

17 εκατομμύρια εμφανίσεις για τον μήνα Δεκέμβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Δεκέμβριο 17,208,616 εμφανίσεις με 1,156,719 διαφορετικούς επισκέπτες, με αύξηση 8,52% σε σύγκριση με τον προηγούμενο μήνα.

Η ιστοσελίδα και η εφαρμογή του 24sports & news, κατέγραψε 7,946,790 συνολικές εμφανίσεις, με αύξηση 20,17% σε σύγκριση με τον προηγούμενο μήνα, διαβάστηκαν 3.49 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 05:24 λεπτά, στοιχεία που αποδεικνύουν πως οι επισκέπτες της εκτιμούν τη σοβαρή και έγκυρη προσέγγιση της κυπριακής και διεθνούς αθλητικής ειδησιογραφίας.

Επιπλέον, η ιστοσελίδα και η εφαρμογή της Καθημερινής Κύπρου κατέγραψαν 4,838,513 συνολικές εμφανίσεις, διαβάστηκαν 4.56 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 09:03 λεπτά.

Το WiZ Guide, ο πρωτοποριακός οδηγός πόλης και δικτύωσης με φίλους, κατέγραψε για τον μήνα Δεκέμβριο 3,050,879 εμφανίσεις, με αύξηση 15,37% 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 DECEMBER 2019			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	17,208,616	6,124,420	1,156,719
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	12,785,303	3,578,656	649,341
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	4,423,313	2,545,764	507,378
ENGLISH (Knews, WiZ English)	191,867	63,915	34,133
ADSTORE DISPLAY IMPRESSIONS 82,872,190			
Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			



Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS



24NEWS

must



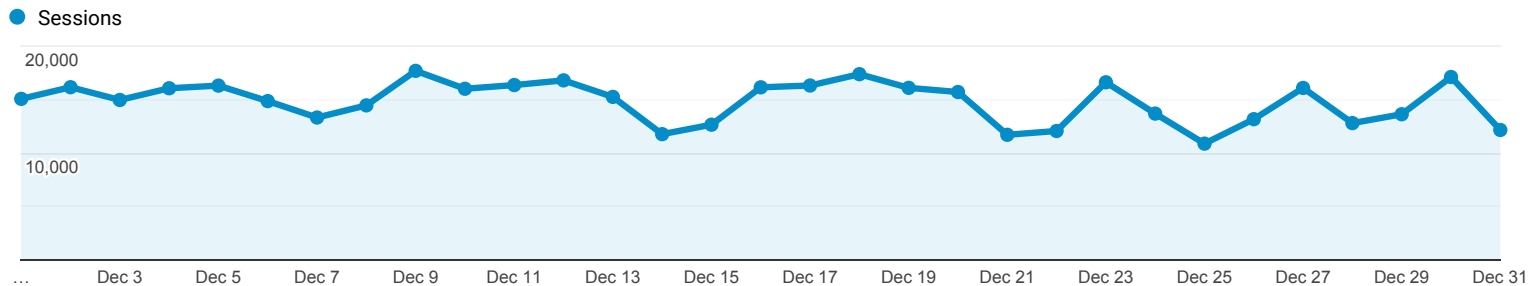
γαστρονόμος

Audience Overview

All Users
100.00% Sessions

Dec 1, 2019 - Dec 31, 2019

Overview



Sessions
459,472

Users
182,708

Pageviews
2,097,139

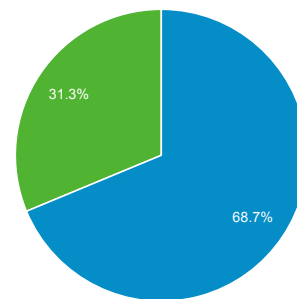
Pages / Session
4.56

Avg. Session Duration
00:09:03

Bounce Rate
50.89%

% New Sessions
31.21%

■ Returning Visitor ■ New Visitor



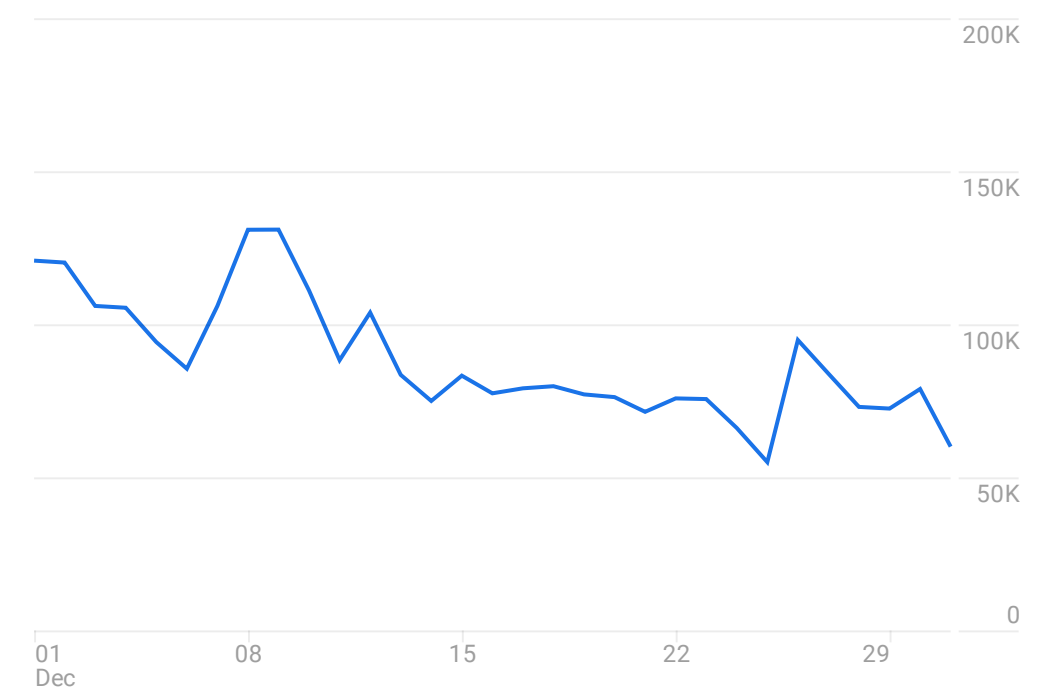
Language	Sessions	% Sessions
1. en-us	192,510	41.90%
2. en-gb	103,839	22.60%
3. el-gr	87,910	19.13%
4. el	31,641	6.89%
5. el-cy	23,406	5.09%
6. en-cy	6,413	1.40%
7. en-au	1,977	0.43%
8. en	1,748	0.38%
9. fr-fr	969	0.21%
10. ru-ru	926	0.20%

