frequently Visits Salons	135,607
6.	Lifestyles & Hobbies/Green Living Enthusiasts	122,246
7.	News & Politics/Avid News Readers/Entertainment News Enthusias...	119,123

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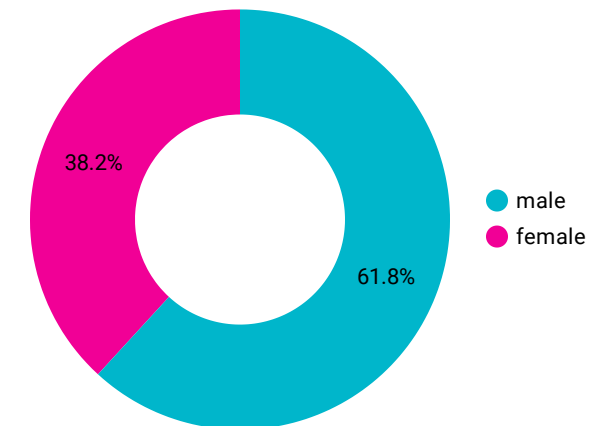
Event name		Event count ▾	Total users
1.	page_view	7,139,835	498,487
2.	user_engagement	4,050,020	333,561
3.	session_start	2,496,326	501,067
4.	screen_view	1,739,171	5,794
5.	scroll	612,313	117,984
6.	article_view	457,982	4,743
7.	first_visit	300,645	300,501
8.	SPLASH_AD	230,102	5,545
9.	KYPIEΣ	163,640	3,575

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## Users By Ages



## Users By Gender



Total users  
**292,134**

Event count  
**7,161,653**

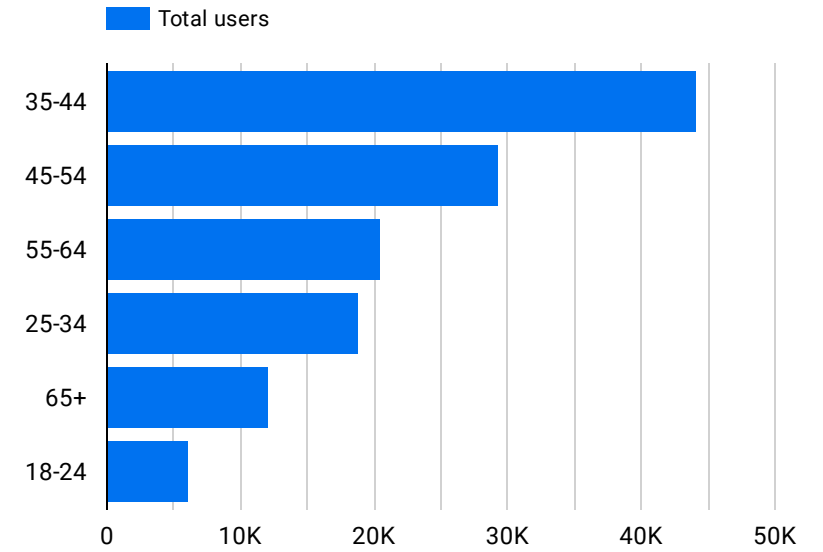
Interests		Total users ▾
1.	News & Politics/Avid News Readers	84,340
2.	Media & Entertainment/TV Lovers	76,569
3.	Food & Dining/Cooking Enthusiasts/30 M...	76,321
4.	Beauty & Wellness/Frequently Visits Salons	62,400
5.	Sports & Fitness/Sports Fans	60,657
6.	Lifestyles & Hobbies/Green Living Enthusi...	59,794
7.	Travel/Travel Buffs	58,074

1 - 100 / 118 < >

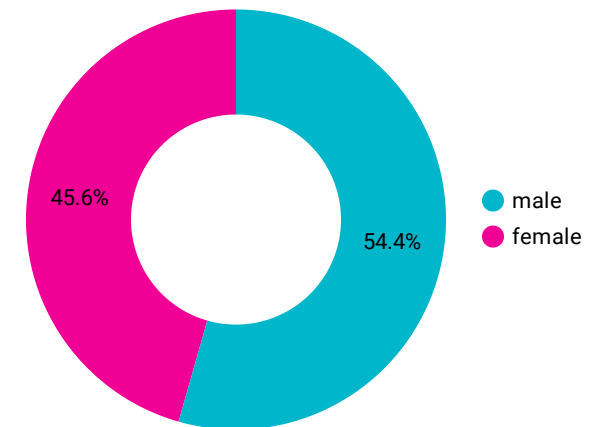
Event name		Event count ▾	Total users
1.	page_view	2,671,158	284,118
2.	user_engagement	1,540,271	196,368
3.	screen_view	1,009,476	7,114
4.	session_start	866,324	287,155
5.	scroll	225,305	41,437
6.	first_visit	208,037	204,305
7.	article_view	164,996	5,408
8.	Πρώτη	137,137	4,232
9.	SPLASH_AD	126,612	7,037

