

1.3 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 27,773,482 εμφανίσεις και 1,318,748 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 19,112,689 και 547,936 συνολικούς χρήστες για τον μήνα Σεπτέμβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 6,847,250 συνολικές εμφανίσεις και 290,752 χρήστες για τον μήνα Σεπτέμβριο και η χρήση από κινητό είναι στο 68%.

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

ADSTORE ANALYTICS SEP 2021

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	27,773,482	14,108,838	1,318,748
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	25,959,939	13,044,515	838,688
LIFESTYLE (must, gastronomos, wiz guide, athena recipes)	1,813,543	1,064,323	480,060
ENGLISH (Knews + Wiz english)	207,809	46,388	26,782

ADSTORE DISPLAY IMPRESSIONS 117,147,248

Η επισκεψιμότητα των Knews & Wiz English μετρείται και στην συνολική επισκεψιμότητα της Καθημερινής.

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL
PEOPLE

KNEWS



24NEWS

wizguide

Total users
547,936

Event count
19,112,689

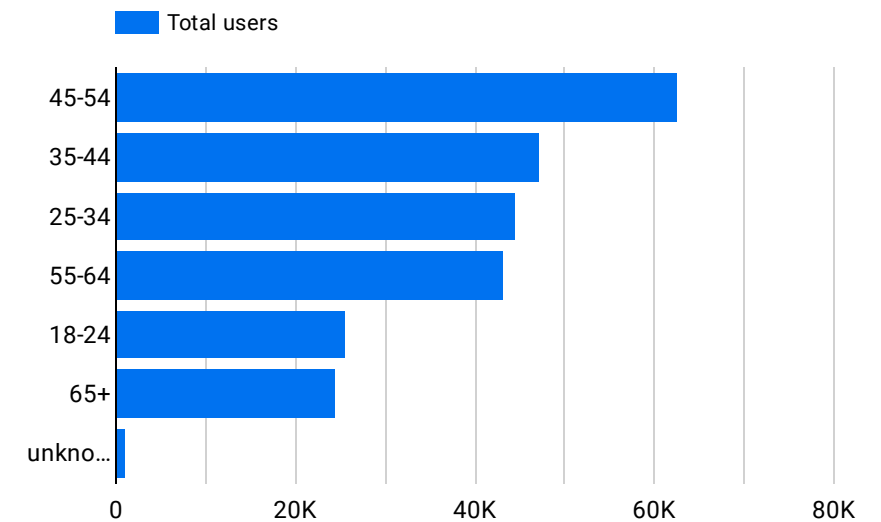
Interests	Total users
1. News & Politics/Avid News Readers	123,315
2. Media & Entertainment/TV Lovers	118,452
3. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	112,162
4. Lifestyles & Hobbies/Green Living Enthusiasts	103,879
5. Shoppers/Value Shoppers	98,944
6. News & Politics/Avid News Readers/Entertainment News Enthusiasts	95,952
7. Beauty & Wellness/Frequently Visits Salons	93,674

1 - 100 / 117 < >

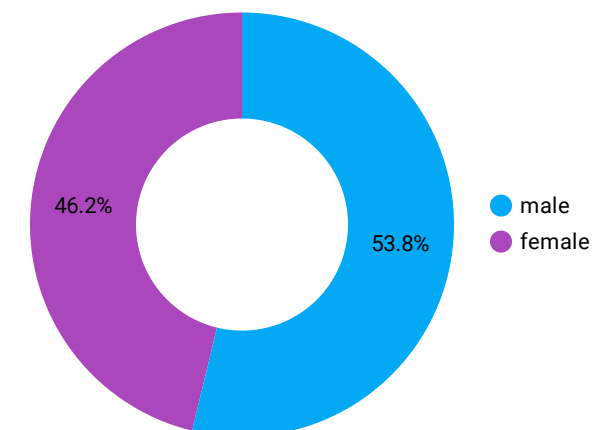
Event name	Event count	Total users
1. page_view	7,662,098	535,313
2. user_engagement	5,162,864	387,746
3. session_start	2,612,127	534,605
4. screen_view	1,818,044	5,725
5. article_view	449,148	4,627
6. first_visit	354,118	339,867
7. SPLASH_AD	258,807	5,465
8. scroll	250,007	42,097
9. KYPIEΣ	186,895	3,570
Grand total	19,111,943	547,936

