

Το adstore παρέδωσε 89 εκατομμύρια εμφανίσεις διαφημίσεων 41 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Αύγουστο

Ο όμιλος Spp Media, κατέγραψε για τον μήνα Αύγουστο 41,487,339 εμφανίσεις.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 24,067,058 για τον μήνα Αύγουστο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 10,631,096 συνολικές εμφανίσεις για τον μήνα Αύγουστο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 5,444,391 συνολικές εμφανίσεις για τον μήνα Αύγουστο.

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 AUGUST 2023			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	41,487,339	8,025,012	5,378,436
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	34,698,154	6,418,289	4,311,586
LIFESTYLE (must, gastronomos, athena recipes, Wiz guide)	6,789,185	1,606,723	1,066,850
ENGLISH (Knews, Wiz English)	895,066	274,795	122,636
ADSTORE DISPLAY IMPRESSIONS		89,178,692	
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 **2,861,175** Event count **24,067,058** Sessions **4,525,791**

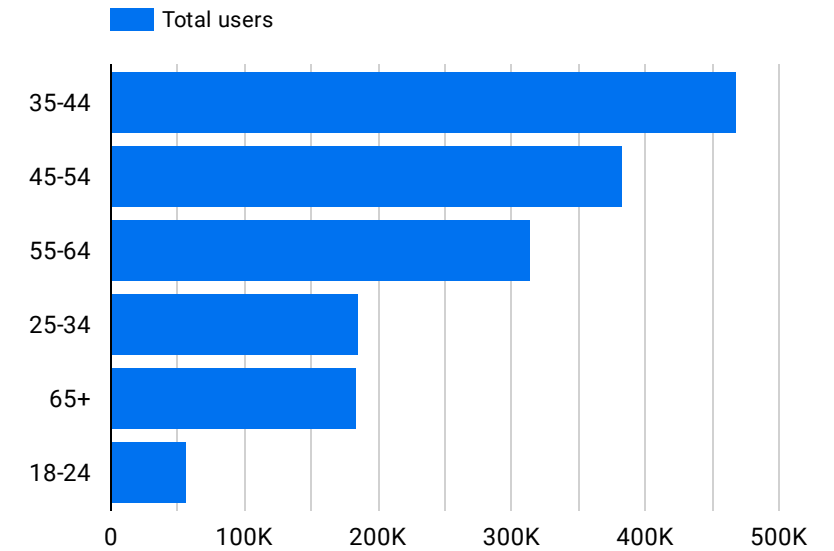
Interests		Total users ▾
1.	Travel/Travel Buffs/Luxury Travelers	1,214,499
2.	Sports & Fitness/Sports Fans/Soccer Fans	1,168,881
3.	News & Politics/Avid News Readers	955,116
4.	Lifestyles & Hobbies/Shutterbugs	836,927
5.	Technology/Social Media Enthusiasts	831,585
6.	News & Politics/Avid News Readers/Entertainment News Enthusias...	552,119
7.	Media & Entertainment/TV Lovers	528,928

1 - 100 / 133 < >

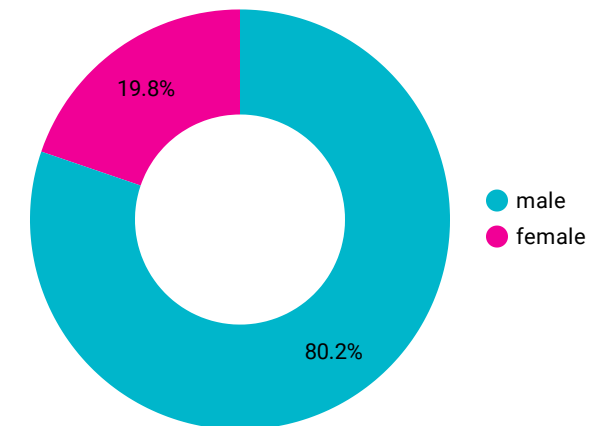
Event name		Event count ▾	Total users
1.	page_view	7,555,294	2,851,142
2.	user_engagement	4,952,784	1,553,408
3.	session_start	4,401,711	2,854,066
4.	first_visit	2,857,564	2,768,511
5.	screen_view	2,136,235	5,891
6.	scroll	640,652	294,930
7.	article_view	557,828	5,025
8.	SPLASH_AD	272,324	5,825
9.	KYPIEΣ	204,911	3,716

