

1 εκατομμύριο χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Απρίλιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Απρίλιο 27,487,740 εμφανίσεις και 1,005,315 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 16,656,199 και 392,140 συνολικούς χρήστες για τον μήνα Απρίλιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 9,101,508 για τον μήνα Απρίλιο, 7.6% αύξηση στις εμφανίσεις σε σύγκριση με τον προηγούμενο μήνα. Οι χρήστες κινητών είναι στο 64.4% και σημειώθηκε 3.8% αύξηση τους σε σύγκριση με τον προηγούμενο μήνα.

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

ADSTORE ANALYTICS APRIL 2021

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	27,487,740	13,460,516	1,005,315
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	25,757,707	12,480,799	679,410
LIFESTYLE (must, gastronomos, wiz guide, athena recipes)	1,730,033	979,717	325,905
ENGLISH (Knews + Wiz english)	261,125	62,742	32,516

ADSTORE DISPLAY IMPRESSIONS 99,643,780

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

Total users
392,140

Event count
16,656,199

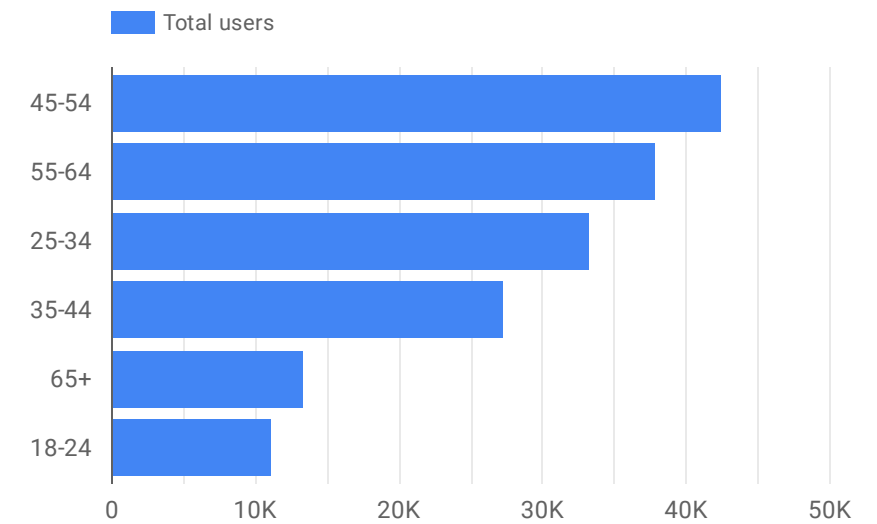
Interests	Total users
1. News & Politics/Avid News Readers	86,772
2. Sports & Fitness/Sports Fans	75,589
3. Media & Entertainment/TV Lovers	72,669
4. Sports & Fitness/Health & Fitness Buffs	71,900
5. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	71,201
6. Home & Garden/Do-It-Yourselfers	70,991
7. Sports & Fitness/Sports Fans/Soccer Fans	68,903

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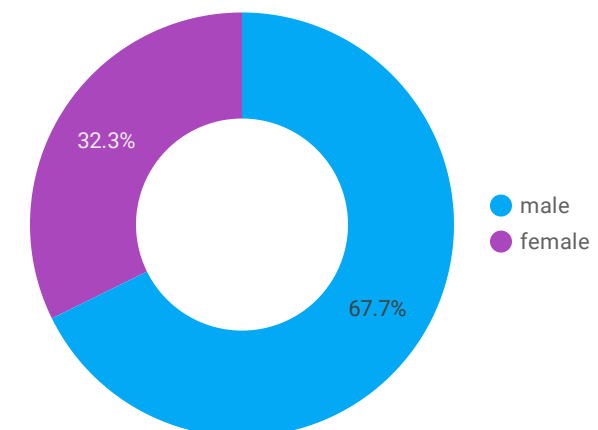
Event name	Event count	Total users
1. page_view	6,527,470	382,897
2. user_engagement	5,109,767	261,872
3. session_start	1,923,903	381,675
4. screen_view	1,547,139	5,284
5. article_view	407,029	4,102
6. first_visit	245,740	239,147
7. scroll	237,583	35,226
8. SPLASH_AD	218,708	4,999
9. KYPIEΣ	147,572	3,121
Grand total	16,656,199	392,140

