

29 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Ιούνιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Ιούνιο 29,911,798 εμφανίσεις και 1,451,893 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 17,265,119 και 655,076 συνολικούς χρήστες για τον μήνα Ιούνιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 6,714,215 συνολικές εμφανίσεις και 258,280 χρήστες για τον μήνα Ιούνιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,562,467 συνολικές εμφανίσεις και 143,272 χρήστες για τον μήνα Ιούνιο.

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

ADSTORE ANALYTICS JUNE 2022			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	29.911.798	15.005.746	1.451.893
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	24.339.334	12.039.578	913.356
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	5.572.464	2.966.168	538.537
ENGLISH (Knews, WiZ English)	232.307	60.072	35.114
ADSTORE DISPLAY IMPRESSIONS 87,862,071			
Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL
PEOPLE

KNEWS

AthenaRecipes

24NEWS

wizguide

Total users
655,076

Event count
17,265,119

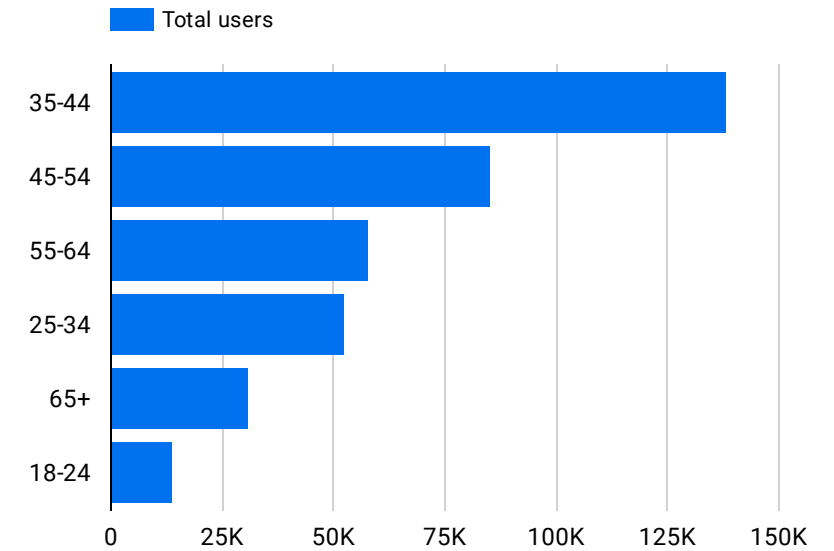
Interests		Total users ▾
1.	Media & Entertainment/TV Lovers	261,520
2.	News & Politics/Avid News Readers	243,486
3.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	230,616
4.	Lifestyles & Hobbies/Green Living Enthusiasts	176,563
5.	Sports & Fitness/Sports Fans	174,665
6.	Beauty & Wellness/Frequently Visits Salons	173,448
7.	News & Politics/Avid News Readers/Entertainment News Enthusias...	173,333

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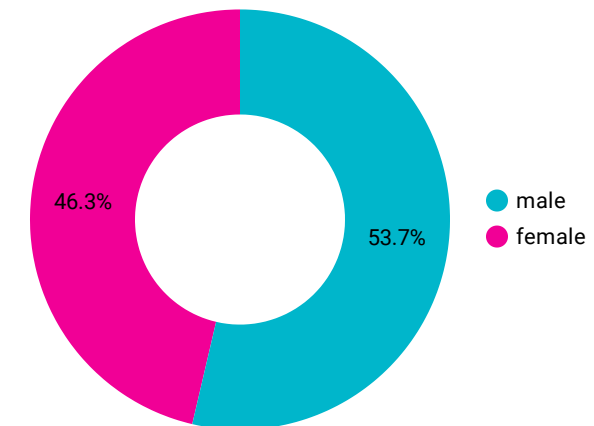
Event name		Event count ▾	Total users
1.	page_view	6,990,138	650,204
2.	user_engagement	3,918,914	420,041
3.	session_start	2,643,238	652,572
4.	screen_view	1,548,986	5,341
5.	scroll	593,636	139,861
6.	first_visit	433,742	436,175
7.	article_view	423,274	4,429
8.	SPLASH_AD	202,533	5,283
9.	KYPIEΣ	144,476	3,366

