

30 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Μάιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Μάιο 30,208,707 εμφανίσεις και 1,312,471 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 18,153,878 και 469,713 συνολικούς χρήστες για τον μήνα Μάιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 7,225,812 συνολικές εμφανίσεις και 271,472 χρήστες για τον μήνα Μάιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,479,785 συνολικές εμφανίσεις και 859,968 χρήστες για τον μήνα Μάιο.

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

ADSTORE ANALYTICS MAY 2022

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	30.857.092	13.723.769	1.312.471
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	25.379.066	12.315.300	766.209
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	5.478.026	1.408.469	546.262
ENGLISH (Knews, WiZ English)	283.740	65.414	38.961

ADSTORE DISPLAY IMPRESSIONS 79,803,484

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
494,737

Event count
18,153,878

New users
298,595

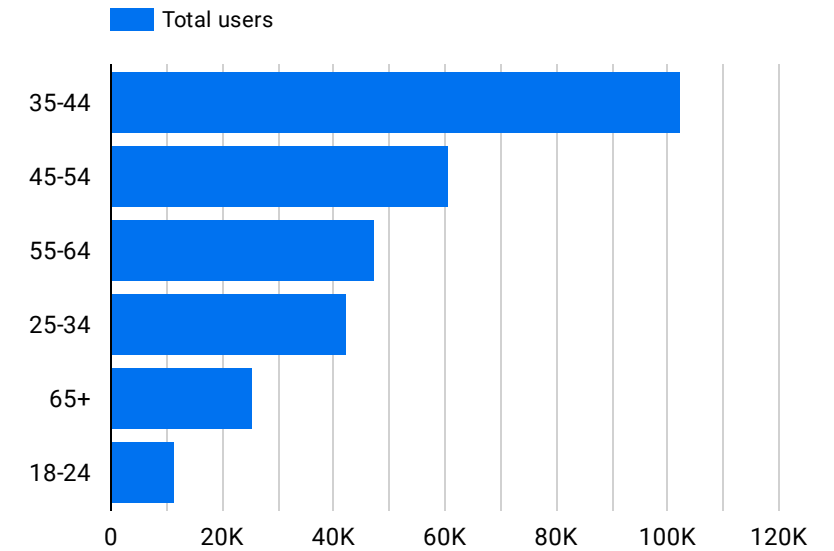
Interests		Total users ▾
1.	Media & Entertainment/TV Lovers	184,639
2.	News & Politics/Avid News Readers	163,089
3.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	162,486
4.	Sports & Fitness/Sports Fans	131,130
5.	Beauty & Wellness/Frequently Visits Salons	126,475
6.	Lifestyles & Hobbies/Green Living Enthusiasts	122,122
7.	Shoppers/Value Shoppers	109,654

1 - 100 / 117 < >

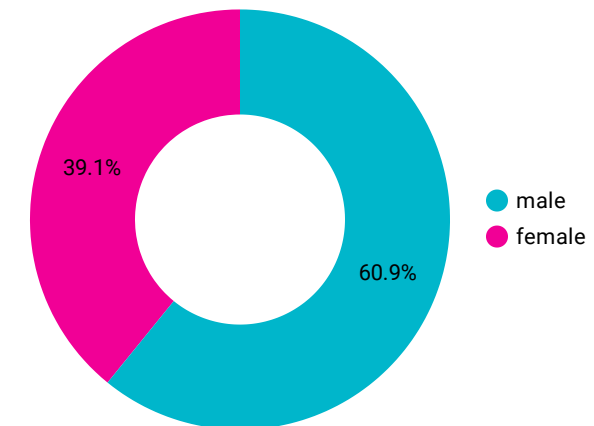
Event name		Event count ▾	Total users
1.	page_view	7,577,841	489,912
2.	user_engagement	4,094,525	325,056
3.	session_start	2,595,133	491,845
4.	screen_view	1,682,113	5,501
5.	scroll	654,384	127,978
6.	article_view	432,832	4,698
7.	first_visit	298,079	296,201
8.	SPLASH_AD	219,323	5,431
9.	KYPIEΣ	156,151	3,464