Events

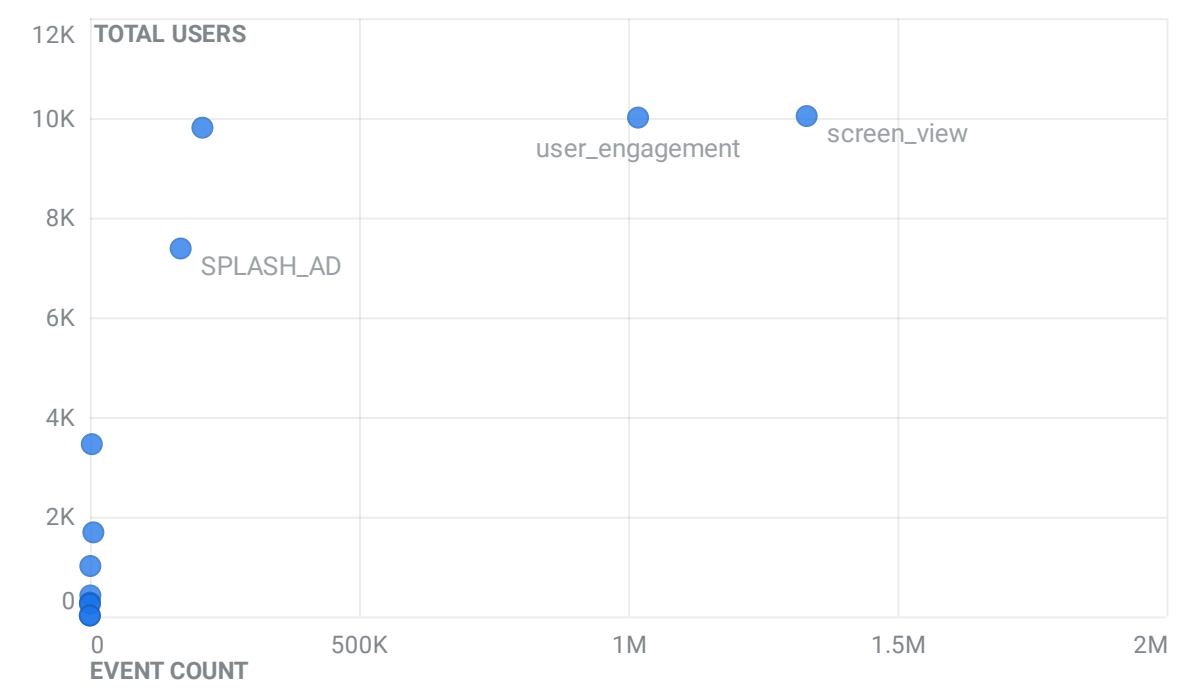
Custom Dec 1 - Dec 31, 2019

All Users Add comparison

Event count by Event name over time



Event count and Total users by Event name



Search... Rows per page: 10 Go to: 1 1-10 of 13

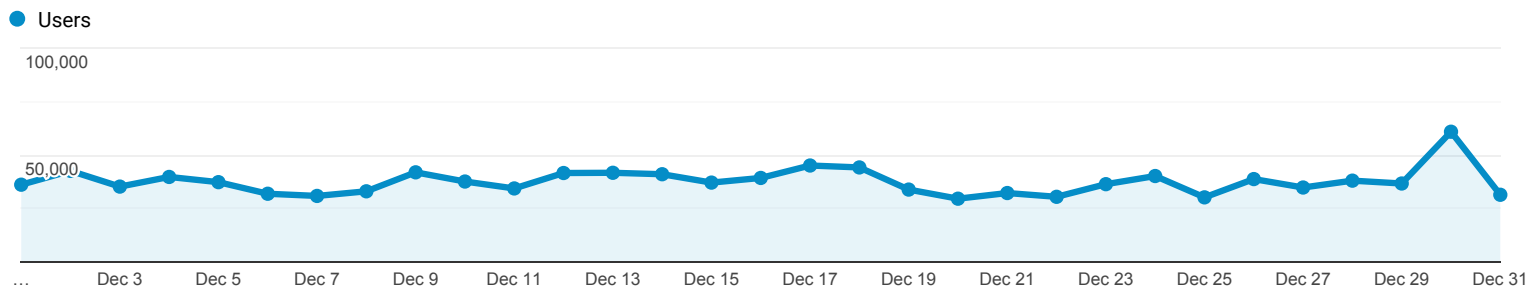
Event name	Event count	Total users	New users	Event count per user	Total revenue
Totals	2,741,374 100% of total	10,180 100% of total	1,017 100% of total	273.973 Avg 0%	\$432.14 100% of total
1 screen_view	1,331,764	10,037	0	132.685	\$0.00
2 user_engagement	1,018,435	10,006	0	101.782	\$0.00
3 session_start	209,222	9,804	0	21.34	\$0.00
4 SPLASH_AD	168,815	7,380	0	22.875	\$0.00
5 SWIPE_AD	6,639	1,686	0	3.938	\$0.00
6 os_update	3,737	3,455	0	1.082	\$0.00
7 app_exception	1,066	420	0	2.538	\$0.00
8 first_open	1,017	1,011	1,017	1.006	\$0.00
9 app_update	277	275	0	1.007	\$0.00
10 app_remove	253	252	0	1.004	\$0.00

Audience Overview

Dec 1, 2019 - Dec 31, 2019

All Users
100.00% Users

Overview



Users
451,053

New Users
322,632

Sessions
1,787,420

Number of Sessions per User
3.96

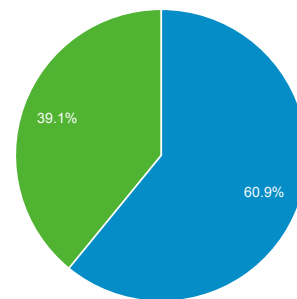
Pageviews
6,246,790

Pages / Session
3.49

Avg. Session Duration
00:05:24

Bounce Rate
43.99%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. el-gr	136,402	29.21%
2. en-us	129,589	27.75%
3. el	87,220	18.68%
4. en-gb	50,297	10.77%
5. el-cy	48,389	10.36%
6. en-cy	7,810	1.67%
7. el-gb	1,105	0.24%
8. en	866	0.19%
9. en-au	559	0.12%
10. de-de	555	0.12%

