

Το adstore παρέδωσε 94 εκατομμύρια εμφανίσεις διαφημίσεων 37 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Ιούνιο

Ο όμιλος Spp Media, κατέγραψε για τον μήνα Ιούνιο 37,045,756 εμφανίσεις.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 21,234,105 για τον μήνα Ιούνιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 9,574,021 συνολικές εμφανίσεις για τον μήνα Ιούνιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,825,439 συνολικές εμφανίσεις για τον μήνα Ιούνιο.

Το adstore και ο server διανομής ψηφιακής διαφήμισης bluebird λειτουργούν χωρίς cookies και είναι το μοναδικό σύστημα διανομής διαφήμισης πιστοποιημένο για την ασφάλεια των δεδομένων από την επίτροπο προστασίας προσωπικών δεδομένων.

Για περισσότερες πληροφορίες παρακαλώ επικοινωνήστε με το Βασίλειο Μπίτη, Data Analyst, email: bitisv@sppmedia.com, τηλ.: 22 472 440.

** Τα αποτελέσματα του μεγέθους 'USERS' επηρεάζονται στις μετρήσεις του Google Analytics, λόγω της απόρριψης των cookies από τους χρήστες.

| ADSTORE ANALYTICS JUNE 2023 | | | |
|--|-------------------------|-------------------|--------------|
| Adstore Total: | PAGEVIEWS/EVENTS | SESSIONS | USERS |
| | 37,045,756 | 7,371,526 | 5,088,666 |
| SEGMENT | PAGEVIEWS/EVENTS | SESSIONS | USERS |
| NEWS (Kathimerini, 24sports&news) | 30,808,126 | 5,851,959 | 4,112,727 |
| LIFESTYLE (must, gastronomos, athena recipes, WiZ guide) | 6,237,630 | 1,519,567 | 975,939 |
| ENGLISH (Knews, WiZ English) | 818,073 | 245,044 | 111,022 |
| ADSTORE DISPLAY IMPRESSIONS | | 94,067,030 | |
| 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 **2,830,868** Event count **21,234,105** Sessions **4,168,289**

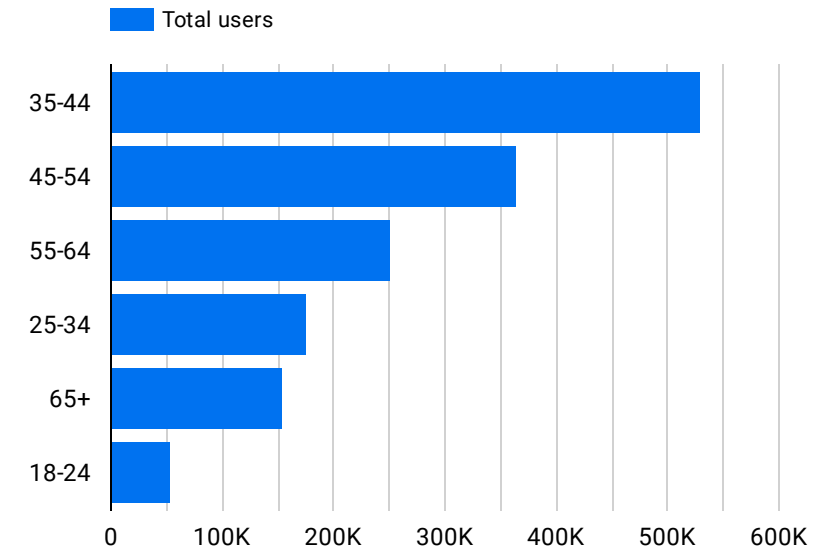
| Interests | | Total users ▾ |
|-----------|---|---------------|
| 1. | Travel/Travel Buffs/Luxury Travelers | 1,076,203 |
| 2. | Sports & Fitness/Sports Fans/Soccer Fans | 1,050,645 |
| 3. | News & Politics/Avid News Readers | 831,324 |
| 4. | Lifestyles & Hobbies/Shutterbugs | 802,652 |
| 5. | Technology/Social Media Enthusiasts | 780,439 |
| 6. | News & Politics/Avid News Readers/Entertainment News Enthusias... | 546,659 |
| 7. | Media & Entertainment/Music Lovers | 495,451 |