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## Users By Ages



## Users By Gender



Total users  
**181,843**

Event count  
**5,066,231**

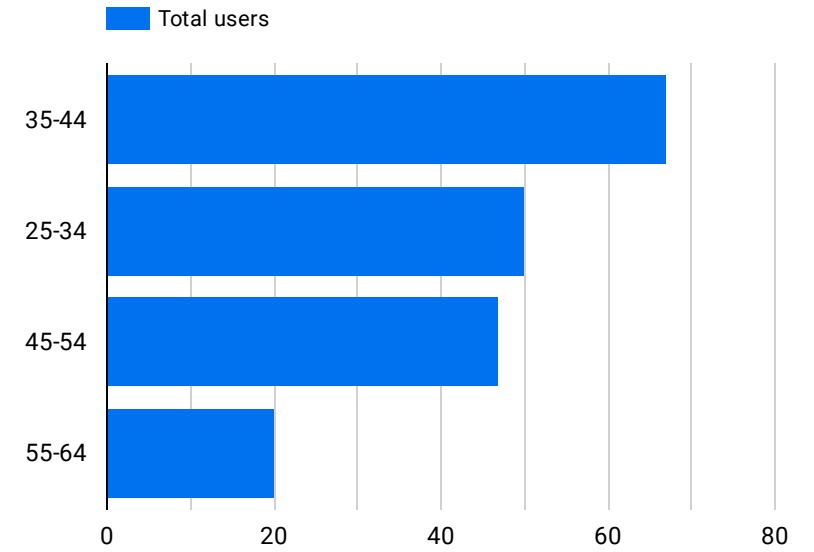
	Interests	Total users
1.	Media & Entertainment/Comics & Animati...	175
2.	Shoppers	173
3.	Technology/Mobile Enthusiasts	165
4.	Food & Dining/Cooking Enthusiasts	158
5.	Travel/Travel Buffs	138
6.	Technology/Technophiles	134
7.	Shoppers/Value Shoppers	129

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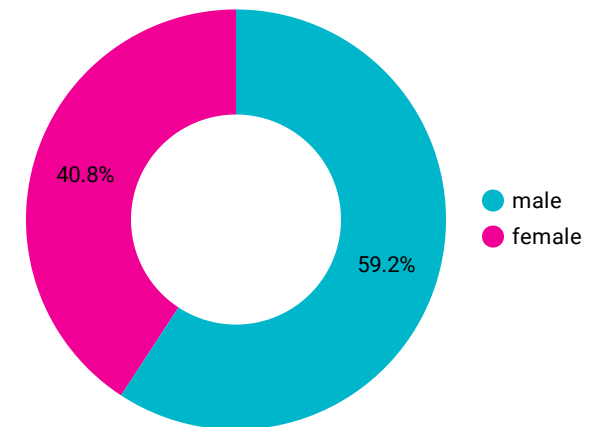
	Event name	Event count	Total users
1.	page_view	2,546,085	181,070
2.	user_engagement	1,117,130	118,965
3.	session_start	1,028,515	181,213
4.	scroll	202,191	48,682
5.	first_visit	141,671	140,353
6.	click	21,784	9,636
7.	screen_view	5,673	524
8.	notification_receive	1,045	102
9.	view_search_results	570	388