1 - 39 / 39 < >

Users by Ages



Users by Gender



Total users
290,752

Event count
6,847,250

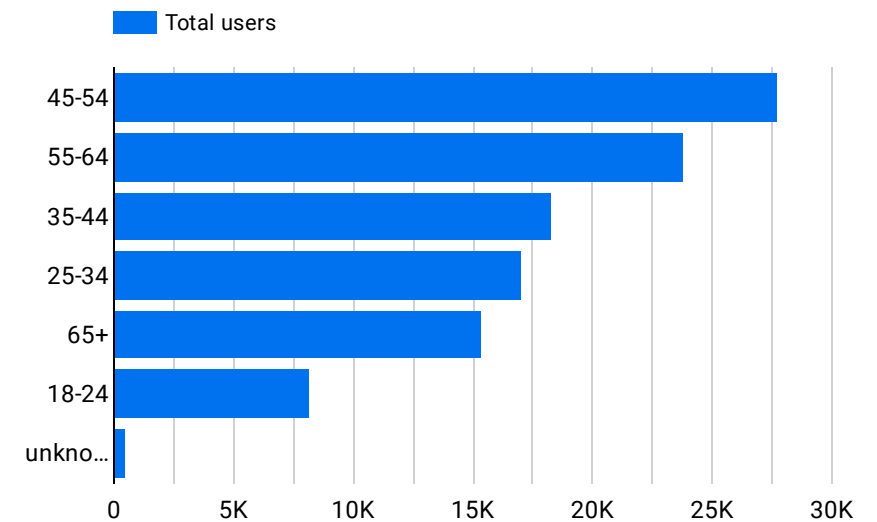
Interests	Total users
1. News & Politics/Avid News Readers	67,072
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	53,630
3. News & Politics/Avid News Readers/Entertainment News Enthusi...	52,925
4. Lifestyles & Hobbies/Green Living Enthusiasts	50,151
5. Sports & Fitness/Health & Fitness Buffs	48,389
6. Sports & Fitness/Sports Fans	47,259
7. Media & Entertainment/TV Lovers	47,147

1 - 100 / 118 < >

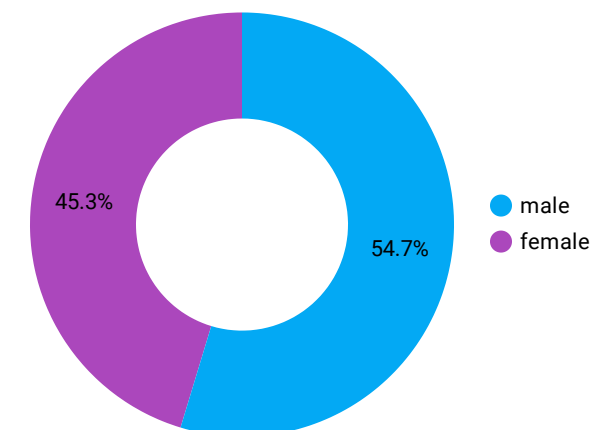
Event name	Event count	Total users
1. page_view	2,601,624	280,302
2. user_engagement	1,442,984	168,795
3. screen_view	962,749	7,773
4. session_start	888,637	285,326
5. first_visit	203,509	199,162
6. article_view	159,287	5,201
7. SPLASH_AD	153,086	7,619
8. Πρώτη	128,903	4,544
9. scroll	103,968	30,658
Grand total	6,846,752	290,752