1 - 100 / 133 < >

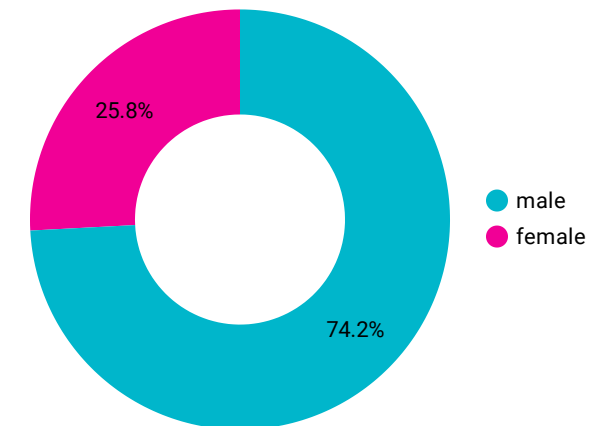
| Event name | | Event count ▾ | Total users |
|------------|-----------------|---------------|-------------|
| 1. | page_view | 6,782,050 | 2,823,312 |
| 2. | user_engagement | 4,324,433 | 1,509,777 |
| 3. | session_start | 4,038,092 | 2,828,523 |
| 4. | first_visit | 2,714,102 | 2,751,592 |
| 5. | screen_view | 1,637,153 | 5,270 |
| 6. | scroll | 548,745 | 264,129 |
| 7. | article_view | 454,047 | 4,424 |
| 8. | SPLASH_AD | 206,931 | 5,166 |
| 9. | KYPIEΣ | 147,648 | 3,282 |

1 - 100 / 138 < >

Users By Ages



Users By Gender



Total users **1,281,859** Event count **9,574,021** Sessions **1,683,670**

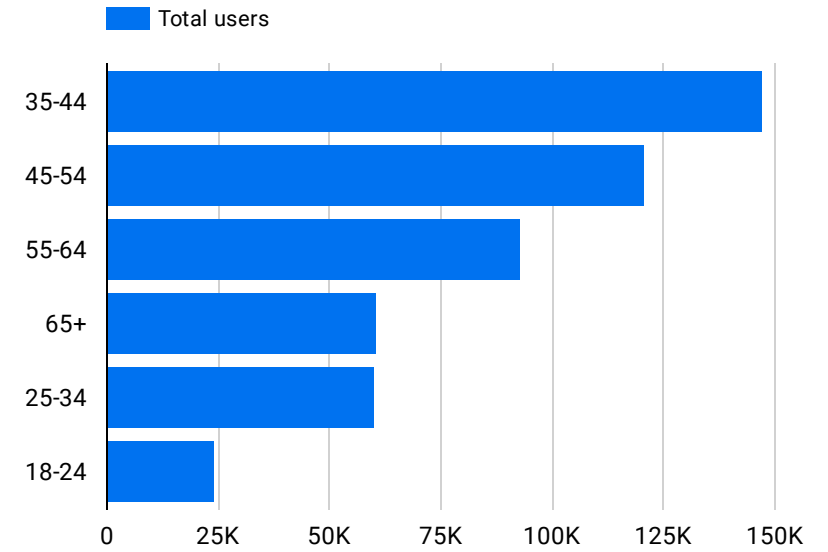
| Interests | | Total users ▾ |
|-----------|--|---------------|
| 1. | Travel/Travel Buffs/Luxury Travelers | 286,695 |
| 2. | Technology/Social Media Enthusiasts | 269,509 |
| 3. | Lifestyles & Hobbies/Shutterbugs | 269,378 |
| 4. | Sports & Fitness/Sports Fans/Soccer Fans | 236,897 |
| 5. | News & Politics/Avid News Readers/Enter... | 196,166 |
| 6. | News & Politics/Avid News Readers | 173,479 |
| 7. | Media & Entertainment/Movie Lovers | 169,914 |