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Users By Ages



Users By Gender



Total users
258,280

Event count
6,714,215

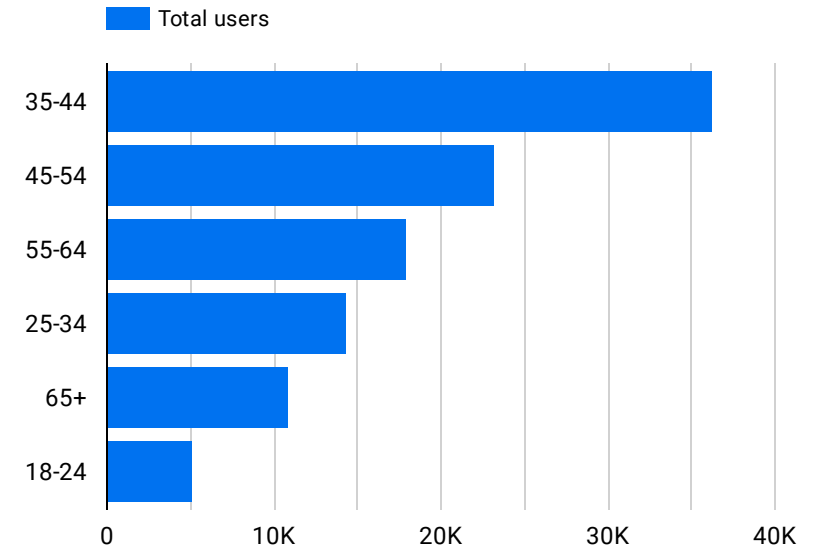
Interests		Total users ▾
1.	News & Politics/Avid News Readers	70,916
2.	Food & Dining/Cooking Enthusiasts/30 M...	69,445
3.	Media & Entertainment/TV Lovers	67,868
4.	Lifestyles & Hobbies/Green Living Enthusi...	50,252
5.	Sports & Fitness/Sports Fans	50,183
6.	Travel/Travel Buffs	49,583
7.	Sports & Fitness/Health & Fitness Buffs	48,814

1 - 100 / 118 < >

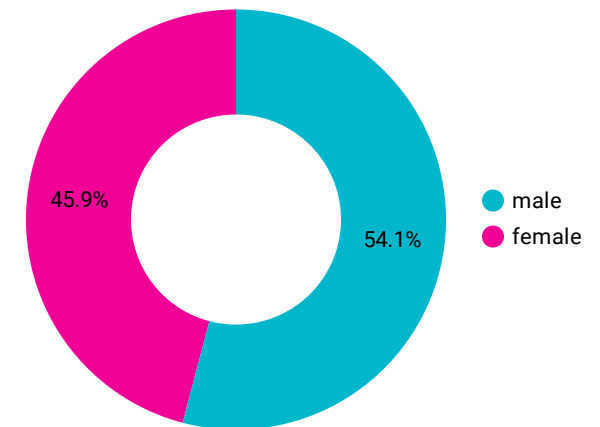
Event name		Event count ▾	Total users
1.	page_view	2,535,622	250,320
2.	user_engagement	1,423,946	169,089
3.	screen_view	964,832	6,921
4.	session_start	785,085	252,317
5.	scroll	220,630	36,739
6.	first_visit	174,695	175,062
7.	article_view	155,275	5,261
8.	Πρώτη	132,157	4,143
9.	SPLASH_AD	121,813	6,819

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Users By Ages



Users By Gender



Total users
143,272

Event count
4,562,467

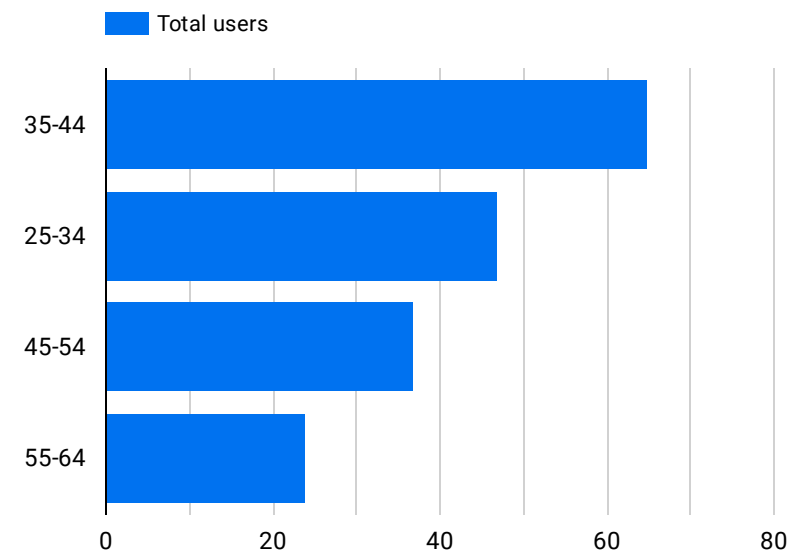
Interests		Total users ▾
1.	Media & Entertainment/Comics & Animati...	172
2.	Shoppers	171
3.	Technology/Mobile Enthusiasts	159
4.	Food & Dining/Cooking Enthusiasts	154
5.	Travel/Travel Buffs	139
6.	Sports & Fitness/Health & Fitness Buffs	131
7.	Technology/Technophiles	131

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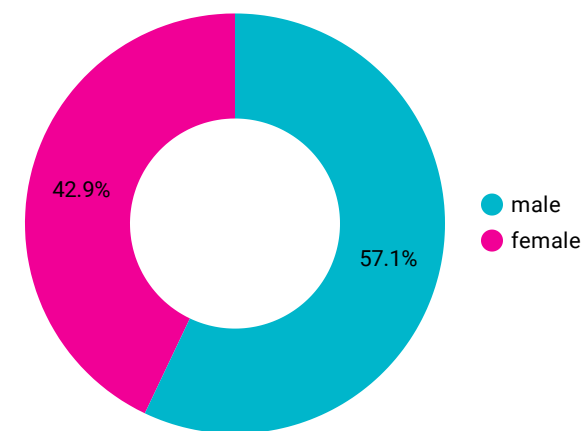
Event name		Event count ▾	Total users
1.	page_view	2,320,510	142,500
2.	user_engagement	997,398	98,140
3.	session_start	919,204	142,583
4.	scroll	192,533	40,465
5.	first_visit	107,824	105,915
6.	click	18,220	7,937
7.	screen_view	4,150	442
8.	notification_receive	956	99
9.	notification_dismiss	436	56

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Users By Ages



Users By Gender

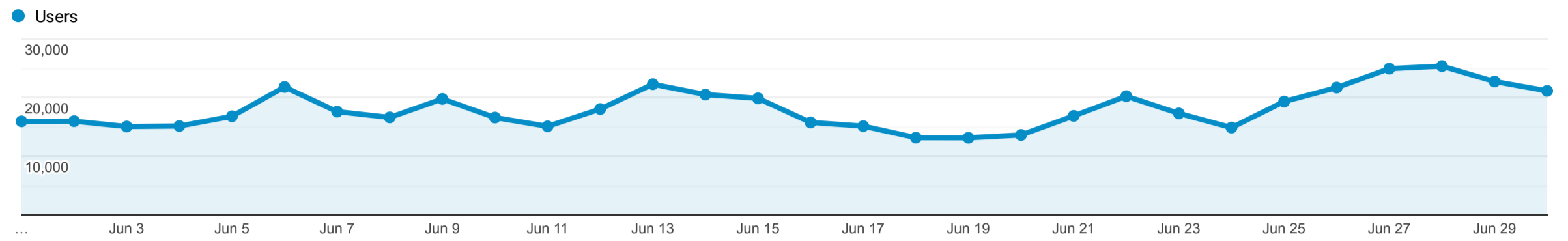


Audience Overview

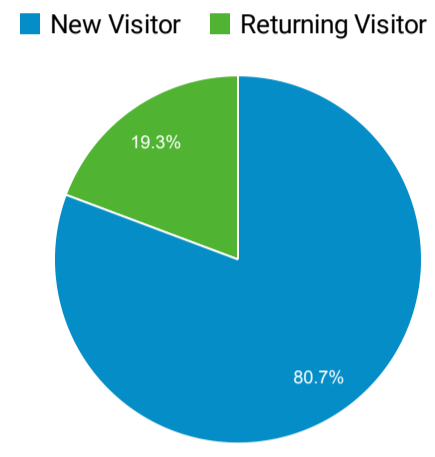
Jun 1, 2022 - Jun 30, 2022

All Users
100.00% Users

Overview



Users 365,958	New Users 317,503	Sessions 599,533	Number of Sessions per User 1.64
Pageviews 928,222	Pages / Session 1.55	Avg. Session Duration 00:01:16	Bounce Rate 84.46%



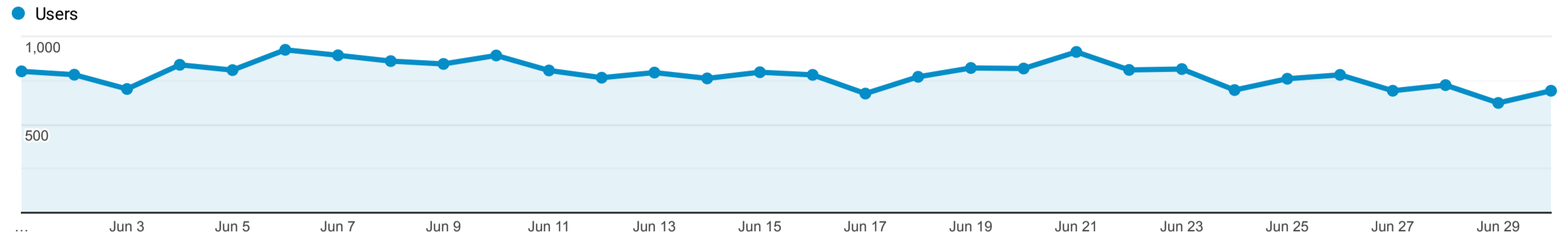
Language	Users	% Users
1. en	178,286	48.95%
2. el-gr	79,436	21.81%
3. en-gb	51,783	14.22%
4. en-us	21,631	5.94%
5. el	13,405	3.68%
6. el-cy	10,496	2.88%
7. en-cy	4,612	1.27%
8. el-gb	901	0.25%
9. en-au	745	0.20%
10. de-de	630	0.17%

Audience Overview

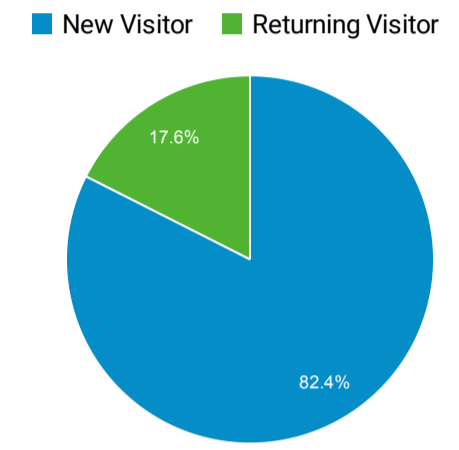
Jun 1, 2022 - Jun 30, 2022

All Users
100.00% Users

Overview



Users 20,896	New Users 18,510	Sessions 26,346	Number of Sessions per User 1.26
Pageviews 52,144	Pages / Session 1.98	Avg. Session Duration 00:02:04	Bounce Rate 77.16%



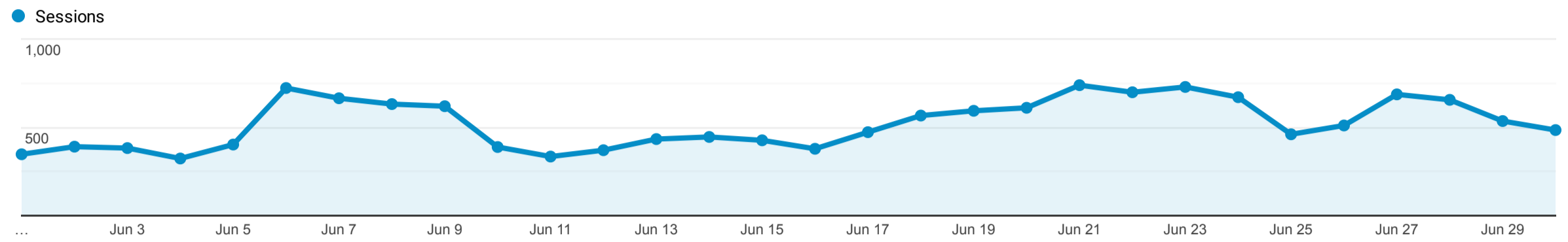
Language	Users	% Users
1. el-gr	8,160	39.16%
2. el	6,655	31.94%
3. en-gb	2,712	13.02%
4. en-us	2,059	9.88%
5. el-cy	471	2.26%
6. en-cy	180	0.86%
7. c	91	0.44%
8. de-de	58	0.28%
9. en	51	0.24%
10. en-au	51	0.24%

Audience Overview

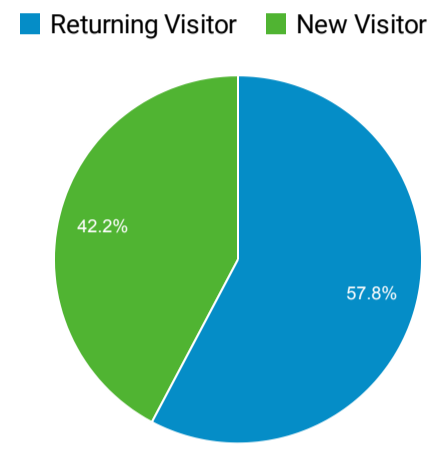
Jun 1, 2022 - Jun 30, 2022

All Users
100.00% Sessions

Overview



Sessions 15,629	Users 8,411	Pageviews 29,631	Pages / Session 1.90
Avg. Session Duration 00:02:01	Bounce Rate 78.08%	% New Sessions 42.21%	



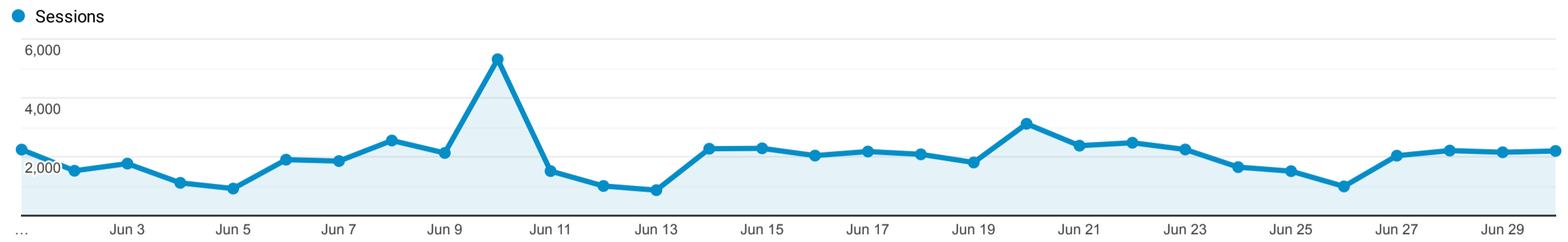
Language	Sessions	% Sessions
1. el-gr	5,203	33.29%
2. en-us	4,504	28.82%
3. en-gb	2,288	14.64%
4. el-cy	1,712	10.95%
5. el	1,231	7.88%
6. el-gb	122	0.78%
7. el-us	101	0.65%
8. en	100	0.64%
9. en-au	67	0.43%
10. en-cy	55	0.35%

Audience Overview

Jun 1, 2022 - Jun 30, 2022

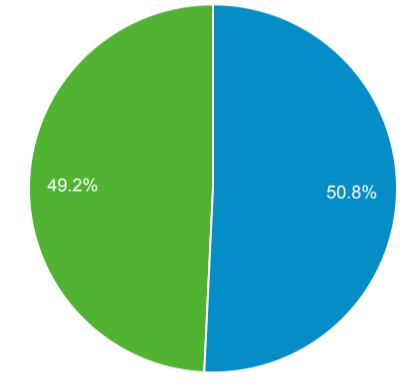
All Users
100.00% Sessions

Overview



Sessions 60,072	Users 35,114	Pageviews 232,307	Pages / Session 3.87
Avg. Session Duration 00:08:10	Bounce Rate 67.23%	% New Sessions 50.63%	

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-gb	34,792	57.92%
2. en-us	14,111	23.49%
3. en-cy	1,055	1.76%
4. el-gr	836	1.39%
5. de-de	741	1.23%
6. fr-fr	714	1.19%
7. en-au	617	1.03%
8. en	597	0.99%
9. en-ca	499	0.83%
10. tr-tr	429	0.71%