1 - 56 / 56 < >

Users by Ages



Users by Gender

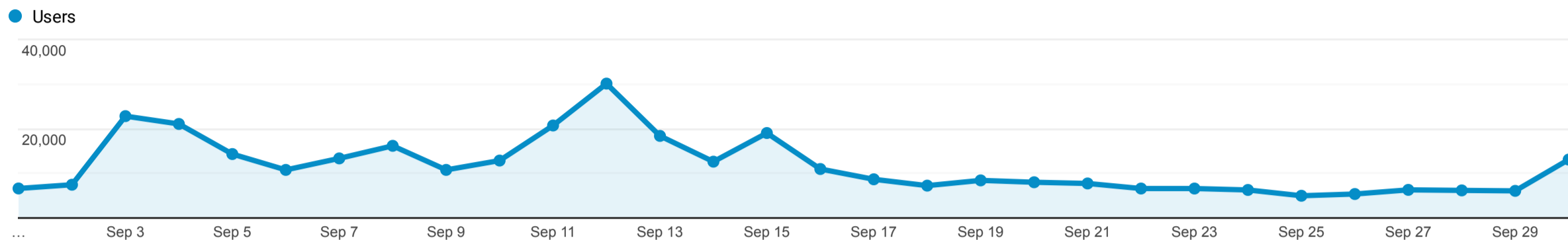


Audience Overview

Sep 1, 2021 - Sep 30, 2021

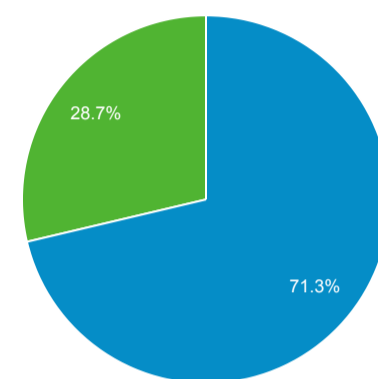
All Users
100.00% Users

Overview



Users 242,699	New Users 191,650	Sessions 386,514	Number of Sessions per User 1.59
Pageviews 718,163	Pages / Session 1.86	Avg. Session Duration 00:02:04	Bounce Rate 74.49%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. el-gr	124,018	51.41%
2. en-gb	48,053	19.92%
3. en-us	25,386	10.52%
4. el	18,217	7.55%
5. el-cy	14,424	5.98%
6. en-cy	4,459	1.85%
7. de-de	1,033	0.43%
8. el-gb	1,008	0.42%
9. en-au	922	0.38%
10. en	446	0.18%