1 - 100 / 137 < >

Users By Ages



Users By Gender



Total users
271,472

Event count
7,225,812

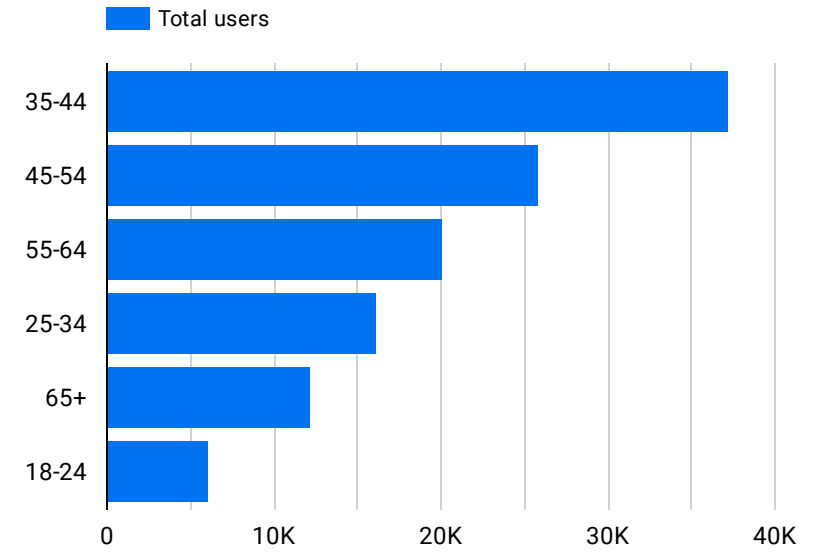
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/30 M...	74,257
2.	News & Politics/Avid News Readers	73,785
3.	Media & Entertainment/TV Lovers	72,303
4.	Lifestyles & Hobbies/Green Living Enthusi...	56,816
5.	Shoppers/Value Shoppers	52,070
6.	Sports & Fitness/Sports Fans	52,035
7.	Travel/Travel Buffs	51,452

1 - 100 / 118 < >

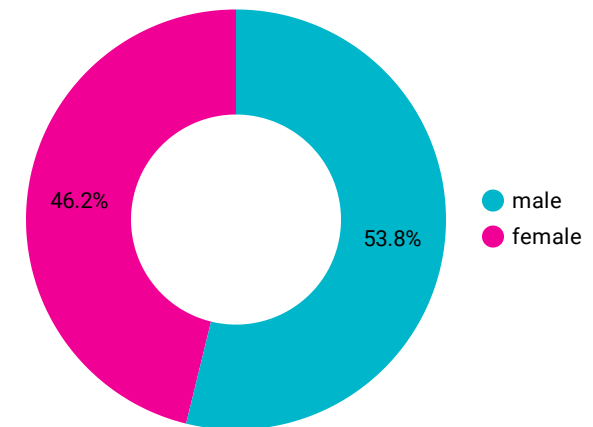
Event name		Event count ▾	Total users
1.	page_view	2,866,363	263,986
2.	user_engagement	1,516,922	178,247
3.	screen_view	990,476	6,640
4.	session_start	827,890	265,598
5.	scroll	213,427	36,524
6.	first_visit	192,344	192,541
7.	article_view	158,781	5,046
8.	Πρώτη	139,319	4,001
9.	SPLASH_AD	123,687	6,572