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Users by Ages



Users by Gender



Total users
287,270

Event count
9,101,508

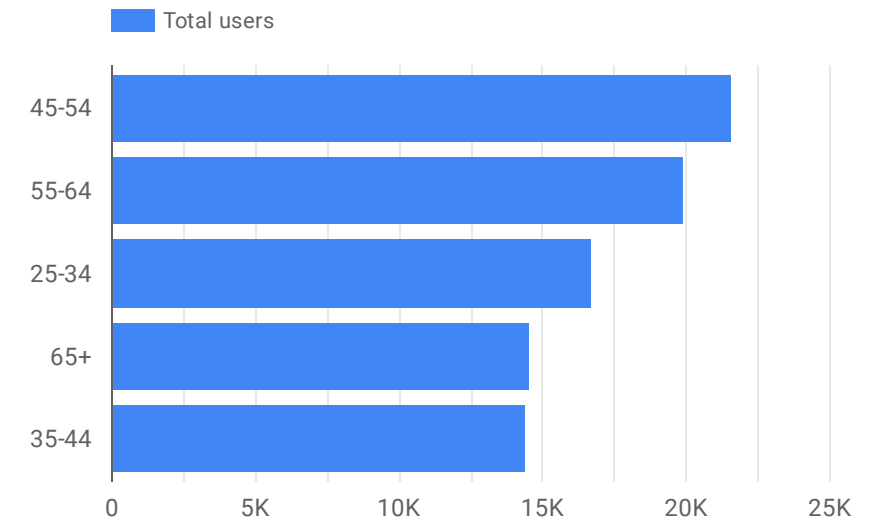
Interests	Total users
1. News & Politics/Avid News Readers	47,753
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	45,666
3. Lifestyles & Hobbies/Green Living Enthusiasts	41,957
4. Sports & Fitness/Health & Fitness Buffs	37,992
5. Media & Entertainment/TV Lovers	36,093
6. Shoppers/Value Shoppers	35,568
7. News & Politics/Avid News Readers/Entertainment News Entusi...	35,170

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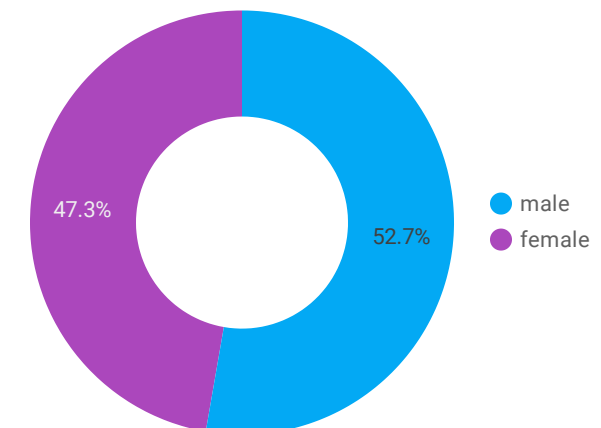
Event name	Event count	Total users
1. page_view	2,909,712	276,194
2. user_engagement	2,406,724	179,760
3. screen_view	1,496,478	8,605
4. session_start	998,362	281,059
5. SPLASH_AD	228,838	8,363
6. article_view	219,781	6,243
7. first_visit	215,348	207,645
8. Πρώτη	214,043	5,034
9. scroll	110,147	31,051
Grand total	9,101,508	287,270

