

Το adstore παρέδωσε 93 εκατομμύρια εμφανίσεις διαφημίσεων

Η επικαιρότητα σημείωσε performance ύψους 35 εκατομμυρίων

Ο συνολικός αριθμός των εμφανίσεων για το μήνα Απρίλιο ανέρχεται στα 41,433,172.

Πέραν του ενδιαφέροντος για την επικαιρότητα, το Κυπριακό κοινό εκδηλώνει μεγάλη απήχηση στο lifestyle με συνολικές εμφανίσεις ύψους 5,882,485.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν 22,888,020 συνολικές εμφανίσεις για το μήνα Απρίλιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 12,662,667 συνολικές εμφανίσεις για το μήνα Απρίλιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 3,907,999 συνολικές εμφανίσεις για το μήνα Απρίλιο.

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 APRIL 2024			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	41,433,172	5,464,398	2,476,227
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	35,550,687	4,461,457	1,912,689
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	5,882,485	1,002,941	563,538
ENGLISH (Knews, WiZ English)	1,096,737	333,786	184,695
ADSTORE DISPLAY IMPRESSIONS		93,354,957	
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 **560,661** Event count **22,888,020** Sessions **2,519,886**

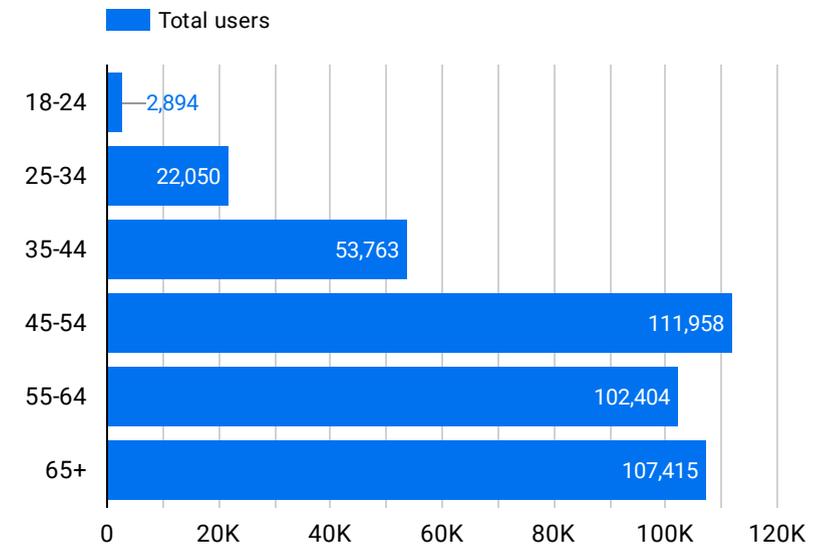
	Interests	Total users
1.	Technology/Social Media Enthusiasts	153,036
2.	Lifestyles & Hobbies/Shutterbugs	152,313
3.	News & Politics/Avid News Readers/Entertainment News Enthusias...	139,435
4.	Sports & Fitness/Sports Fans/Soccer Fans	129,974
5.	Media & Entertainment/Movie Lovers	116,535
6.	Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	112,039
7.	Media & Entertainment/Music Lovers	109,162
8.	Media & Entertainment/Light TV Viewers	103,838
9.	Media & Entertainment/Music Lovers/Pop Music Fans	89,307
10.	Travel/Travel Buffs	81,114

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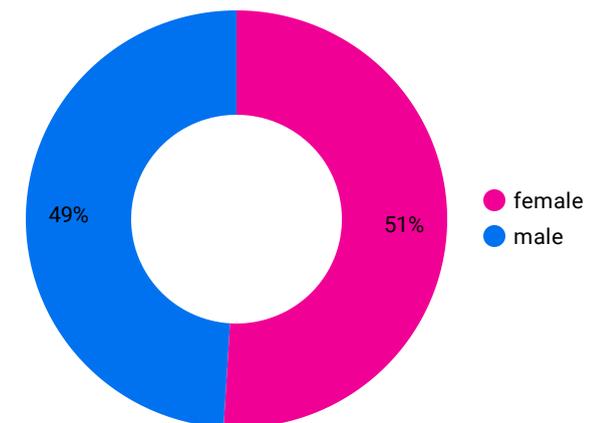
	Event name	Event count	Total users
1.	page_view	7,161,614	572,622
2.	user_engagement	4,735,728	497,312
3.	session_start	4,095,990	553,230
4.	first_visit	2,804,995	828,728
5.	screen_view	1,569,385	5,530
6.	video_start	897,787	45,596
7.	scroll	469,165	126,841
8.	article_view	405,624	4,588
9.	SPLASH_AD	203,794	5,480
10.	KYPIEΣ	150,536	3,395

