

32 εκατομμύρια εμφανίσεις και 1 εκατομμύριο χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Σεπτέμβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Σεπτέμβριο 31,866,425 εμφανίσεις και 1,157,312 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24sports&news, κατέγραψαν για τον μήνα Σεπτέμβριο 20,531,754 συνολικές εμφανίσεις και συνολικούς χρήστες 429,180.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 8,317,852 και συνολικούς χρήστες 295,964.

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

ADSTORE ANALYTICS SEPTEMBER 2020

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	31,866,425	15,075,659	1,157,312
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	28,849,606	13,453,481	725,144
LIFESTYLE (must, gastronomos, wiz guide, athena recipes)	3,016,819	1,622,178	432,168
ENGLISH (Knews, WiZ English)	361,224	110,092	57,957

ADSTORE DISPLAY IMPRESSIONS 111,593,345

Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL
PEOPLE

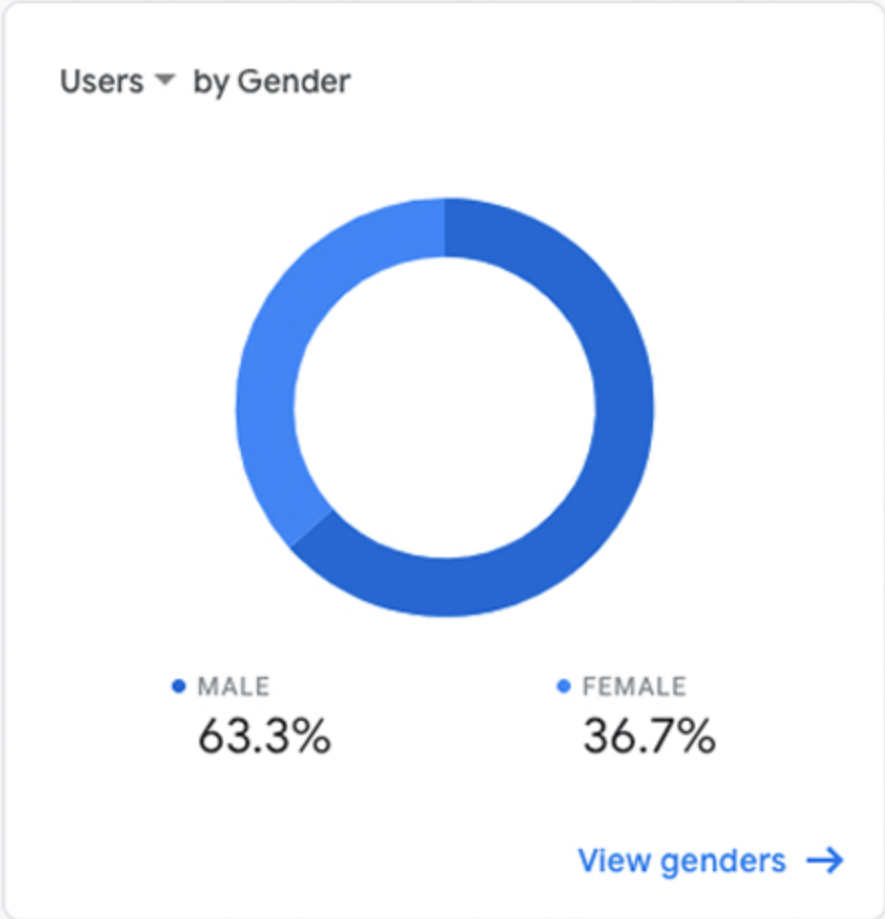
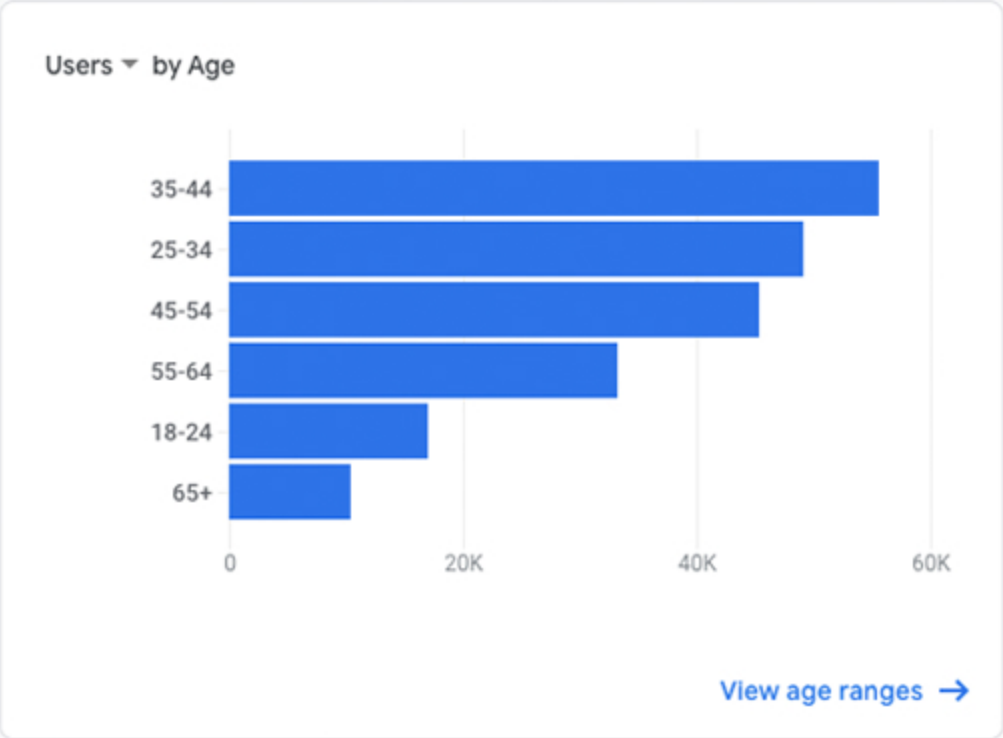
KNEWS