1 - 100 / 113 < >

Users By Ages



Users By Gender



Total users
137,230

Event count
4,479,785

Sessions
859,968

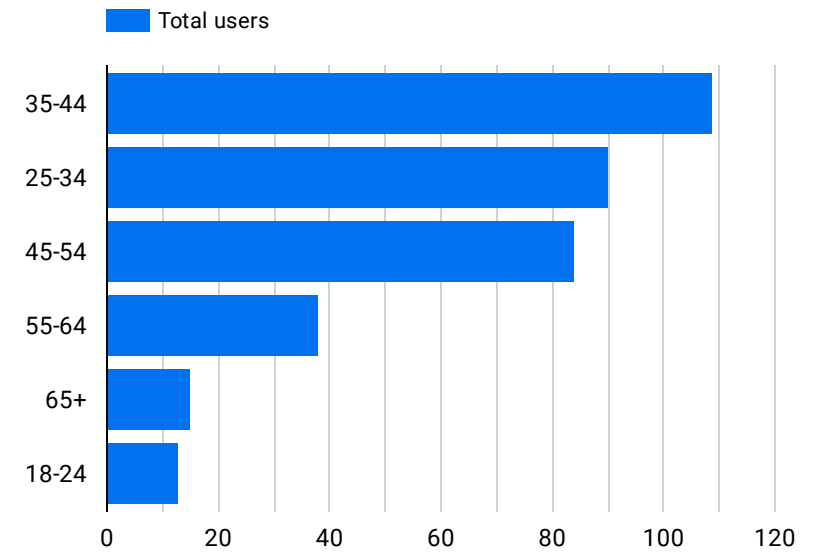
Interests		Total users ▾
1.	Media & Entertainment/Comics & Animati...	309
2.	Shoppers	309
3.	Food & Dining/Cooking Enthusiasts	281
4.	Technology/Mobile Enthusiasts	278
5.	Travel/Travel Buffs	271
6.	Sports & Fitness/Health & Fitness Buffs	255
7.	Technology/Technophiles	255

1 - 61 / 61 < >

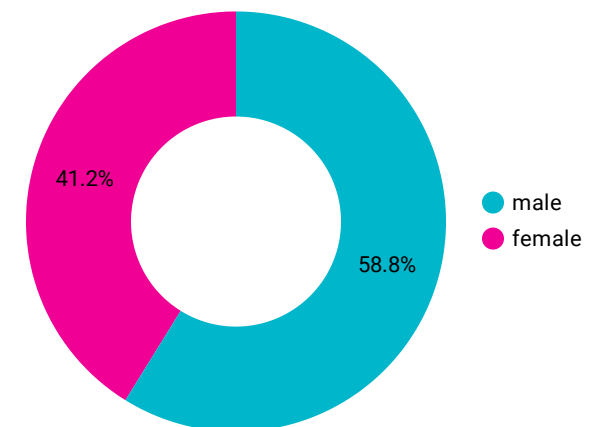
Event name		Event count ▾	Total users
1.	page_view	2,332,546	136,267
2.	user_engagement	995,897	93,915
3.	session_start	868,586	136,272
4.	scroll	159,845	32,643
5.	first_visit	102,856	102,156
6.	click	13,578	6,643
7.	screen_view	4,136	440
8.	notification_receive	957	453
9.	notification_dismiss	512	256

1 - 24 / 24 < >

Users By Ages



Users By Gender

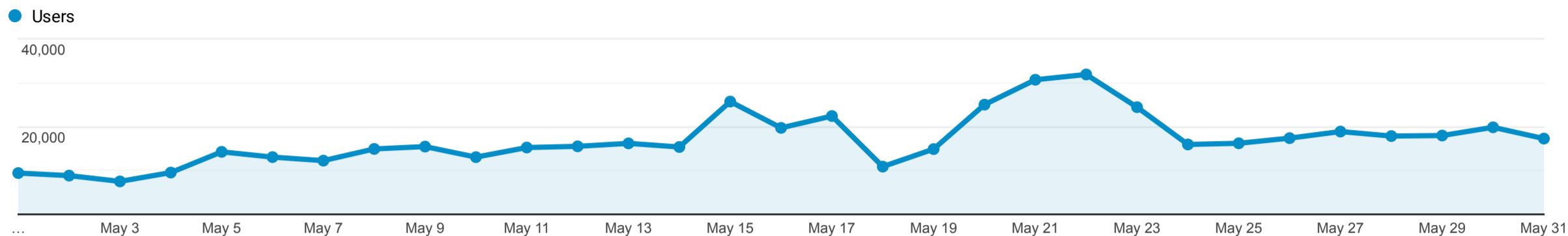


Audience Overview

May 1, 2022 - May 31, 2022

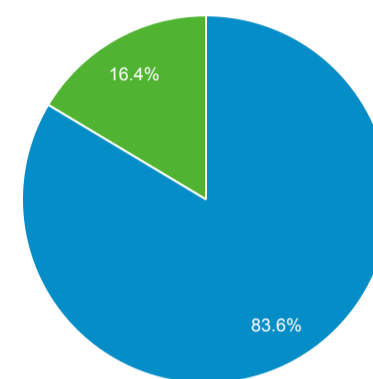
All Users
100.00% Users

Overview



Users 378,370	New Users 341,357	Sessions 576,034	Number of Sessions per User 1.52
Pageviews 906,171	Pages / Session 1.57	Avg. Session Duration 00:01:17	Bounce Rate 84.84%