1 - 58 < >

Users by Ages



Users by Gender

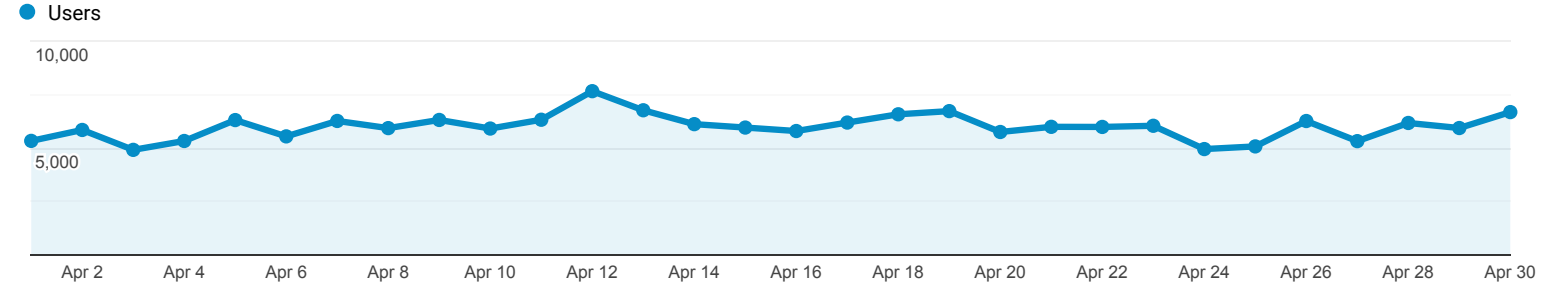


Audience Overview

All Users
100.00% Users

Apr 1, 2021 - Apr 30, 2021

Overview



Users
124,263

New Users
103,728

Sessions
216,197

Number of Sessions per User
1.74

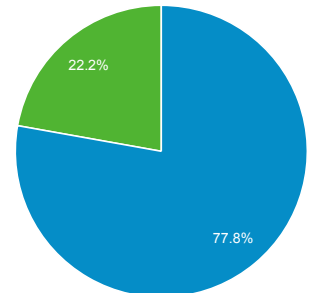
Pageviews
487,309

Pages / Session
2.25

Avg. Session Duration
00:03:03

Bounce Rate
70.98%

■ New Visitor ■ Returning Visitor



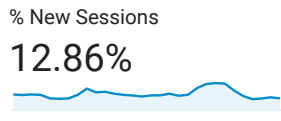
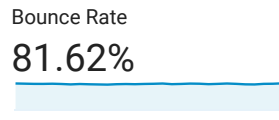
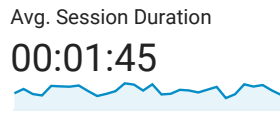
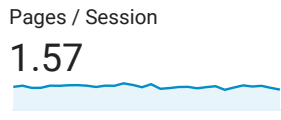
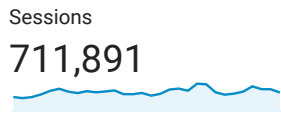
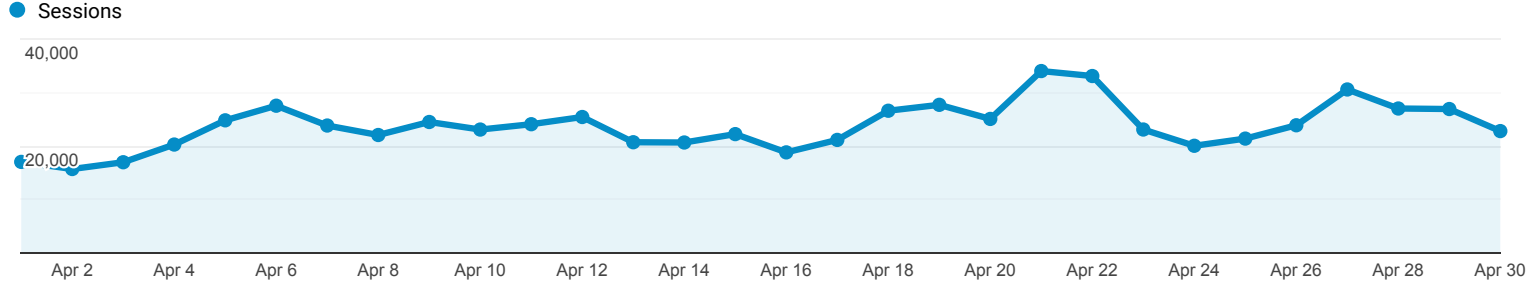
Language	Users	% Users
1. el-gr	57,888	46.81%
2. en-gb	23,900	19.32%
3. el	17,697	14.31%
4. en-us	15,987	12.93%
5. el-cy	3,740	3.02%
6. en-cy	1,676	1.36%
7. de-de	498	0.40%
8. en	362	0.29%
9. en-au	244	0.20%
10. el-gb	227	0.18%

Audience Overview

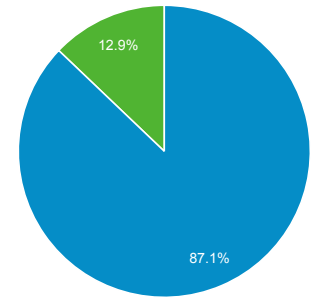
All Users
100.00% Sessions

Apr 1, 2021 - Apr 30, 2021

Overview



Returning Visitor (Blue) New Visitor (Green)