24NEWS

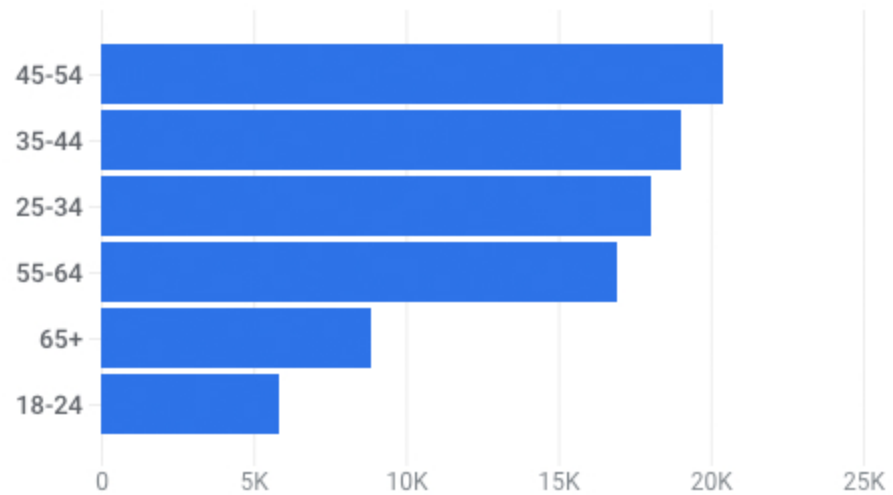
wizguide

Event name	Event count	Total users
Totals	20,531,754 100% of total	429,180 100% of total
1 page_view	7,914,695	420,424
2 user_engagement	6,516,496	288,288
3 session_start	2,391,288	423,568
4 screen_view	1,880,026	5,446
5 article_view	496,296	4,323
6 first_visit	283,405	277,137
7 scroll	275,044	41,746
8 SPLASH_AD	245,384	5,067
9 ΚΥΠΙΕΣ	174,442	3,235
10 Κύριες	134,806	1,770