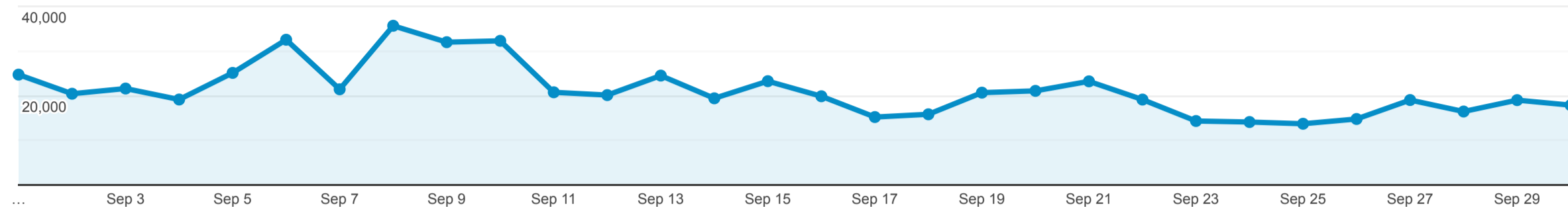
Audience Overview

Sep 1, 2021 - Sep 30, 2021

All Users
100.00% Sessions

Overview

Sessions



Sessions

635,352

Users

214,726

Pageviews

1,006,217

Pages / Session

1.58

Avg. Session Duration

00:01:40

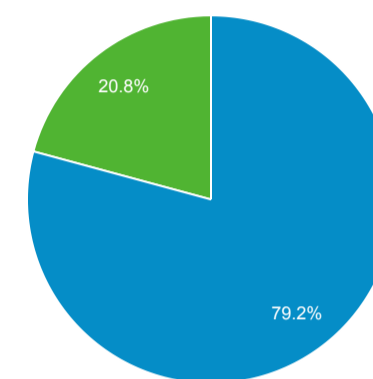
Bounce Rate

79.99%

% New Sessions

20.78%

Returning Visitor New Visitor



Language

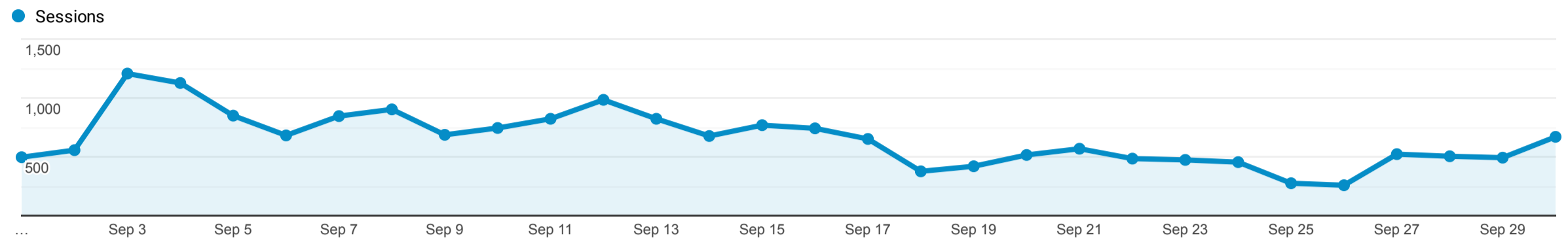
Language	Sessions	% Sessions
1. el-gr	322,748	50.80%
2. en-gb	93,684	14.75%
3. el-cy	85,952	13.53%
4. en-us	75,883	11.94%
5. en-cy	26,691	4.20%
6. el	15,375	2.42%
7. el-gb	5,019	0.79%
8. en-gr	1,350	0.21%
9. en-au	973	0.15%
10. el-us	854	0.13%

Audience Overview

Sep 1, 2021 - Sep 30, 2021

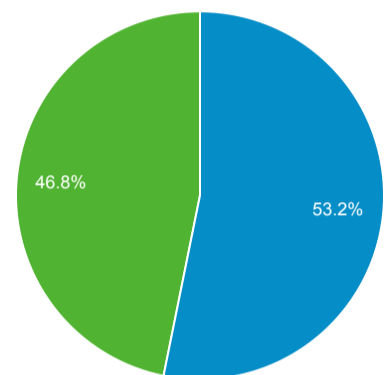
All Users
 100.00% Sessions

Overview



Sessions 19,503	Users 11,523	Pageviews 32,629	Pages / Session 1.67
Avg. Session Duration 00:01:37	Bounce Rate 80.53%	% New Sessions 46.78%	

■ Returning Visitor ■ New Visitor



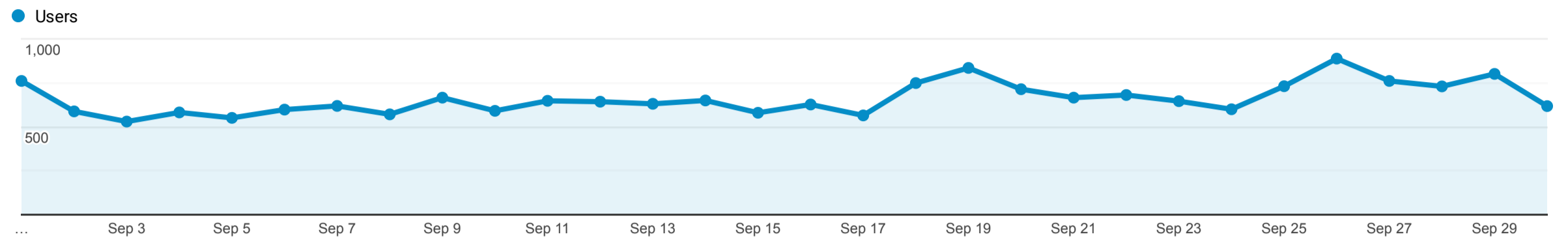
Language	Sessions	% Sessions
1. el-gr	8,047	41.26%
2. en-us	5,561	28.51%
3. en-gb	2,156	11.05%
4. el-cy	1,782	9.14%
5. el	1,319	6.76%
6. en-cy	83	0.43%
7. el-gb	76	0.39%
8. de-de	62	0.32%
9. en-au	57	0.29%
10. en-us.utf-8	46	0.24%