1 - 100 / 160 < >

Users By Ages



Users By Gender



Total users **1,450,411** Event count **10,631,096** Sessions **1,892,498**

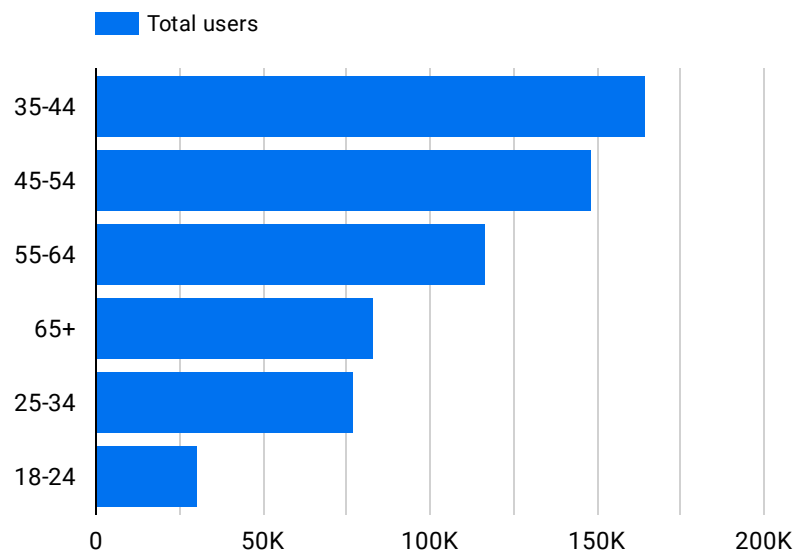
Interests		Total users ▾
1.	Lifestyles & Hobbies/Shutterbugs	363,373
2.	Travel/Travel Buffs/Luxury Travelers	362,159
3.	Technology/Social Media Enthusiasts	355,982
4.	Sports & Fitness/Sports Fans/Soccer Fans	316,858
5.	News & Politics/Avid News Readers/Enter...	269,963
6.	News & Politics/Avid News Readers	228,863
7.	Media & Entertainment/Movie Lovers	218,595

1 - 100 / 133 < >

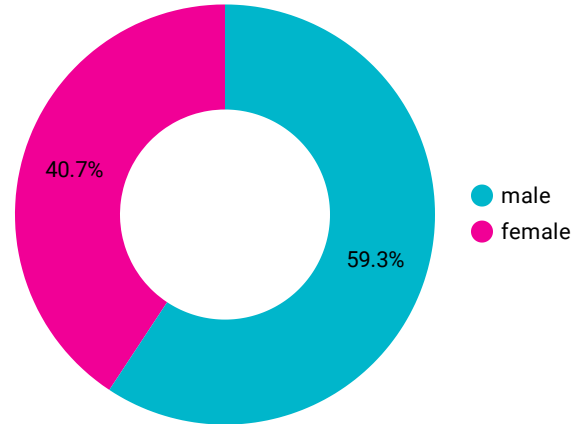
Event name		Event count ▾	Total users
1.	page_view	2,954,625	1,438,321
2.	session_start	1,888,901	1,446,656
3.	user_engagement	1,716,094	625,225
4.	first_visit	1,417,104	1,406,055
5.	screen_view	1,170,489	7,156
6.	serviceLoadTimeEvent	484,280	4,214
7.	listLoadTimeEvent	181,655	4,055
8.	scroll	175,316	92,058
9.	Πρώτη	157,523	4,331