■ New Visitor ■ Returning Visitor



Language

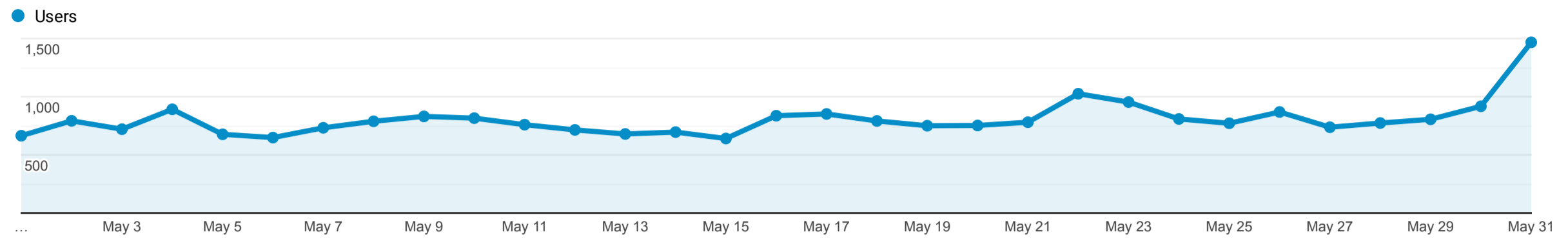
Language	Users	% Users
1. en	189,704	49.51%
2. el-gr	89,862	23.45%
3. en-gb	47,203	12.32%
4. en-us	21,439	5.60%
5. el	16,750	4.37%
6. el-cy	9,478	2.47%
7. en-cy	3,983	1.04%
8. en-au	797	0.21%
9. de-de	766	0.20%
10. el-gb	762	0.20%

Audience Overview

May 1, 2022 - May 31, 2022

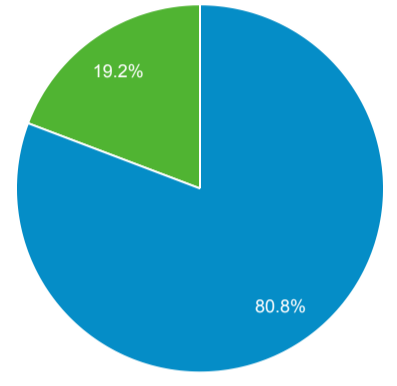
All Users
100.00% Users

Overview



Users 21,098	New Users 18,862	Sessions 28,138	Number of Sessions per User 1.33
Pageviews 59,996	Pages / Session 2.13	Avg. Session Duration 00:02:28	Bounce Rate 72.89%

■ New Visitor ■ Returning Visitor



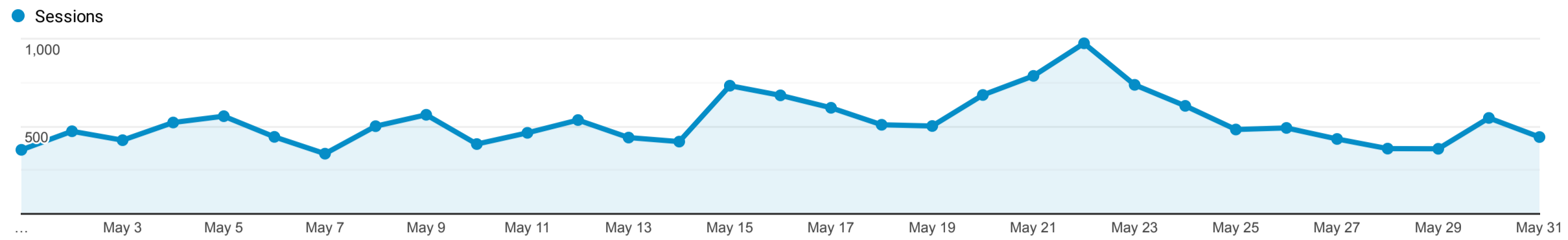
Language	Users	% Users
1. el-gr	8,003	37.55%
2. el	5,510	25.86%
3. en-gb	3,458	16.23%
4. en-us	2,750	12.90%
5. el-cy	566	2.66%
6. en-cy	201	0.94%
7. de-de	93	0.44%
8. c	91	0.43%
9. en	69	0.32%
10. en-au	65	0.31%

Audience Overview

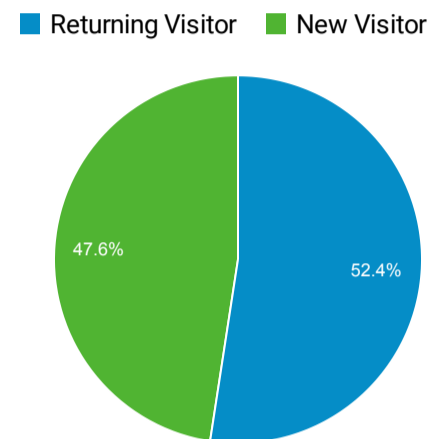
May 1, 2022 - May 31, 2022

All Users
100.00% Sessions

Overview



Sessions 16,329	Users 9,564	Pageviews 32,074	Pages / Session 1.96
Avg. Session Duration 00:02:09	Bounce Rate 78.47%	% New Sessions 47.53%	



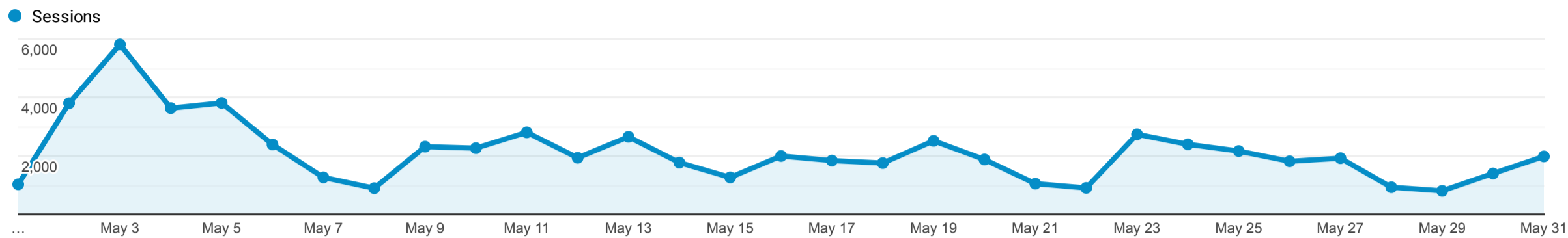
Language	Sessions	% Sessions
1. el-gr	5,898	36.12%
2. en-us	4,739	29.02%
3. en-gb	2,095	12.83%
4. el-cy	1,615	9.89%
5. el	1,261	7.72%
6. el-gb	111	0.68%
7. en	98	0.60%
8. en-au	88	0.54%
9. en-cy	81	0.50%
10. el-us	69	0.42%

Audience Overview

May 1, 2022 - May 31, 2022

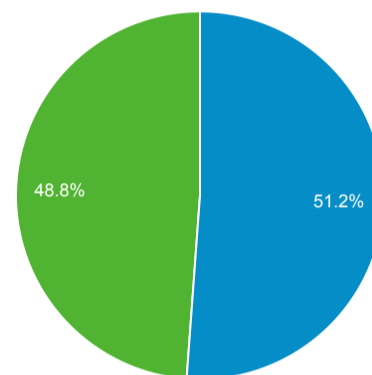
All Users
100.00% Sessions

Overview



Sessions 65,414	Users 38,961	Pageviews 283,740	Pages / Session 4.34
Avg. Session Duration 00:09:35	Bounce Rate 66.66%	% New Sessions 51.03%	

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-gb	37,023	56.60%
2. en-us	15,964	24.40%
3. en-cy	1,079	1.65%
4. el-gr	981	1.50%
5. de-de	808	1.24%
6. en-au	660	1.01%
7. en	629	0.96%
8. en-ca	572	0.87%
9. sv-se	541	0.83%
10. ru	418	0.64%