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Users By Age:



Users By Gender:



Total users **1,352,028** Event count **12,662,667** Sessions **1,941,571**

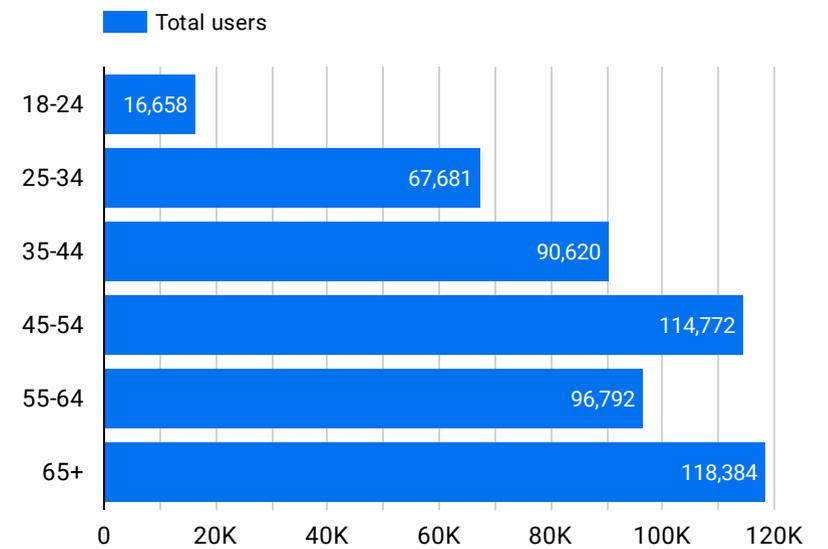
	Interests	Total users ▾
1.	Lifestyles & Hobbies/Shutterbugs	325,485
2.	Technology/Social Media Enthusiasts	317,090
3.	News & Politics/Avid News Readers/Entertainment News Enthusias...	273,605
4.	Sports & Fitness/Sports Fans/Soccer Fans	247,412
5.	Travel/Travel Buffs/Luxury Travelers	238,431
6.	Media & Entertainment/Movie Lovers	204,302
7.	Travel/Travel Buffs	185,696
8.	Banking & Finance/Avid Investors	182,340
9.	Media & Entertainment/Music Lovers	172,734
10.	News & Politics/Avid News Readers/Avid Political News Readers	169,378

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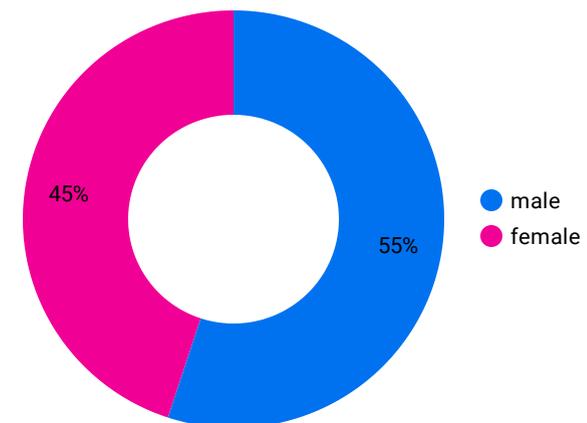
	Event name	Event count ▾	Total users
1.	page_view	3,969,501	1,250,470
2.	session_start	2,472,174	1,278,541
3.	user_engagement	2,157,421	647,082
4.	first_visit	2,042,074	1,256,141
5.	screen_view	839,248	6,292
6.	serviceLoadTimeEvent	374,304	3,786
7.	scroll	191,607	78,898
8.	listLoadTimeEvent	138,855	3,579
9.	Πρώτη	120,864	3,797
10.	SPLASH_AD	109,184	6,210