1 - 100 / 137 < >

Users By Ages



Users By Gender



Total users **804,795** Event count **5,444,391** Sessions **1,280,073**

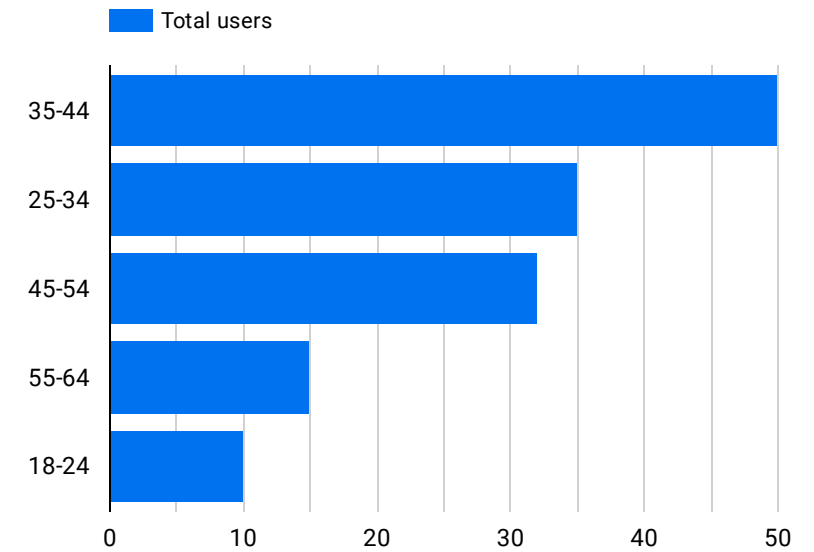
Interests		Total users ▾
1.	Media & Entertainment/Gamers/Casual & ...	135
2.	Sports & Fitness/Sports Fans/Soccer Fans	134
3.	Technology/Social Media Enthusiasts	134
4.	Media & Entertainment/Comics & Animati...	133
5.	Media & Entertainment/Gamers/Action G...	133
6.	News & Politics/Avid News Readers	133
7.	Shoppers	133

1 - 30 / 30 < >

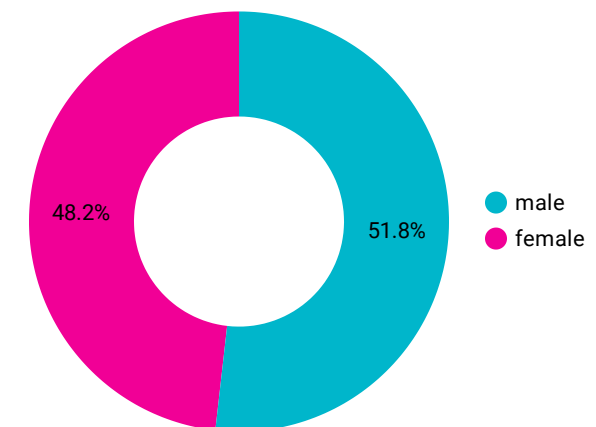
Event name		Event count ▾	Total users
1.	page_view	1,942,656	801,250
2.	user_engagement	1,319,047	528,071
3.	session_start	1,265,097	800,529
4.	first_visit	782,249	782,131
5.	scroll	114,898	60,246
6.	click	15,901	9,335
7.	screen_view	3,193	336
8.	notification_receive	366	82
9.	app_exception	197	47