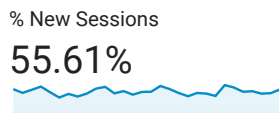
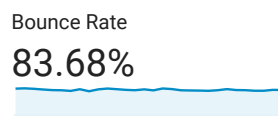
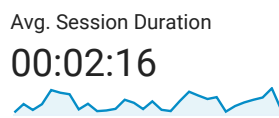
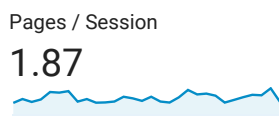
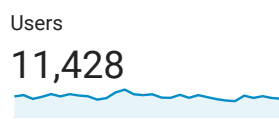
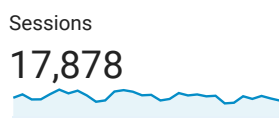
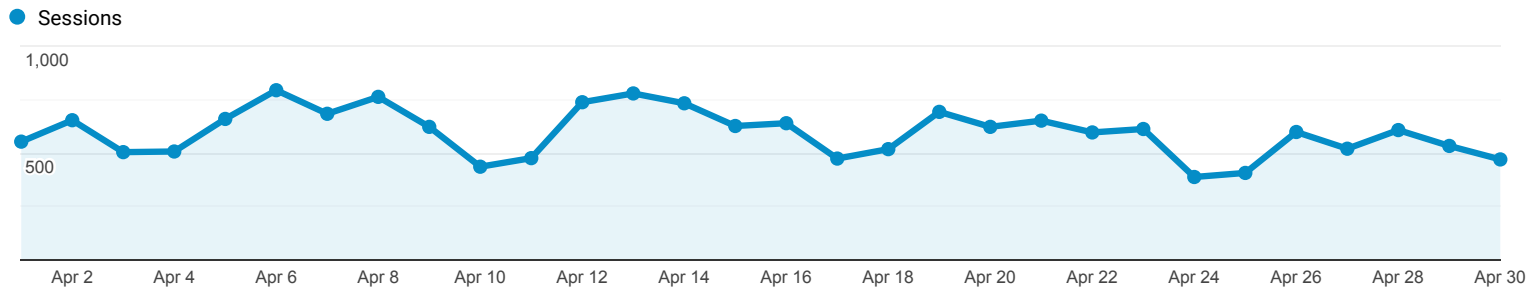
Language	Sessions	% Sessions
1. el-gr	328,439	46.14%
2. en-gb	125,353	17.61%
3. el-cy	101,208	14.22%
4. en-us	88,907	12.49%
5. en-cy	37,856	5.32%
6. el	13,746	1.93%
7. el-gb	6,154	0.86%
8. en-gr	1,288	0.18%
9. en-au	1,268	0.18%
10. el-us	763	0.11%

Audience Overview

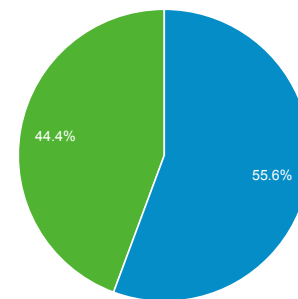
All Users
100.00% Sessions

Apr 1, 2021 - Apr 30, 2021

Overview



■ New Visitor ■ Returning Visitor



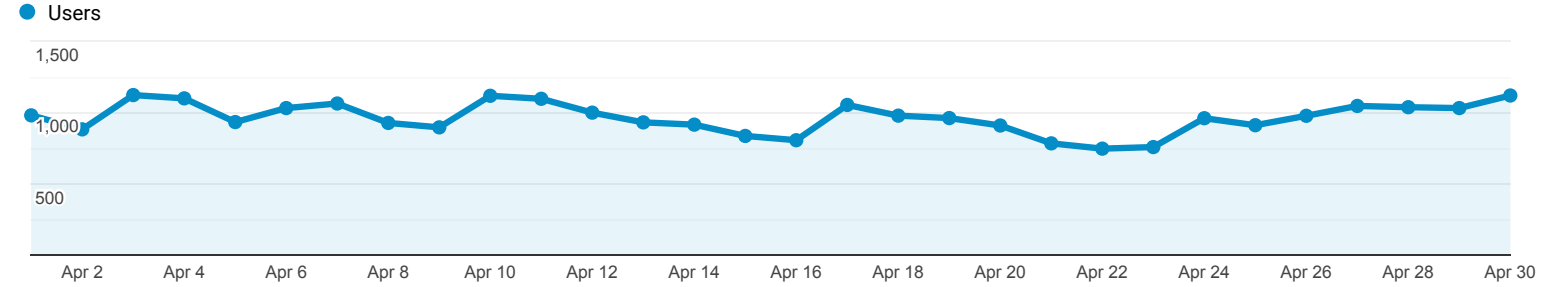
Language	Sessions	% Sessions
1. en-us	6,819	38.14%
2. el-gr	5,906	33.04%
3. en-gb	2,011	11.25%
4. el	1,806	10.10%
5. el-cy	889	4.97%
6. en-cy	110	0.62%
7. en	50	0.28%
8. de-de	36	0.20%
9. de	31	0.17%
10. ru-ru	21	0.12%