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Users By Age:



Users By Gender:



Total users
290,711

Event count
3,907,999

Sessions
666,222

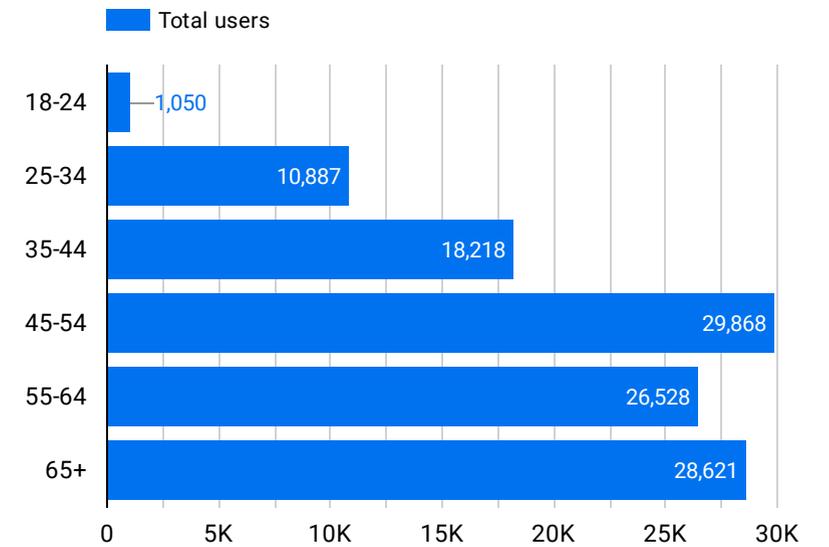
	Interests	Total users
1.	Lifestyles & Hobbies/Shutterbugs	81,267
2.	Technology/Social Media Enthusiasts	81,126
3.	News & Politics/Avid News Readers/Entertainment News Enthusias...	69,040
4.	Sports & Fitness/Sports Fans/Soccer Fans	63,450
5.	Travel/Travel Buffs/Luxury Travelers	63,220
6.	Media & Entertainment/Movie Lovers	58,648
7.	Media & Entertainment/Music Lovers	50,526
8.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	49,282
9.	Media & Entertainment/Light TV Viewers	47,424
10.	Shoppers/Luxury Shoppers	44,276

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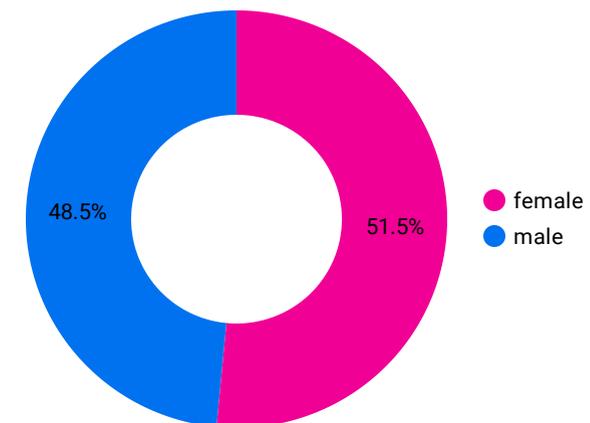
	Event name	Event count	Total users
1.	page_view	1,315,624	289,552
2.	user_engagement	893,772	196,716
3.	session_start	803,908	289,659
4.	first_visit	455,208	276,966
5.	video_start	312,779	15,546
6.	scroll	105,389	38,708
7.	click	15,595	6,084
8.	screen_view	3,646	365
9.	video_progress	1,627	592
10.	os_update	138	134

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Users By Age:



Users By Gender:



Total users
230,715

Event count
1,734,947

Sessions
280,156

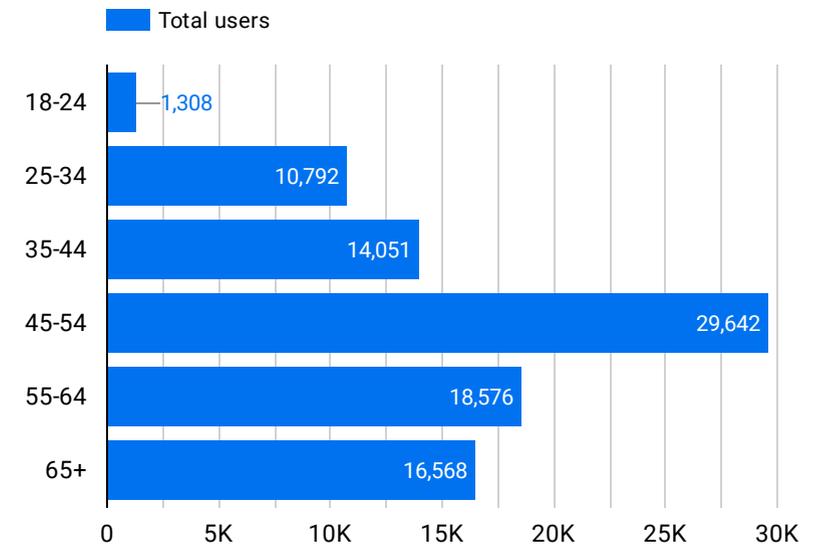
	Interests	Total users
1.	Lifestyles & Hobbies/Shutterbugs	66,752
2.	Technology/Social Media Enthusiasts	66,247
3.	News & Politics/Avid News Readers/Entertainment News Enthusias...	58,650
4.	Media & Entertainment/Movie Lovers	48,651
5.	Sports & Fitness/Sports Fans/Soccer Fans	43,072
6.	Media & Entertainment/Light TV Viewers	41,886
7.	Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	40,012
8.	Media & Entertainment/Music Lovers/Pop Music Fans	38,807
9.	Media & Entertainment/Music Lovers	38,718
10.	Shoppers/Luxury Shoppers	35,973

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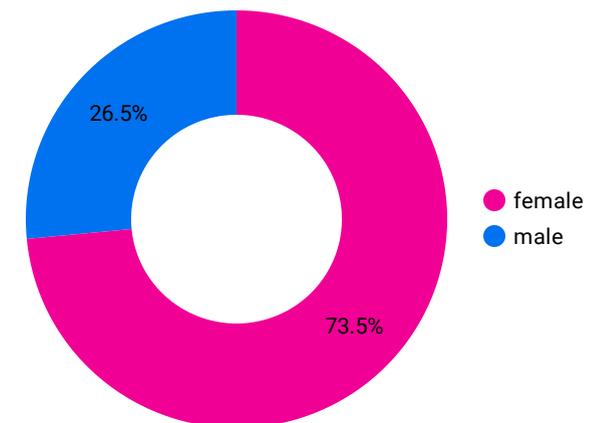
	Event name	Event count	Total users
1.	page_view	625,598	229,954
2.	session_start	418,116	229,958
3.	first_visit	359,625	229,033
4.	user_engagement	277,667	110,379
5.	scroll	46,606	20,951
6.	click	7,292	3,532
7.	file_download	43	18

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Users By Age:



Users By Gender:



Total users
29,436

Event count
160,498

Sessions
41,266

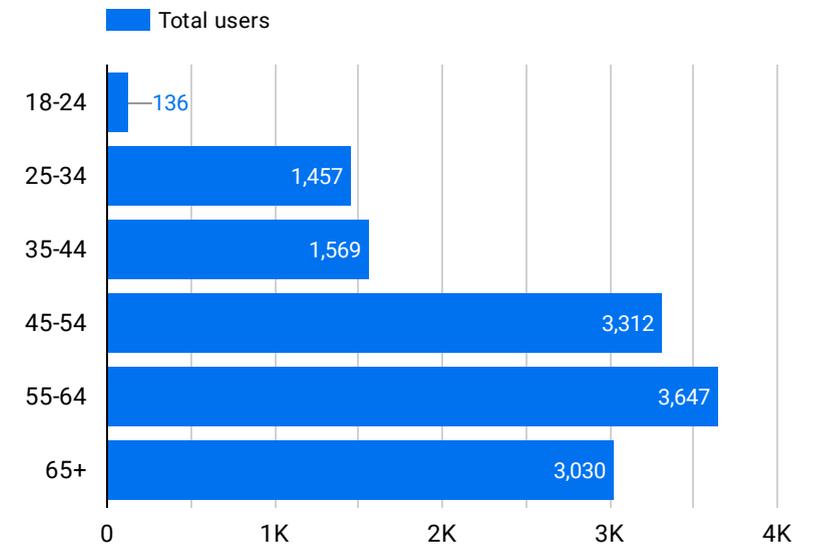
Interests	Total users
1. Food & Dining/Cooking Enthusiasts/Aspiring Chefs	10,083
2. Technology/Social Media Enthusiasts	9,140
3. Lifestyles & Hobbies/Shutterbugs	9,110
4. News & Politics/Avid News Readers/Entertainment News Enthusias...	7,815
5. Media & Entertainment/Movie Lovers	6,839
6. Travel/Travel Buffs	6,159
7. Media & Entertainment/Music Lovers	5,977
8. Media & Entertainment/Light TV Viewers	5,698
9. Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	5,587
10. Sports & Fitness/Sports Fans/Soccer Fans	5,477

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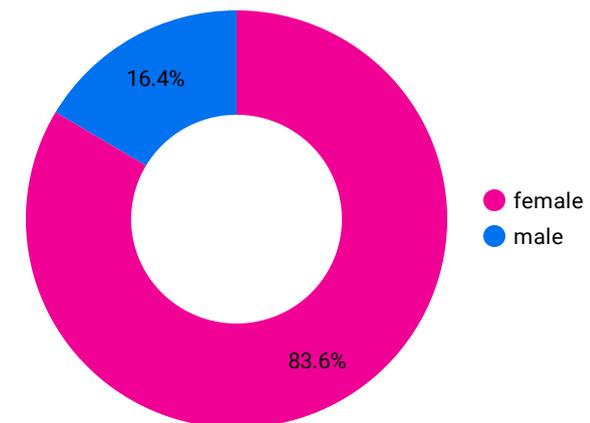
Event name	Event count	Total users
1. session_start	40,630	29,428
2. page_view	39,835	29,428
3. first_visit	39,750	29,425
4. user_engagement	30,181	22,547
5. scroll	9,376	5,653
6. form_start	532	322
7. click	193	99
8. form_submit	1	1

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Users By Age:



Users By Gender:



Total users
12,676

Event count
79,041

Sessions
15,297

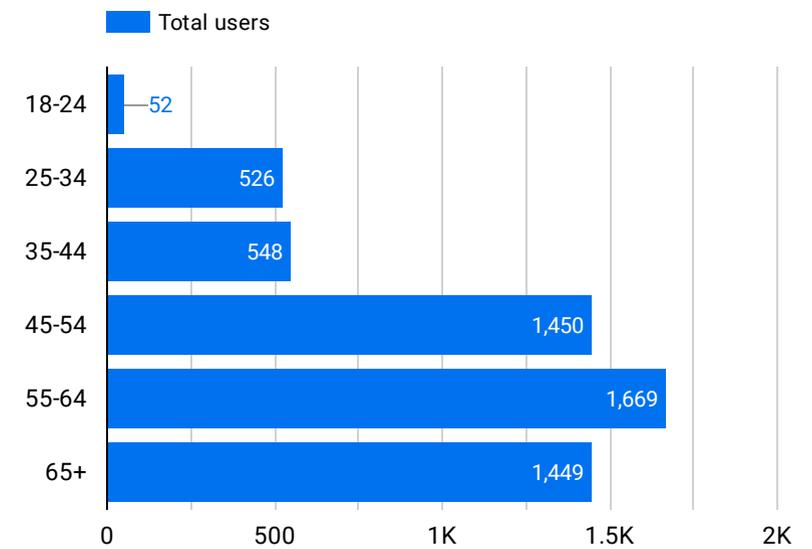
	Interests	Total users
1.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	4,381
2.	Technology/Social Media Enthusiasts	4,376
3.	Lifestyles & Hobbies/Shutterbugs	4,364
4.	News & Politics/Avid News Readers/Entertainment News Enthusias...	3,601
5.	Media & Entertainment/Movie Lovers	3,241
6.	Media & Entertainment/Music Lovers	2,932
7.	Travel/Travel Buffs	2,915
8.	Sports & Fitness/Sports Fans/Soccer Fans	2,733
9.	Media & Entertainment/Light TV Viewers	2,691
10.	Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	2,616