Audience Overview

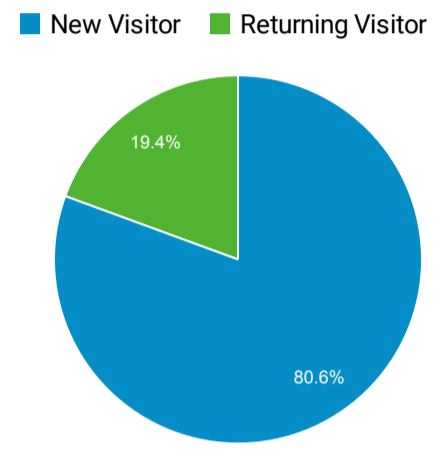
Sep 1, 2021 - Sep 30, 2021

All Users
100.00% Users

Overview



Users 16,244	New Users 14,667	Sessions 22,954	Number of Sessions per User 1.41
Pageviews 56,534	Pages / Session 2.46	Avg. Session Duration 00:02:09	Bounce Rate 72.72%



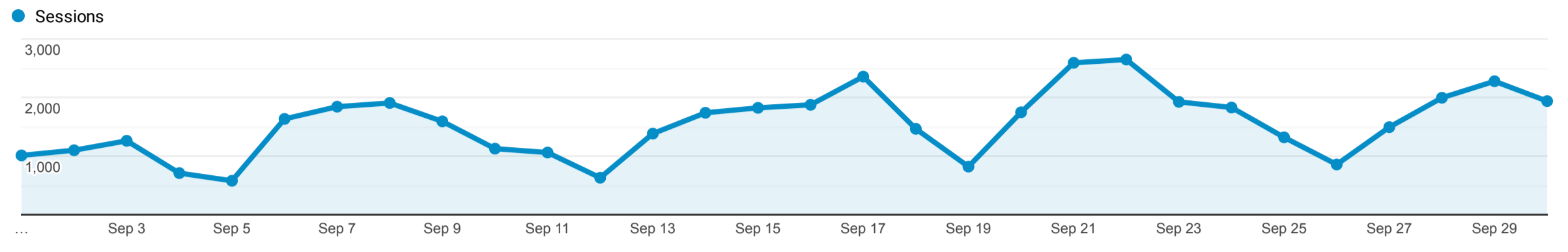
Language	Users	% Users
1. el-gr	6,655	40.28%
2. el	3,235	19.58%
3. en-gb	2,892	17.51%
4. en-us	2,306	13.96%
5. el-cy	643	3.89%
6. en-cy	257	1.56%
7. en-us.utf-8	69	0.42%
8. de-de	57	0.35%
9. en	48	0.29%
10. el-gb	36	0.22%

Audience Overview

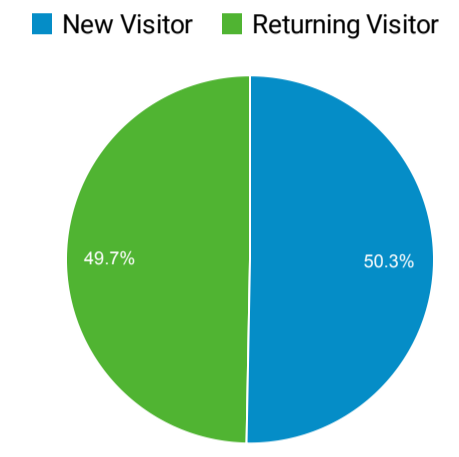
Sep 1, 2021 - Sep 30, 2021

All Users
100.00% Sessions

Overview



Sessions 46,388	Users 26,847	Pageviews 207,809	Pages / Session 4.48
Avg. Session Duration 00:10:04	Bounce Rate 66.64%	% New Sessions 50.20%	



Language	Sessions	% Sessions
1. en-gb	24,861	53.59%
2. en-us	13,026	28.08%
3. en-cy	758	1.63%
4. en-au	579	1.25%
5. fr-fr	567	1.22%
6. en-ca	541	1.17%
7. tr-tr	539	1.16%
8. el-gr	525	1.13%
9. de-de	506	1.09%
10. en	441	0.95%