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## Users By Ages




## Users By Gender

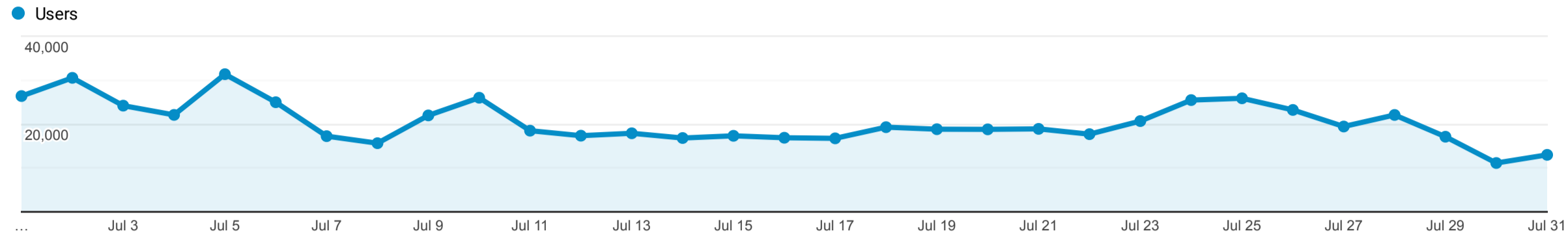


**Audience Overview**

Jul 1, 2022 - Jul 31, 2022

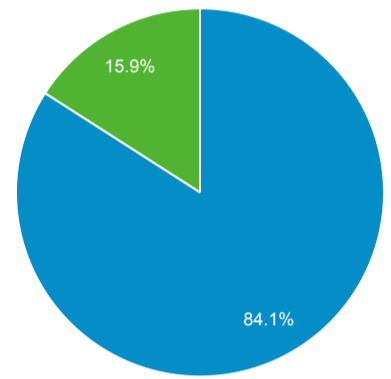

**All Users**  
 100.00% Users

**Overview**



<b>Users</b> 468,681	<b>New Users</b> 416,438	<b>Sessions</b> 685,393	<b>Number of Sessions per User</b> 1.46
<b>Pageviews</b> 1,012,393	<b>Pages / Session</b> 1.48	<b>Avg. Session Duration</b> 00:01:04	<b>Bounce Rate</b> 86.39%

■ New Visitor ■ Returning Visitor



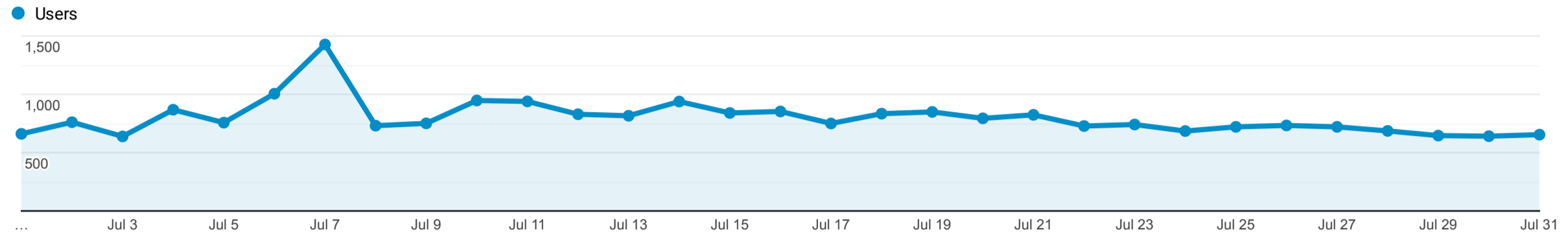
Language	Users	% Users
1. en	267,889	56.41%
2. el-gr	92,709	19.52%
3. en-gb	56,211	11.84%
4. en-us	21,850	4.60%
5. el	14,824	3.12%
6. el-cy	11,174	2.35%
7. en-cy	5,010	1.06%
8. el-gb	989	0.21%
9. en-au	832	0.18%
10. de-de	771	0.16%

**Audience Overview**

Jul 1, 2022 - Jul 31, 2022

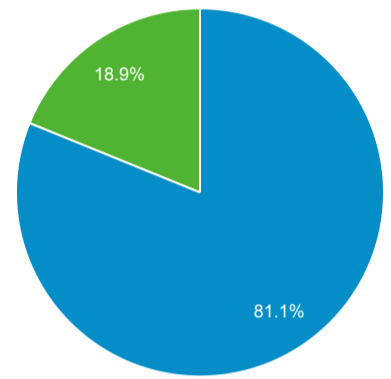
All Users  
100.00% Users

**Overview**



<b>Users</b> 21,120	<b>New Users</b> 18,779	<b>Sessions</b> 27,775	<b>Number of Sessions per User</b> 1.32
<b>Pageviews</b> 56,093	<b>Pages / Session</b> 2.02	<b>Avg. Session Duration</b> 00:02:08	<b>Bounce Rate</b> 74.40%

■ New Visitor ■ Returning Visitor



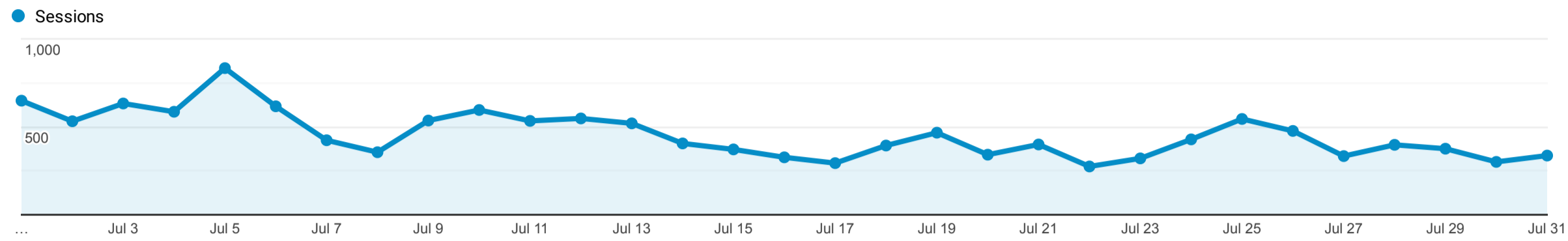
Language	Users	% Users
1. el-gr	7,677	35.93%
2. el	6,465	30.26%
3. en-gb	3,217	15.06%
4. en-us	2,409	11.27%
5. el-cy	561	2.63%
6. en-cy	194	0.91%
7. en	83	0.39%
8. de-de	76	0.36%
9. c	75	0.35%
10. en-au	57	0.27%