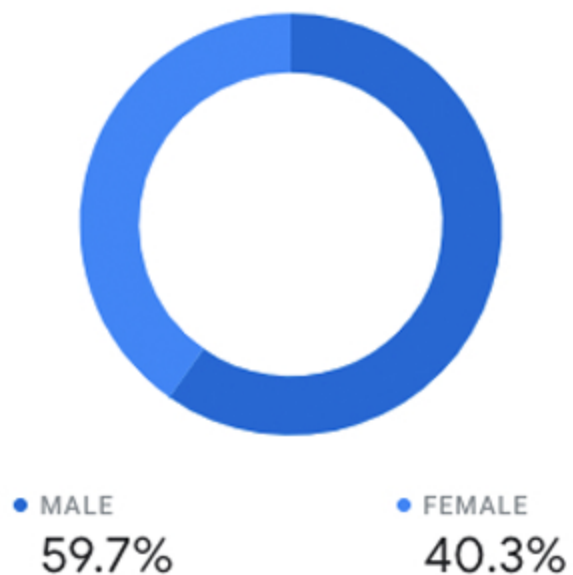
Event name	Event count	Total users
Totals	8,317,852 100% of total	295,964 100% of total
1 page_view	2,698,820	285,796
2 user_engagement	2,173,517	184,077
3 screen_view	1,313,971	8,961
4 session_start	923,197	292,699
5 first_visit	214,585	212,360
6 SPLASH_AD	204,242	8,464
7 article_view	203,304	6,459
8 Πρώτη	185,837	4,971
9 scroll	140,825	34,636
10 ΠΡΩΤΗ	91,908	3,324

Users by Age



[View age ranges →](#)

Users by Gender



[View genders →](#)

Users by Interests

INTERESTS	USERS
Food & Dining... Minute Chefs	49K
Media & Enter...ent/TV Lovers	44K
News & Politi... News Readers	41K
Lifestyles & H...ng Enthusiasts	38K
Sports & Fitness/Sports Fans	34K
Lifestyles & H...r Enthusiasts	32K
Travel/Travel Buffs	31K

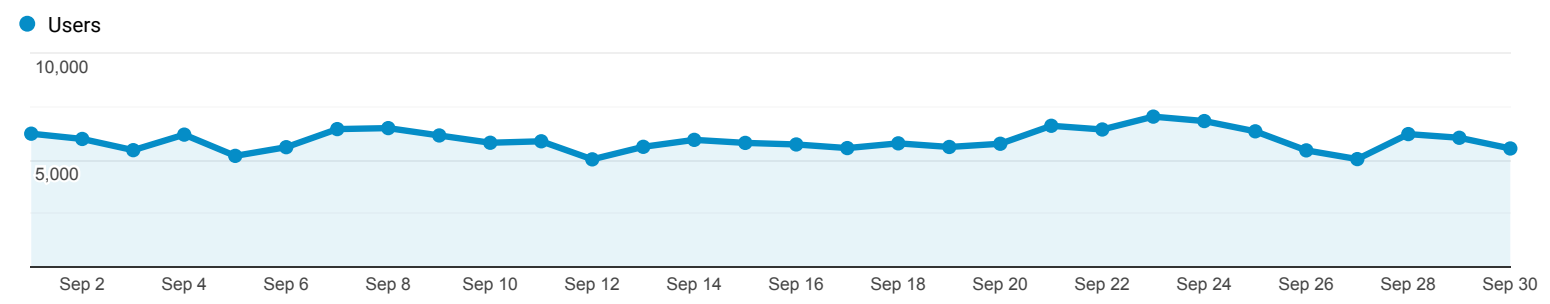
[View interests →](#)

Audience Overview

All Users
100.00% Users

Sep 1, 2020 - Sep 30, 2020

Overview



Users
123,496

New Users
97,299

Sessions
206,539

Number of Sessions per User
1.67

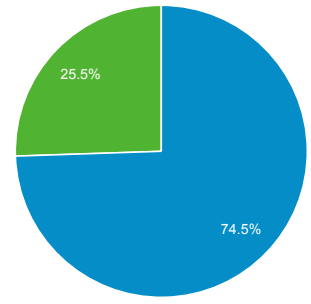
Pageviews
490,197

Pages / Session
2.37

Avg. Session Duration
00:03:26

Bounce Rate
69.93%

■ New Visitor ■ Returning Visitor



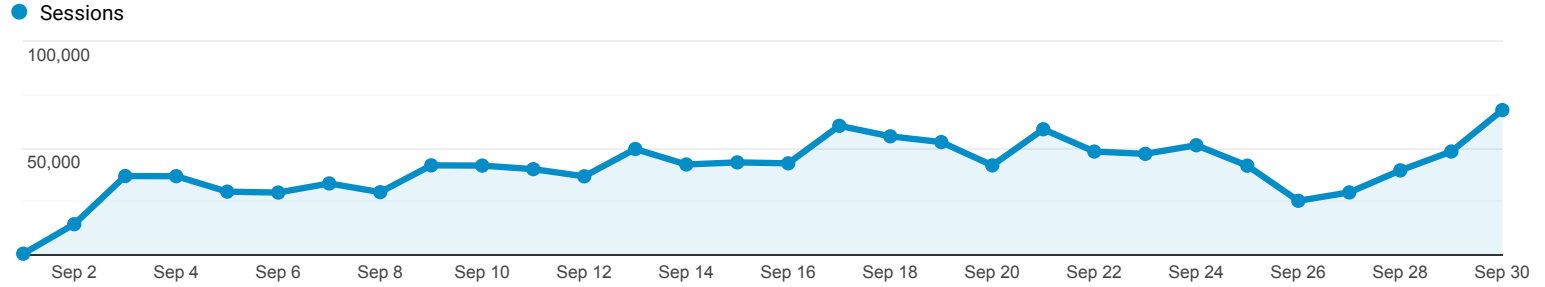
Language	Users	% Users
1. el-gr	45,590	36.99%
2. el	27,767	22.53%
3. en-us	20,517	16.65%
4. en-gb	19,545	15.86%
5. el-cy	4,487	3.64%
6. en-cy	1,867	1.51%
7. en	1,111	0.90%
8. de-de	355	0.29%
9. de	313	0.25%
10. en-au	202	0.16%

Audience Overview

All Users
100.00% Sessions

Sep 1, 2020 - Sep 30, 2020

Overview



Sessions
1,220,224

Users
221,656

Pageviews
1,706,644

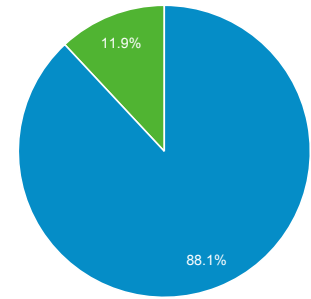
Pages / Session
1.40

Avg. Session Duration
00:01:17

Bounce Rate
88.28%

% New Sessions
11.95%

■ Returning Visitor ■ New Visitor



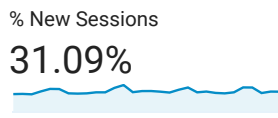
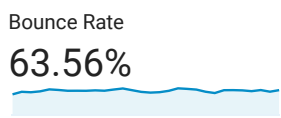
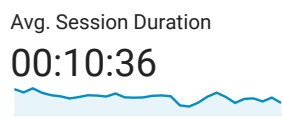
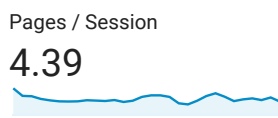
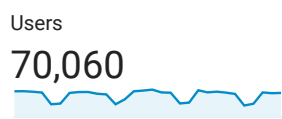
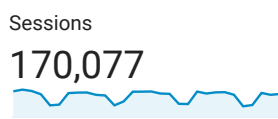
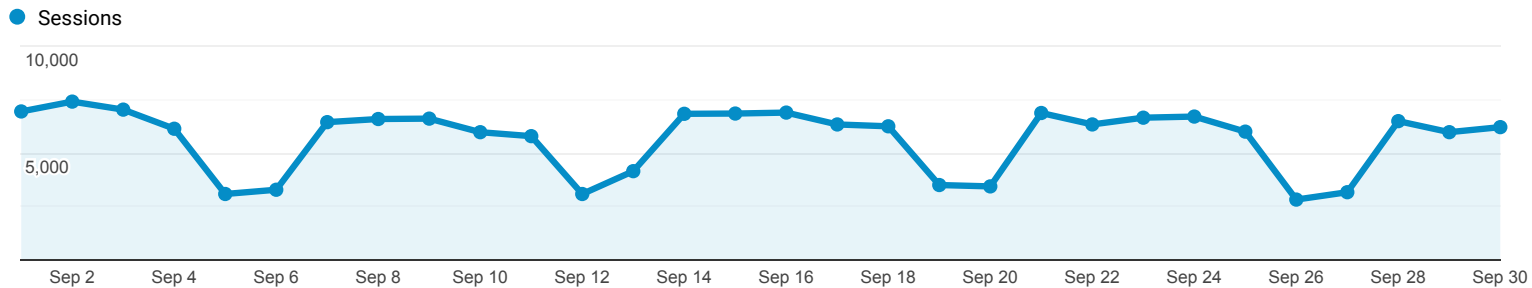
Language	Sessions	% Sessions
1. el-gr	497,043	40.73%
2. en-gb	255,595	20.95%
3. en-us	188,556	15.45%
4. el-cy	152,947	12.53%
5. en-cy	49,959	4.09%
6. el	47,408	3.89%
7. el-gb	8,772	0.72%
8. en	4,221	0.35%
9. en-au	1,925	0.16%
10. en-gr	1,740	0.14%

Audience Overview

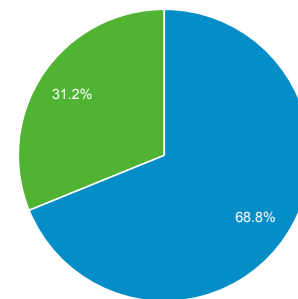
All Users
100.00% Sessions

Sep 1, 2020 - Sep 30, 2020

Overview



Returning Visitor (Blue) | New Visitor (Green)



Language	Sessions	% Sessions
1. en-us	83,629	49.17%
2. en-gb	35,324	20.77%
3. el-gr	28,436	16.72%
4. el	9,828	5.78%
5. el-cy	4,348	2.56%
6. en-cy	2,622	1.54%
7. en	2,436	1.43%
8. en-au	401	0.24%
9. de	335	0.20%
10. de-de	285	0.17%

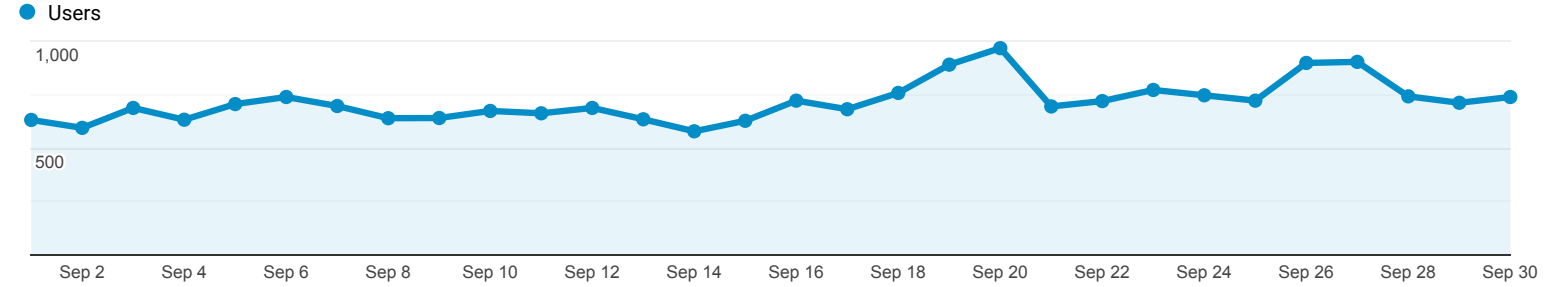


Audience Overview

All Users
100.00% Users

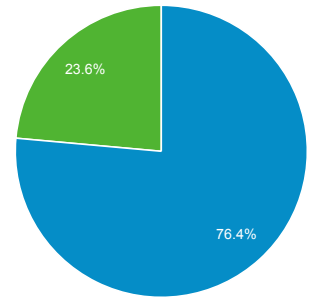
Sep 1, 2020 - Sep 30, 2020

Overview



Users 16,956	New Users 14,162	Sessions 25,338
Number of Sessions per User 1.49	Pageviews 72,713	Pages / Session 2.87
Avg. Session Duration 00:02:38	Bounce Rate 70.42%	

■ New Visitor ■ Returning Visitor



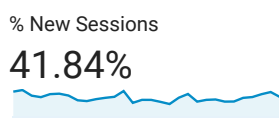
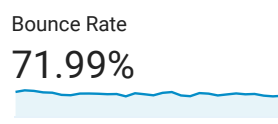
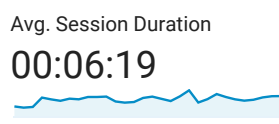
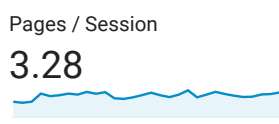
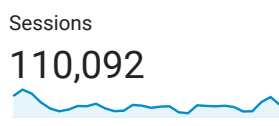
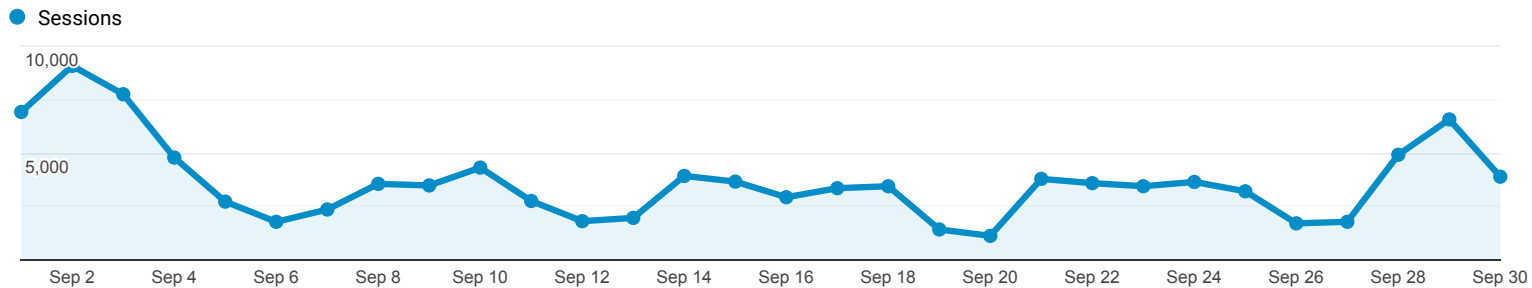
Language	Users	% Users
1. el-gr	6,241	37.00%
2. el	4,390	26.03%
3. en-gb	2,668	15.82%
4. en-us	2,214	13.13%
5. el-cy	577	3.42%
6. en	192	1.14%
7. en-cy	183	1.08%
8. de-de	58	0.34%
9. de	53	0.31%
10. en-au	45	0.27%

Audience Overview

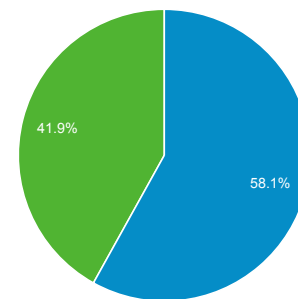
All Users
100.00% Sessions

Sep 1, 2020 - Sep 30, 2020

Overview



Returning Visitor New Visitor



Language	Sessions	% Sessions
1. en-gb	64,072	58.20%
2. en-us	23,688	21.52%
3. el-gr	3,183	2.89%
4. en	2,984	2.71%
5. en-cy	2,200	2.00%
6. tr-tr	961	0.87%
7. en-au	769	0.70%
8. de-de	675	0.61%
9. fr	630	0.57%
10. fr-fr	587	0.53%