1 - 39 / 39 < >

Users By Ages



Users By Gender



Total users **226,702** Event count **1,121,947** Sessions **272,051**

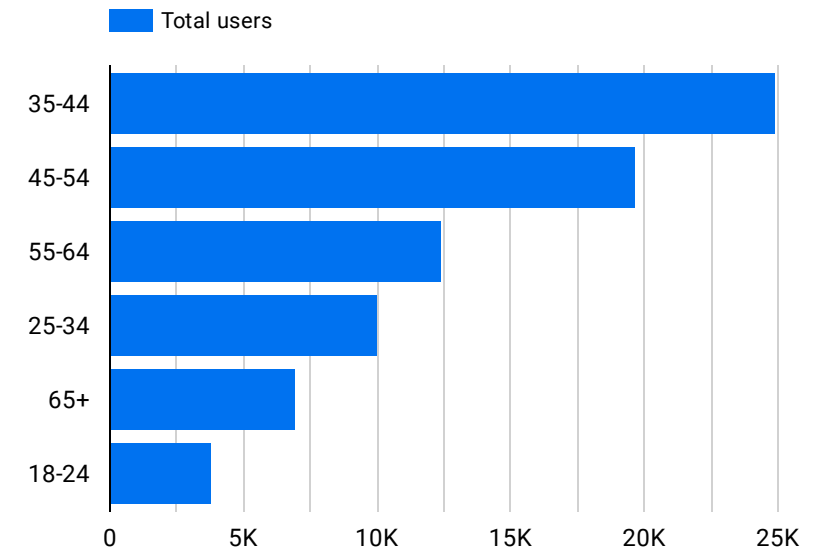
Interests		Total users ▾
1.	Lifestyles & Hobbies/Shutterbugs	45,287
2.	Technology/Social Media Enthusiasts	45,165
3.	News & Politics/Avid News Readers/Enter...	39,381
4.	Travel/Travel Buffs/Luxury Travelers	36,516
5.	Media & Entertainment/Movie Lovers	31,676
6.	Sports & Fitness/Sports Fans/Soccer Fans	29,530
7.	Travel/Travel Buffs/Beachbound Travelers	29,040

1 - 100 / 133 < >

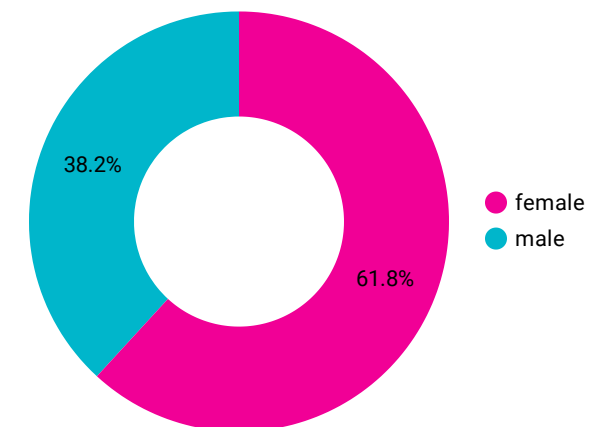
Event name		Event count ▾	Total users
1.	page_view	415,195	225,845
2.	session_start	268,235	225,845
3.	first_visit	224,055	220,414
4.	user_engagement	175,368	105,426
5.	scroll	33,295	22,464
6.	click	5,797	4,205
7.	file_download	2	2

1 - 7 / 7 < >

Users By Ages



Users By Gender



Total users
27,045

Event count
171,787

Sessions
44,552

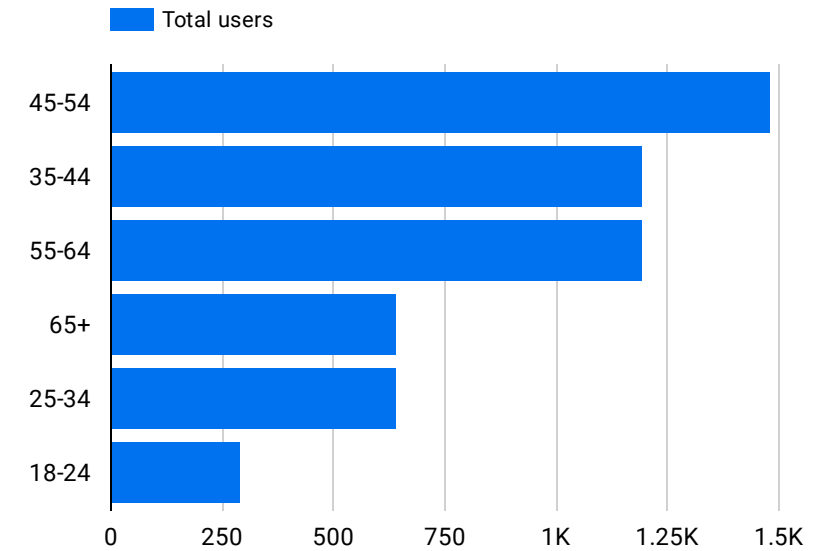
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/Aspir...	4,162
2.	Technology/Social Media Enthusiasts	3,975
3.	Lifestyles & Hobbies/Shutterbugs	3,754
4.	News & Politics/Avid News Readers/Enter...	3,101
5.	Travel/Travel Buffs/Beachbound Travelers	2,864
6.	Media & Entertainment/Music Lovers	2,536
7.	Media & Entertainment/Movie Lovers	2,512