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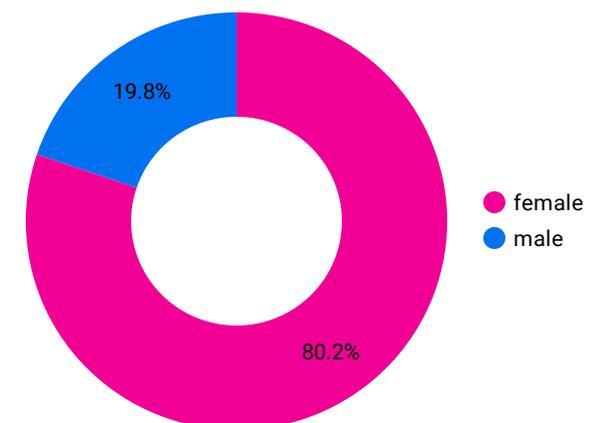
	Event name	Event count	Total users
1.	page_view	26,957	12,654
2.	session_start	14,961	12,657
3.	user_engagement	13,340	9,429
4.	first_visit	12,239	11,981
5.	scroll	11,210	2,064
6.	form_start	195	65
7.	click	107	85
8.	form_submit	32	14

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Users By Age:



Users By Gender:



Total users
184,695

Event count
1,096,737

Sessions
333,786

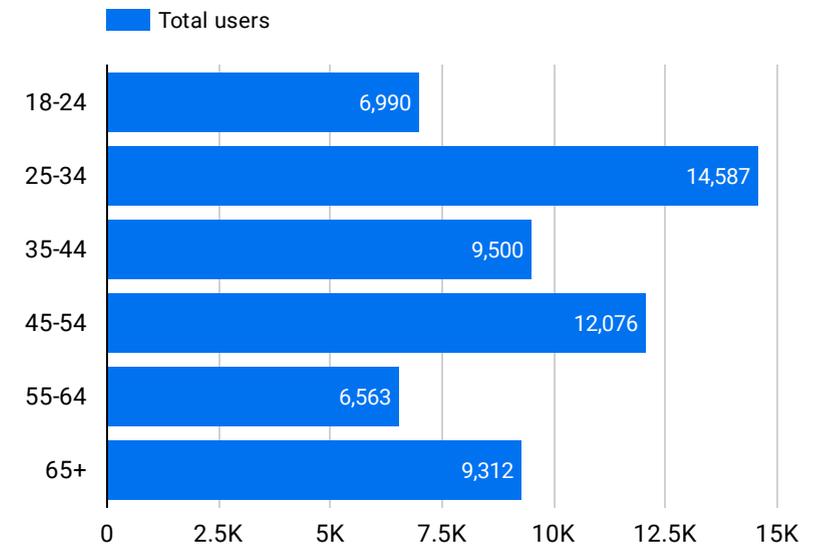
Interests	Total users
1. Banking & Finance/Avid Investors	28,148
2. News & Politics/Avid News Readers/Entertainment News Enthusias...	23,391
3. Technology/Technophiles	23,361
4. Lifestyles & Hobbies/Shutterbugs	23,203
5. News & Politics/Avid News Readers/Avid Political News Readers	23,168
6. Travel/Travel Buffs/Luxury Travelers	22,607
7. News & Politics/Avid News Readers/Avid Business News Readers	22,024
8. Media & Entertainment/Movie Lovers	21,777
9. Media & Entertainment/TV Lovers	20,907
10. Travel/Travel Buffs	20,431

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Event name	Event count	Total users
1. page_view	337,689	183,908
2. session_start	333,161	183,775
3. first_visit	331,689	183,749
4. user_engagement	82,273	52,146
5. scroll	9,724	6,574
6. click	1,510	1,355
7. form_start	374	251
8. form_submit	285	188
9. view_search_results	20	10
10. file_download	12	11

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Users By Age:



Users By Gender:

