

1.3 εκατομμύριο χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Αύγουστο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Αύγουστο 32,201,123 εμφανίσεις και 1,337,156 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 21,981,510 και 556,865 συνολικούς χρήστες για τον μήνα Αύγουστο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 8,087,557 συνολικές εμφανίσεις και 338,430 χρήστες για τον μήνα Αύγουστο και η χρήση από κινητό είναι στο 71.2%. Η Καθημερινή κατέγραψε 1.8% αύξηση στους συνολικούς χρήστες 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 AUG 2021

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	32,201,123	16,154,616	1,337,156
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	30,069,067	14,914,009	895,295
LIFESTYLE (must, gastronomos, wiz guide, athena recipes)	2,132,056	1,240,607	441,861
ENGLISH (Knews + Wiz english)	181,887	51,651	32,513

ADSTORE DISPLAY IMPRESSIONS 116,842,511

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
556,865

Event count
21,981,510

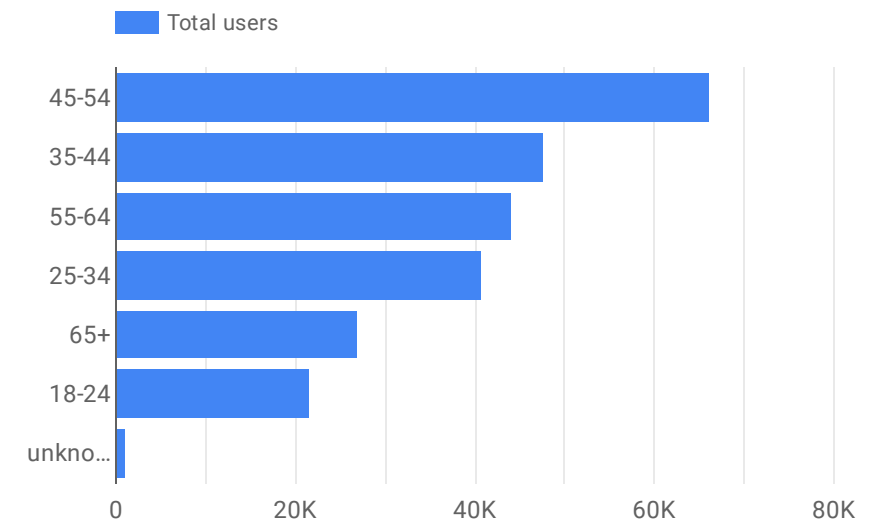
Interests	Total users
1. News & Politics/Avid News Readers	117,376
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	115,795
3. Media & Entertainment/TV Lovers	111,471
4. Lifestyles & Hobbies/Green Living Enthusiasts	98,529
5. Shoppers/Value Shoppers	97,540
6. News & Politics/Avid News Readers/Entertainment News Enthusiasts	89,508
7. Home & Garden/Do-It-Yourselfers	86,550

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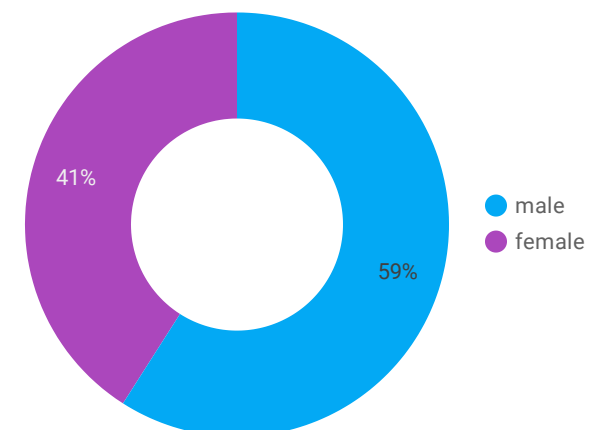
Event name	Event count	Total users
1. page_view	8,742,535	547,327
2. user_engagement	5,968,007	375,839
3. session_start	3,038,382	547,097
4. screen_view	2,139,539	5,737
5. article_view	562,187	4,692
6. first_visit	343,083	330,991
7. SPLASH_AD	295,996	5,458
8. scroll	256,481	47,042
9. KYPIEΣ	214,669	3,590
Grand total	21,981,510	556,865

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Users by Ages



Users by Gender



Total users
338,430

Event count
8,087,557

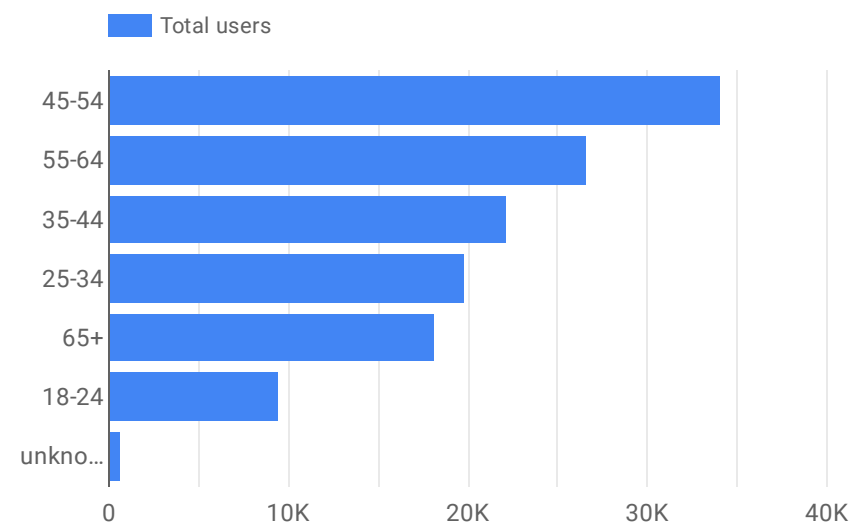
Interests	Total users
1. News & Politics/Avid News Readers	67,648
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	64,270
3. Media & Entertainment/TV Lovers	56,438
4. Lifestyles & Hobbies/Green Living Enthusiasts	54,648
5. Shoppers/Value Shoppers	54,438
6. News & Politics/Avid News Readers/Entertainment News Enthusi...	52,179
7. Sports & Fitness/Health & Fitness Buffs	46,636

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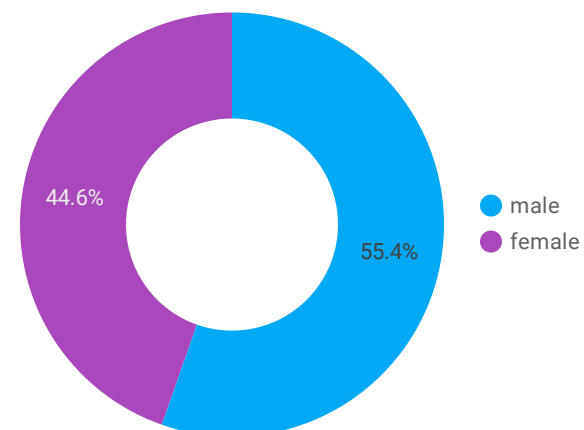
Event name	Event count	Total users
1. page_view	2,731,921	328,145
2. user_engagement	1,766,990	185,125
3. screen_view	1,300,014	8,358
4. session_start	1,073,092	333,086
5. first_visit	240,069	237,602
6. article_view	209,482	5,992
7. SPLASH_AD	202,379	8,145
8. Πρώτη	173,805	4,920
9. scroll	117,459	35,232
Grand total	8,087,557	338,430

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Users by Ages



Users by Gender

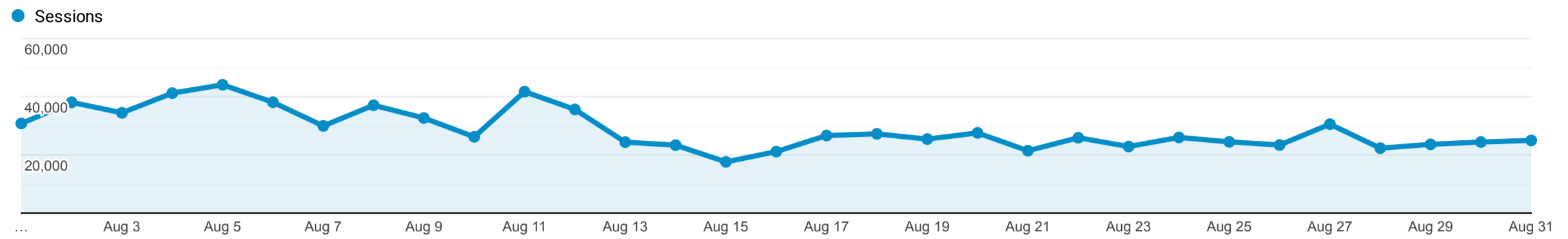


Audience Overview

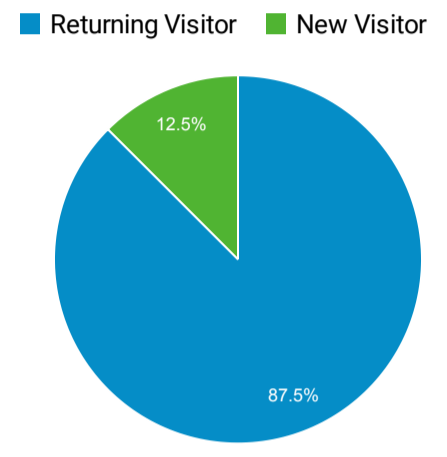
Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Sessions

Overview



Sessions 889,943	Users 223,662	Pageviews 1,418,566	Pages / Session 1.59
Avg. Session Duration 00:01:49	Bounce Rate 78.14%	% New Sessions 12.50%	



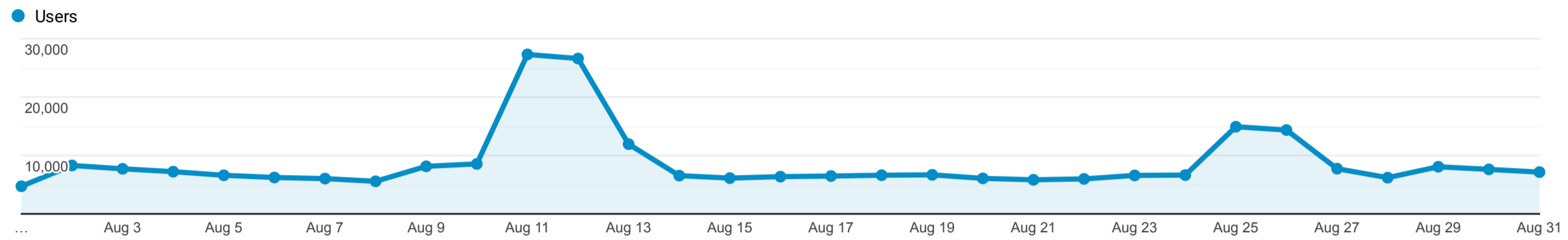
Language	Sessions	% Sessions
1. el-gr	422,109	47.43%
2. en-gb	152,713	17.16%
3. el-cy	129,917	14.60%
4. en-us	97,618	10.97%
5. en-cy	45,615	5.13%
6. el	19,202	2.16%
7. el-gb	8,075	0.91%
8. en-au	1,855	0.21%
9. en-gr	1,700	0.19%
10. el-us	1,400	0.16%

Audience Overview

Aug 1, 2021 - Aug 31, 2021

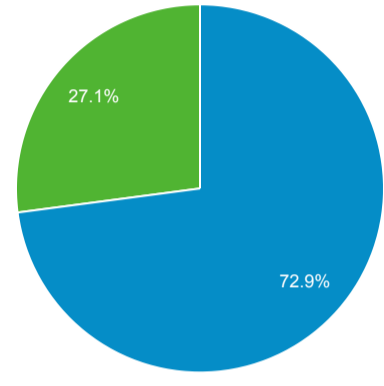
All Users
100.00% Users

Overview



<p>Users</p> <p>191,453</p>	<p>New Users</p> <p>151,652</p>	<p>Sessions</p> <p>311,718</p>	<p>Number of Sessions per User</p> <p>1.63</p>
<p>Pageviews</p> <p>629,323</p>	<p>Pages / Session</p> <p>2.02</p>	<p>Avg. Session Duration</p> <p>00:02:38</p>	<p>Bounce Rate</p> <p>72.70%</p>

■ New Visitor ■ Returning Visitor



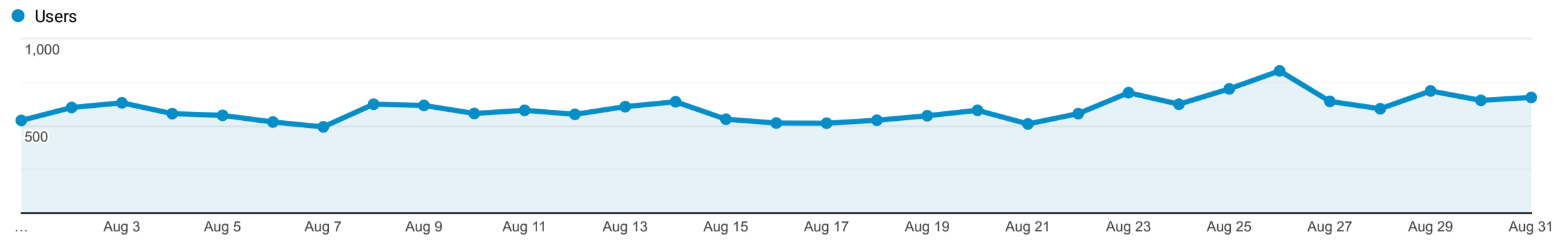
Language	Users	% Users
1. el-gr	97,926	51.23%
2. en-gb	35,755	18.70%
3. en-us	23,334	12.21%
4. el	16,470	8.62%
5. el-cy	9,127	4.77%
6. en-cy	3,070	1.61%
7. de-de	966	0.51%
8. en-au	774	0.40%
9. el-gb	603	0.32%
10. en-ca	419	0.22%

Audience Overview

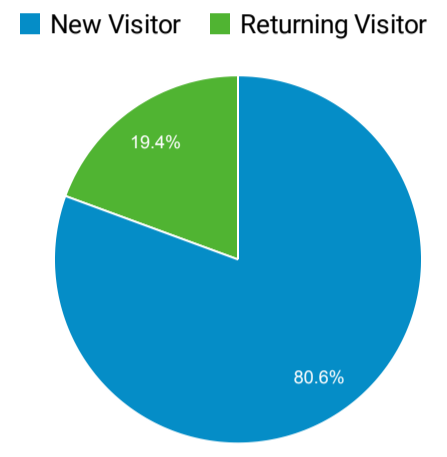
Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Users

Overview



Users 15,297	New Users 13,681	Sessions 21,656	Number of Sessions per User 1.42
Pageviews 53,397	Pages / Session 2.47	Avg. Session Duration 00:02:10	Bounce Rate 73.54%



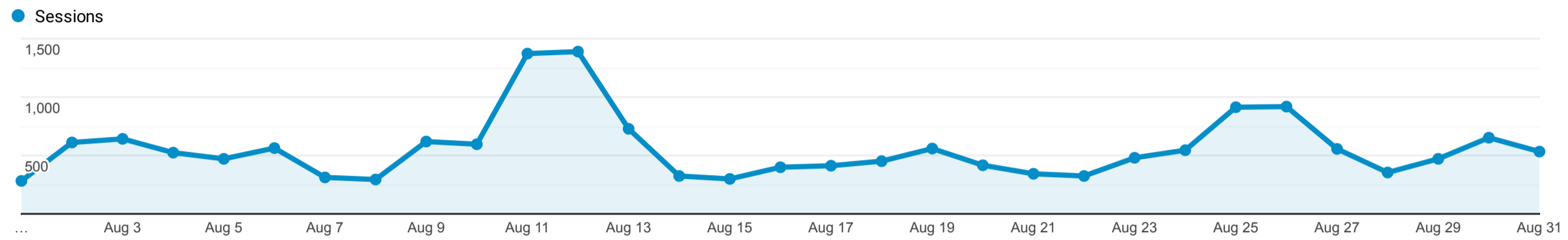
Language	Users	% Users
1. el-gr	5,895	38.08%
2. el	3,278	21.17%
3. en-gb	2,715	17.54%
4. en-us	2,208	14.26%
5. el-cy	561	3.62%
6. en-cy	196	1.27%
7. en-us.utf-8	145	0.94%
8. de-de	84	0.54%
9. en-au	63	0.41%
10. en	35	0.23%