1 - 100 / 112 < >

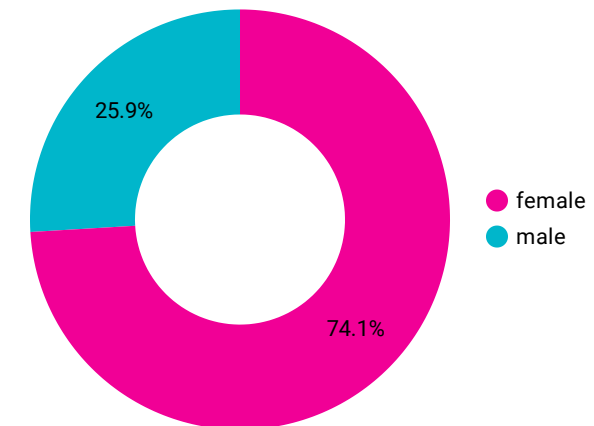
Event name		Event count ▾	Total users
1.	session_start	44,291	26,967
2.	page_view	43,701	26,965
3.	first_visit	43,519	26,967
4.	user_engagement	28,709	16,742
5.	scroll	10,601	5,706
6.	form_start	581	330
7.	click	382	184

1 - 7 / 7 < >

Users By Ages



Users By Gender



Total users

8,308

Event count

51,060

Sessions

10,047

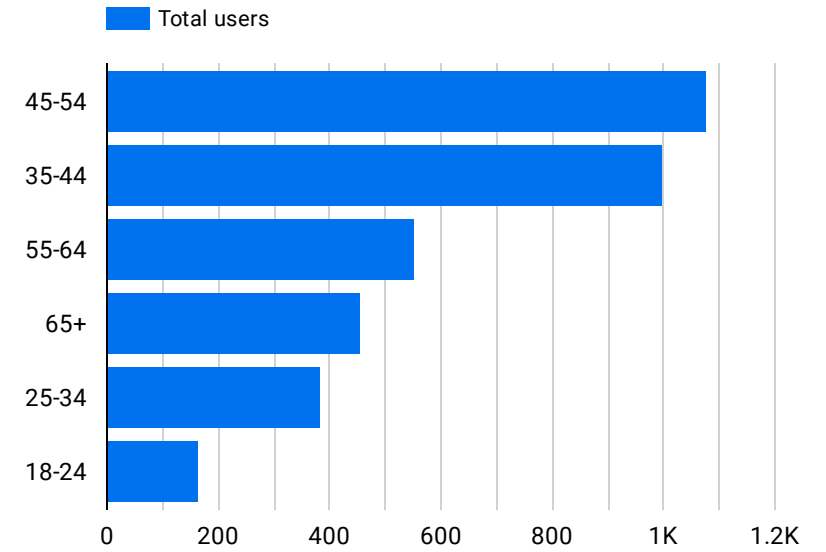
Interests		Total users
1.	Food & Dining/Cooking Enthusiasts/Aspir...	2,351
2.	Technology/Social Media Enthusiasts	1,776
3.	Lifestyles & Hobbies/Shutterbugs	1,757
4.	News & Politics/Avid News Readers/Enter...	1,324
5.	Travel/Travel Buffs/Beachbound Travelers	1,297
6.	News & Politics/Avid News Readers	1,230
7.	Sports & Fitness/Sports Fans/Soccer Fans	1,165

1 - 100 / 120 < >

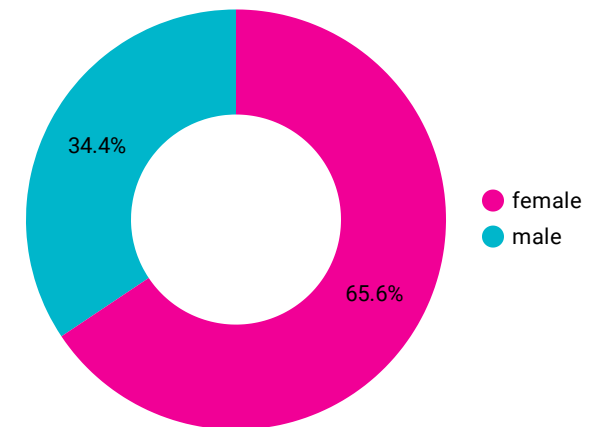
Event name	Event count	Total users
1. page_view	17,058	8,290
2. session_start	10,069	8,287
3. user_engagement	8,627	5,743
4. first_visit	8,214	7,936
5. scroll	6,838	1,880
6. form_start	144	56
7. click	81	72
8. form_submit	29	18

1 - 8 / 8 < >

Users By Ages



Users By Gender



Total users **122,636** Event count **895,066** Sessions **274,795**

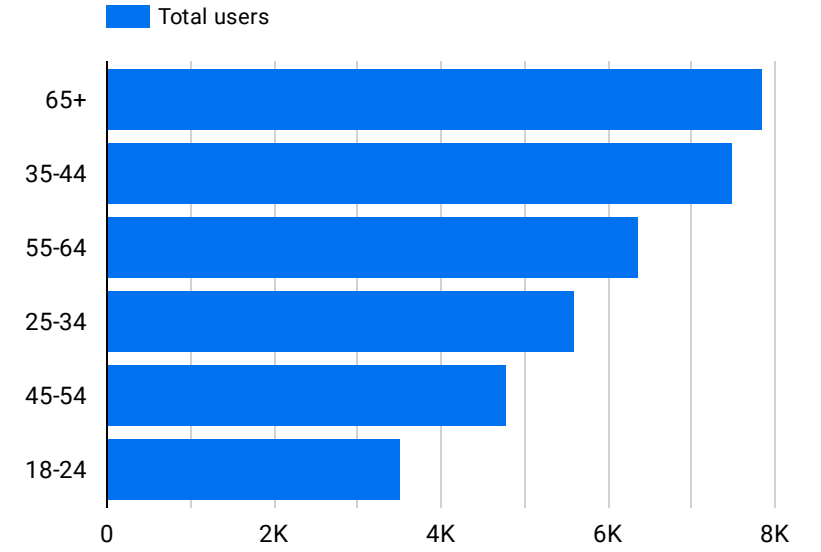
Interests		Total users ▾
1.	Travel/Travel Buffs/Luxury Travelers	20,900
2.	Banking & Finance/Avid Investors	20,579
3.	Travel/Travel Buffs/Beachbound Travelers	18,589
4.	Media & Entertainment/Movie Lovers	18,431
5.	News & Politics/Avid News Readers/Enter...	17,633
6.	Lifestyles & Hobbies/Shutterbugs	17,290
7.	Technology/Technophiles	16,911

1 - 100 / 129 < >

Event name	Event count ▾	Total users
1. page_view	275,779	122,136
2. session_start	271,172	122,135
3. first_visit	269,721	122,112
4. user_engagement	69,380	39,253
5. scroll	7,809	4,012
6. click	531	426
7. form_start	393	269
8. form_submit	261	162

1 - 8 / 8 < >

Users By Ages



Users By Gender