Audience Overview

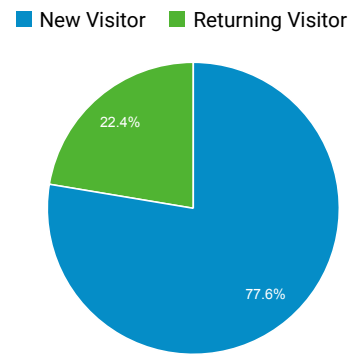
All Users
100.00% Users

Apr 1, 2021 - Apr 30, 2021

Overview



Users 23,683	New Users 20,173	Sessions 33,751
Number of Sessions per User 1.43	Pageviews 89,237	Pages / Session 2.64
Avg. Session Duration 00:02:03	Bounce Rate 70.38%	



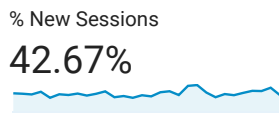
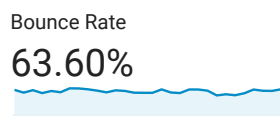
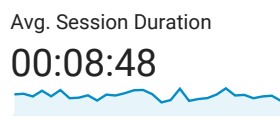
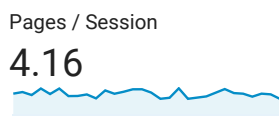
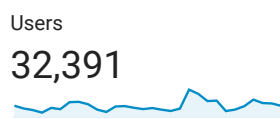
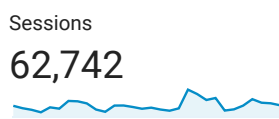
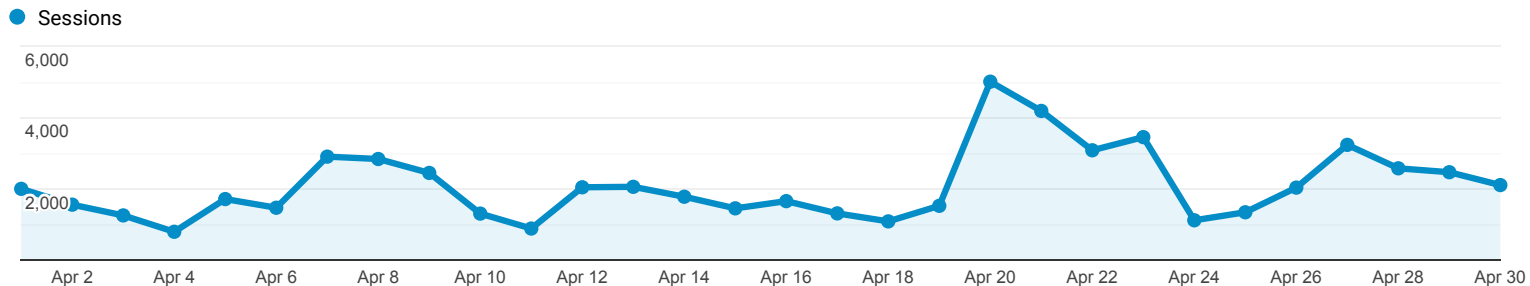
Language	Users	% Users
1. el-gr	10,043	42.26%
2. el	4,817	20.27%
3. en-gb	4,441	18.69%
4. en-us	2,713	11.42%
5. el-cy	772	3.25%
6. en-cy	312	1.31%
7. de-de	104	0.44%
8. en	85	0.36%
9. en-au	75	0.32%
10. de	40	0.17%

Audience Overview

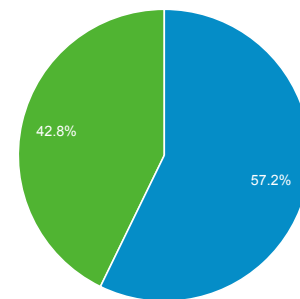
Apr 1, 2021 - Apr 30, 2021

All Users
100.00% Sessions

Overview



Returning Visitor (Blue) | New Visitor (Green)



Language	Sessions	% Sessions
1. en-gb	37,901	60.41%
2. en-us	14,141	22.54%
3. el-gr	1,232	1.96%
4. en-cy	1,227	1.96%
5. en-ca	608	0.97%
6. de-de	578	0.92%
7. en	537	0.86%
8. tr-tr	535	0.85%
9. ru-ru	532	0.85%
10. en-au	483	0.77%