1 - 100 / 133 < >

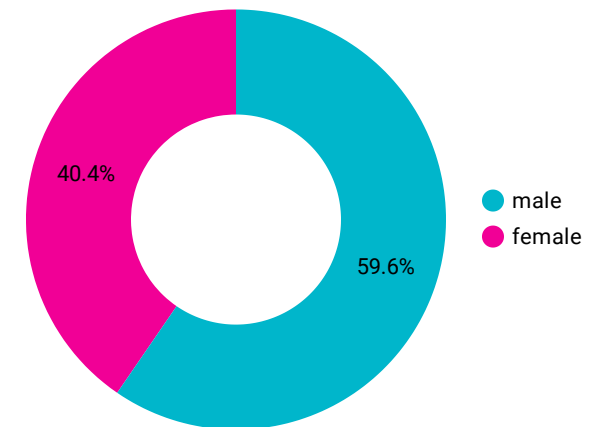
| Event name | | Event count ▾ | Total users |
|------------|----------------------|---------------|-------------|
| 1. | page_view | 2,717,443 | 1,270,649 |
| 2. | session_start | 1,658,385 | 1,277,183 |
| 3. | user_engagement | 1,533,272 | 532,009 |
| 4. | first_visit | 1,246,567 | 1,243,324 |
| 5. | screen_view | 1,098,585 | 7,094 |
| 6. | serviceLoadTimeEvent | 423,861 | 4,106 |
| 7. | scroll | 178,851 | 88,378 |
| 8. | listLoadTimeEvent | 147,740 | 3,884 |
| 9. | Πρώτη | 139,322 | 4,299 |

1 - 100 / 116 < >

Users By Ages



Users By Gender



Total users **704,877** Event count **4,825,439** Sessions **1,160,807**

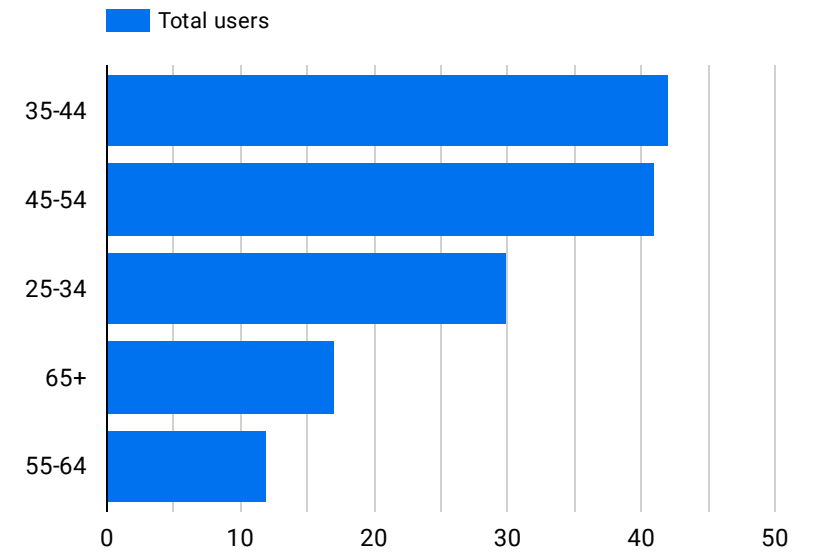
| Interests | | Total users ▾ |
|-----------|---|---------------|
| 1. | Media & Entertainment/Gamers/Action G... | 122 |
| 2. | Media & Entertainment/Gamers/Casual & ... | 122 |
| 3. | News & Politics/Avid News Readers | 121 |
| 4. | Shoppers | 121 |
| 5. | Sports & Fitness/Sports Fans/Soccer Fans | 121 |
| 6. | Media & Entertainment/Comics & Animati... | 120 |
| 7. | Technology/Social Media Enthusiasts | 120 |