Audience Overview

Aug 1, 2021 - Aug 31, 2021

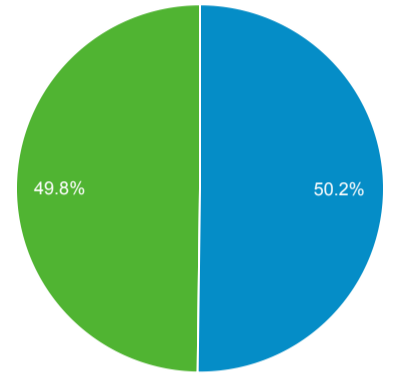
All Users
 100.00% Sessions

Overview



Sessions 17,290	Users 10,722	Pageviews 30,770	Pages / Session 1.78
Avg. Session Duration 00:02:00	Bounce Rate 80.13%	% New Sessions 50.17%	

■ New Visitor ■ Returning Visitor



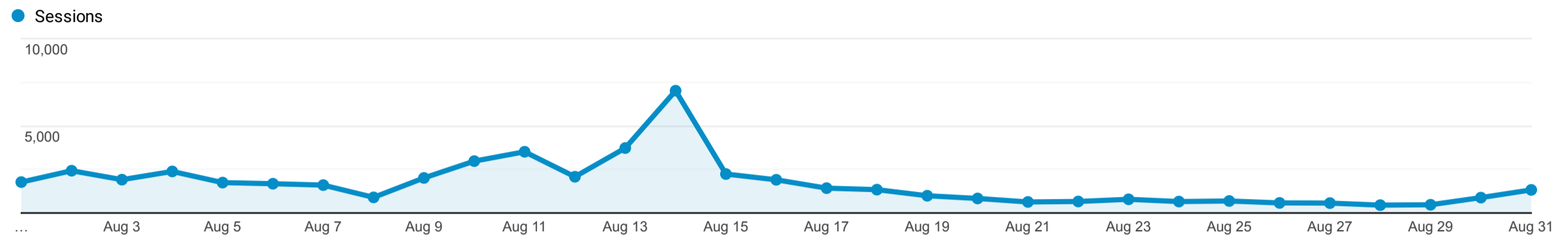
Language	Sessions	% Sessions
1. el-gr	6,271	36.27%
2. en-us	6,195	35.83%
3. en-gb	1,898	10.98%
4. el-cy	1,274	7.37%
5. el	1,069	6.18%
6. en-cy	92	0.53%
7. en-au	62	0.36%
8. el-gb	60	0.35%
9. en-us.utf-8	46	0.27%
10. de-de	41	0.24%

Audience Overview

Aug 1, 2021 - Aug 31, 2021

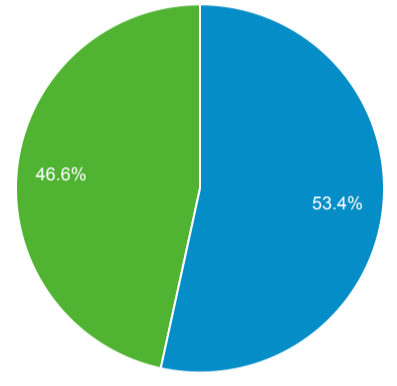
All Users
100.00% Sessions

Overview



Sessions 51,651	Users 32,865	Pageviews 181,887	Pages / Session 3.52
Avg. Session Duration 00:07:22	Bounce Rate 65.34%	% New Sessions 53.23%	

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-gb	28,915	55.98%
2. en-us	10,962	21.22%
3. fr-fr	3,829	7.41%
4. en-cy	846	1.64%
5. de-de	619	1.20%
6. en-ca	605	1.17%
7. el-gr	604	1.17%
8. en-au	542	1.05%
9. en	402	0.78%
10. ru-ru	389	0.75%