**Audience Overview**

Jul 1, 2022 - Jul 31, 2022

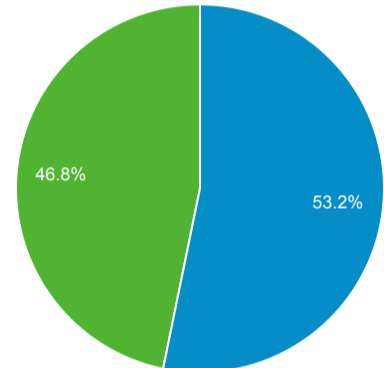
**All Users**  
100.00% Sessions

**Overview**



<b>Sessions</b> 14,098	<b>Users</b> 8,233	<b>Pageviews</b> 27,017	<b>Pages / Session</b> 1.92
<b>Avg. Session Duration</b> 00:02:09	<b>Bounce Rate</b> 79.17%	<b>% New Sessions</b> 46.78%	

Returning Visitor (Blue) | New Visitor (Green)



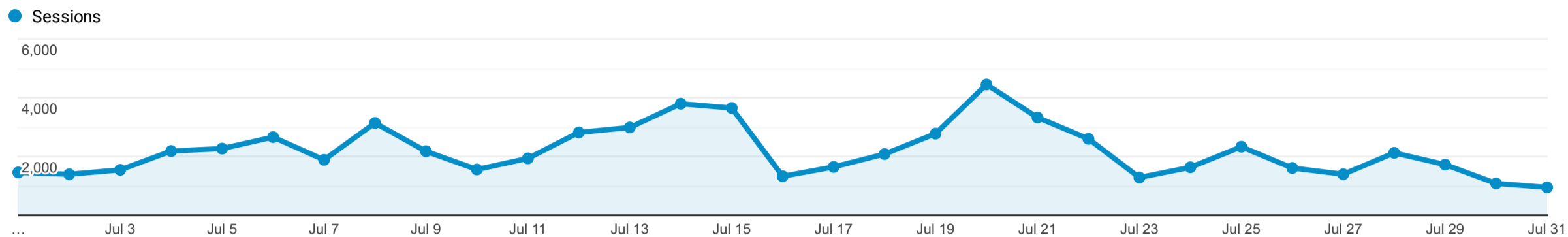
Language	Sessions	% Sessions
1. el-gr	4,612	32.71%
2. en-us	4,215	29.90%
3. en-gb	1,841	13.06%
4. el	1,438	10.20%
5. el-cy	1,292	9.16%
6. en	125	0.89%
7. el-us	80	0.57%
8. el-gb	78	0.55%
9. en-au	72	0.51%
10. zh-cn	68	0.48%

### Audience Overview

Jul 1, 2022 - Jul 31, 2022

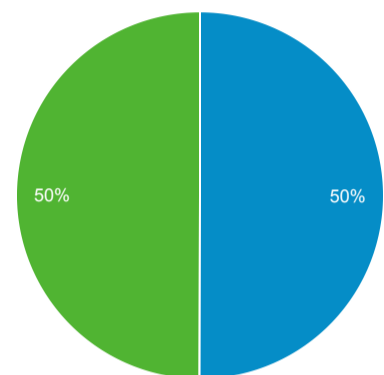
All Users  
100.00% Sessions

Overview



<b>Sessions</b> 67,506	<b>Users</b> 38,535	<b>Pageviews</b> 237,108	<b>Pages / Session</b> 3.51
<b>Avg. Session Duration</b> 00:07:17	<b>Bounce Rate</b> 68.22%	<b>% New Sessions</b> 49.83%	

Returning Visitor (Blue) | New Visitor (Green)



Language	Sessions	% Sessions
1. en-gb	40,385	59.82%
2. en-us	14,555	21.56%
3. en-cy	1,198	1.77%
4. el-gr	936	1.39%
5. de-de	911	1.35%
6. en-au	879	1.30%
7. fr-fr	623	0.92%
8. sv-se	607	0.90%
9. en	571	0.85%
10. en-ca	542	0.80%