1 - 30 / 30 < >

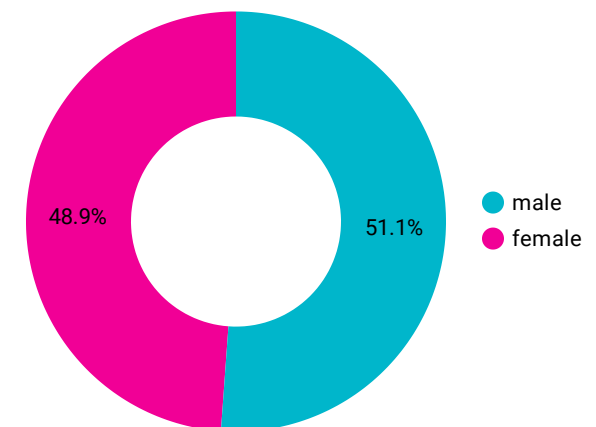
| Event name | | Event count ▾ | Total users |
|------------|----------------------|---------------|-------------|
| 1. | page_view | 1,712,916 | 703,422 |
| 2. | user_engagement | 1,141,371 | 448,388 |
| 3. | session_start | 1,132,459 | 702,826 |
| 4. | first_visit | 695,042 | 685,559 |
| 5. | scroll | 118,636 | 62,465 |
| 6. | click | 20,361 | 10,713 |
| 7. | screen_view | 2,689 | 286 |
| 8. | notification_receive | 781 | 80 |
| 9. | app_exception | 342 | 41 |

1 - 40 / 40 < >

Users By Ages



Users By Gender



Total users **235,572** Event count **1,181,490** Sessions **302,927**

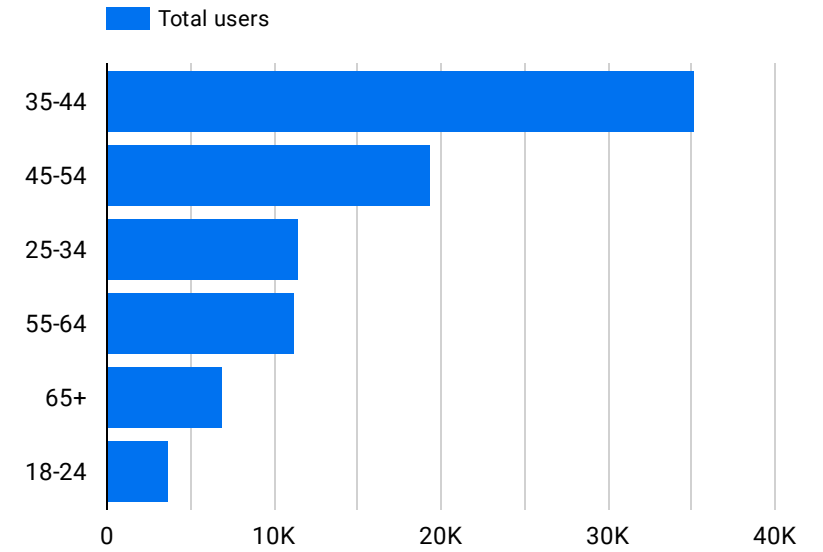
| Interests | | Total users ▾ |
|-----------|--|---------------|
| 1. | Lifestyles & Hobbies/Shutterbugs | 57,801 |
| 2. | Technology/Social Media Enthusiasts | 57,614 |
| 3. | News & Politics/Avid News Readers/Enter... | 54,683 |
| 4. | Travel/Travel Buffs/Luxury Travelers | 45,706 |
| 5. | Media & Entertainment/Movie Lovers | 42,447 |
| 6. | Media & Entertainment/Music Lovers | 39,342 |
| 7. | Sports & Fitness/Sports Fans/Soccer Fans | 39,284 |

1 - 100 / 132 < >

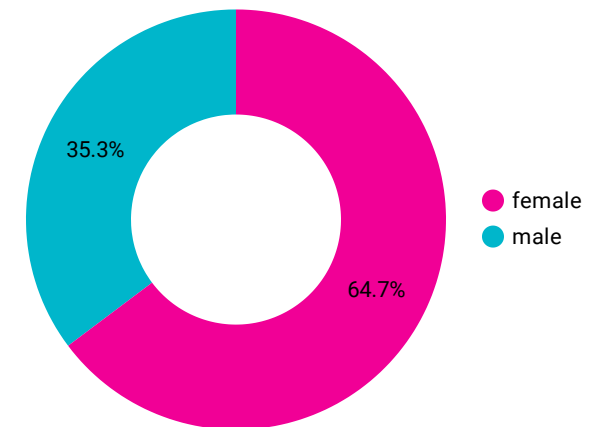
| Event name | | Event count ▾ | Total users |
|------------|---------------------|---------------|-------------|
| 1. | page_view | 441,856 | 235,276 |
| 2. | session_start | 298,144 | 235,276 |
| 3. | first_visit | 237,407 | 229,452 |
| 4. | user_engagement | 167,326 | 93,559 |
| 5. | scroll | 32,602 | 22,556 |
| 6. | click | 4,147 | 3,111 |
| 7. | file_download | 6 | 5 |
| 8. | view_search_results | 2 | 2 |

1 - 8 / 8 < >

Users By Ages



Users By Gender



Total users
27,307

Event count
174,634

Sessions
45,866

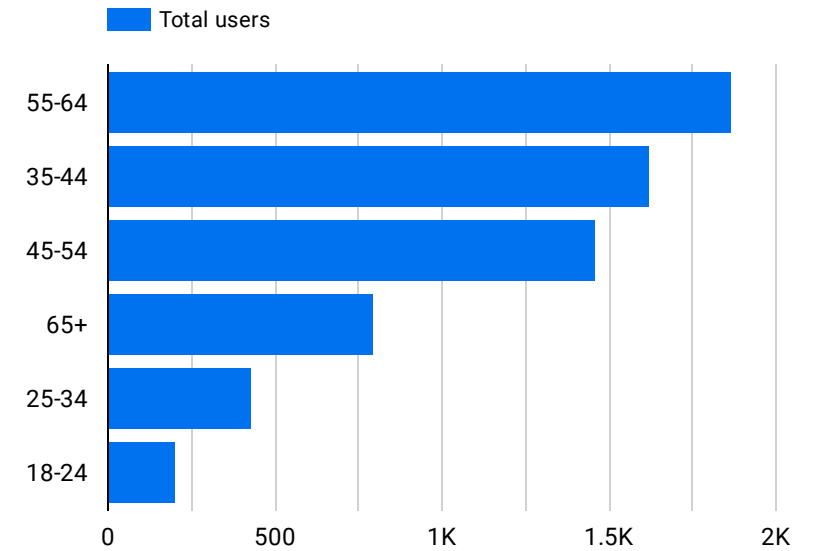
| Interests | | Total users ▾ |
|-----------|--|---------------|
| 1. | Food & Dining/Cooking Enthusiasts/Aspir... | 5,345 |
| 2. | Technology/Social Media Enthusiasts | 5,136 |
| 3. | Lifestyles & Hobbies/Shutterbugs | 5,089 |
| 4. | News & Politics/Avid News Readers/Enter... | 4,526 |
| 5. | Media & Entertainment/Movie Lovers | 4,128 |
| 6. | Media & Entertainment/Light TV Viewers | 3,708 |
| 7. | Media & Entertainment/Music Lovers | 3,632 |

1 - 100 / 116 < >

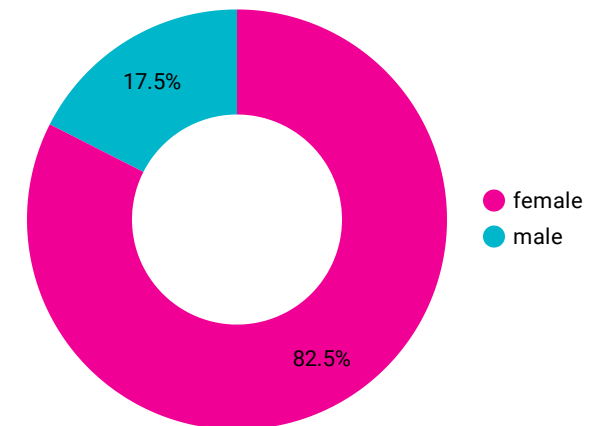
| Event name | | Event count ▾ | Total users |
|------------|-----------------|---------------|-------------|
| 1. | session_start | 44,874 | 27,227 |
| 2. | page_view | 44,351 | 27,204 |
| 3. | first_visit | 44,023 | 27,196 |
| 4. | user_engagement | 29,988 | 17,651 |
| 5. | scroll | 10,519 | 5,906 |
| 6. | form_start | 627 | 284 |
| 7. | click | 251 | 144 |

1 - 7 / 7 < >

Users By Ages



Users By Gender



Total users

8,183

Event count

56,067

Sessions

9,967

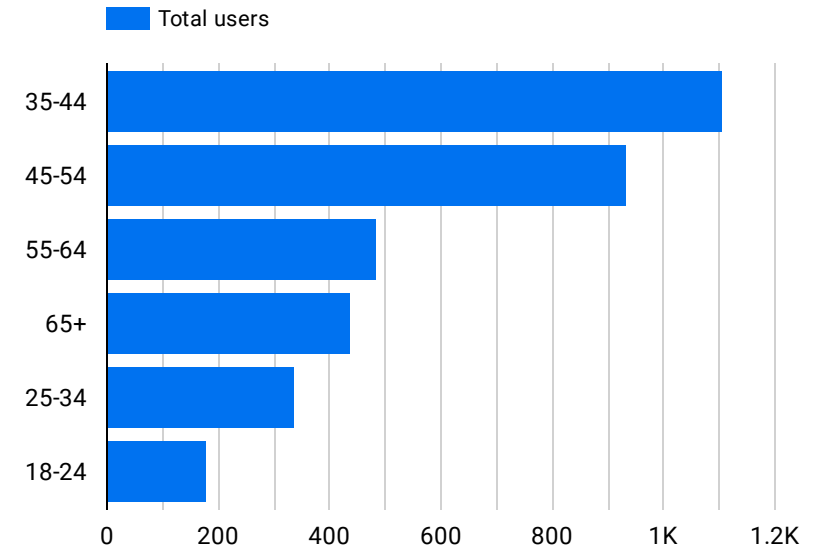
| Interests | | Total users ▾ |
|-----------|--|---------------|
| 1. | Food & Dining/Cooking Enthusiasts/Aspir... | 2,359 |
| 2. | Lifestyles & Hobbies/Shutterbugs | 1,773 |
| 3. | Technology/Social Media Enthusiasts | 1,763 |
| 4. | News & Politics/Avid News Readers/Enter... | 1,391 |
| 5. | Media & Entertainment/Movie Lovers | 1,163 |
| 6. | Sports & Fitness/Sports Fans/Soccer Fans | 1,105 |
| 7. | Media & Entertainment/Music Lovers | 1,039 |

1 - 100 / 120 < >

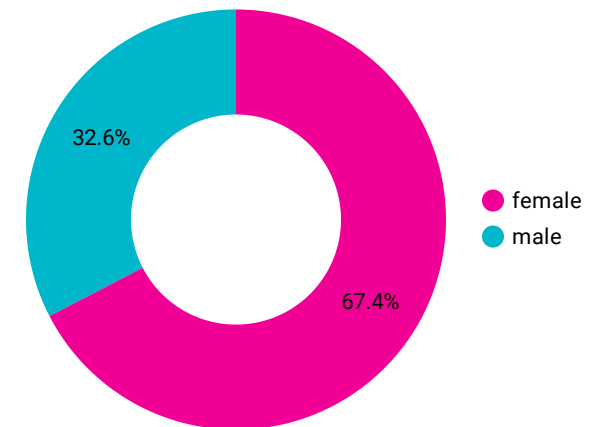
| Event name | | Event count ▾ | Total users |
|------------|-----------------|---------------|-------------|
| 1. | page_view | 19,893 | 8,165 |
| 2. | session_start | 9,979 | 8,166 |
| 3. | user_engagement | 9,055 | 5,354 |
| 4. | scroll | 8,812 | 2,123 |
| 5. | first_visit | 7,924 | 7,753 |
| 6. | form_start | 220 | 75 |
| 7. | click | 148 | 106 |
| 8. | form_submit | 36 | 25 |

1 - 8 / 8 < >

Users By Ages



Users By Gender



Total users **111,022** Event count **818,073** Sessions **245,044**

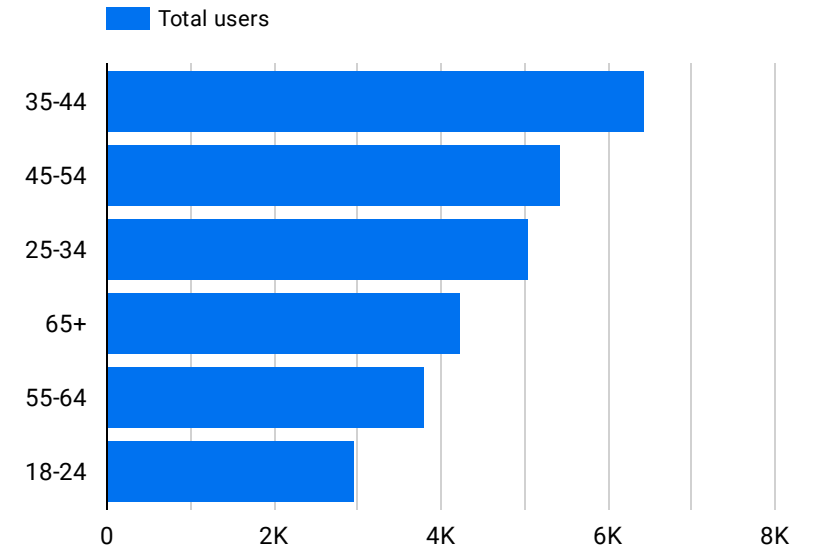
| Interests | | Total users ▾ |
|-----------|--|---------------|
| 1. | Banking & Finance/Avid Investors | 15,537 |
| 2. | News & Politics/Avid News Readers/Avid ... | 14,860 |
| 3. | Travel/Travel Buffs/Luxury Travelers | 14,821 |
| 4. | Media & Entertainment/TV Lovers | 13,323 |
| 5. | News & Politics/Avid News Readers/Avid ... | 12,344 |
| 6. | Lifestyles & Hobbies/Shutterbugs | 12,287 |
| 7. | Sports & Fitness/Sports Fans/Soccer Fans | 12,221 |

1 - 100 / 129 < >

| Event name | Event count ▾ | Total users |
|--------------------|---------------|-------------|
| 1. page_view | 249,088 | 110,798 |
| 2. session_start | 248,143 | 110,776 |
| 3. first_visit | 246,954 | 110,776 |
| 4. user_engagement | 64,852 | 37,986 |
| 5. scroll | 7,162 | 3,673 |
| 6. form_start | 706 | 518 |
| 7. form_submit | 593 | 431 |
| 8. click | 537 | 414 |

1 - 8 / 8 < >

Users By Ages



Users By Gender