Events



screen_view ▾



Add Filter +

Audience name = All Users ✕



Dec 1, 2019 - Dec 31, 2019 ▾



→ Compared to Nov 3, 2019 - Dec 3, 2019

Event count
1.7M



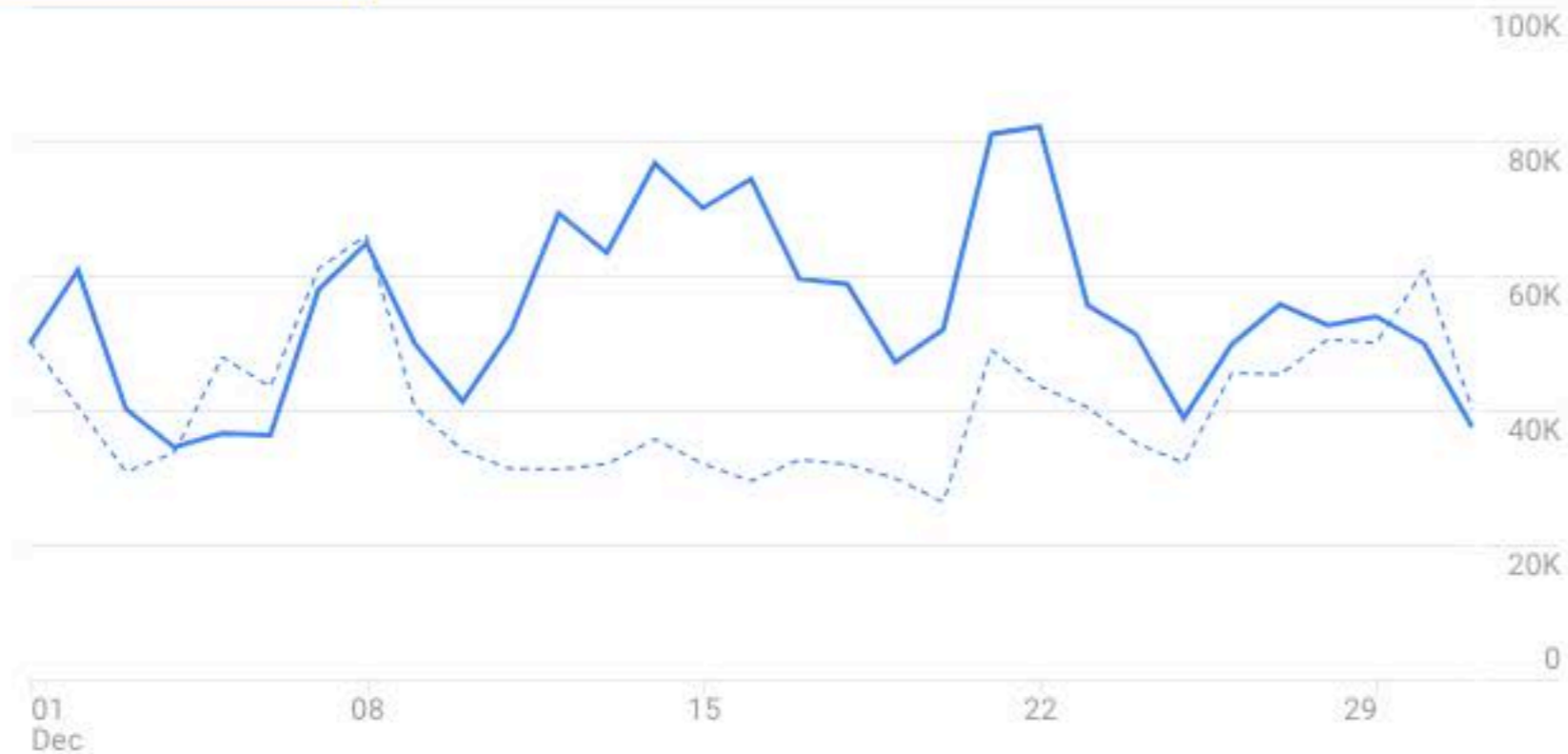
Users ⓘ
5.4K



Count per user ⓘ
316



Value ⓘ
0



Events in the last 30 minutes

1,096

Parameter name firebase_screen_class ▾

Parameter value	Count	%
<u>MainActivity</u>	341	32%
<u>NewsDetailsActivity</u>	253	24%
<u>LauncherActivity</u>	119	11%
<u>SplashAdve...ntActivity</u>	88	8%
<u>NewsViewController</u>	70	7%
<u>Sports24Pa...Controller</u>	69	7%

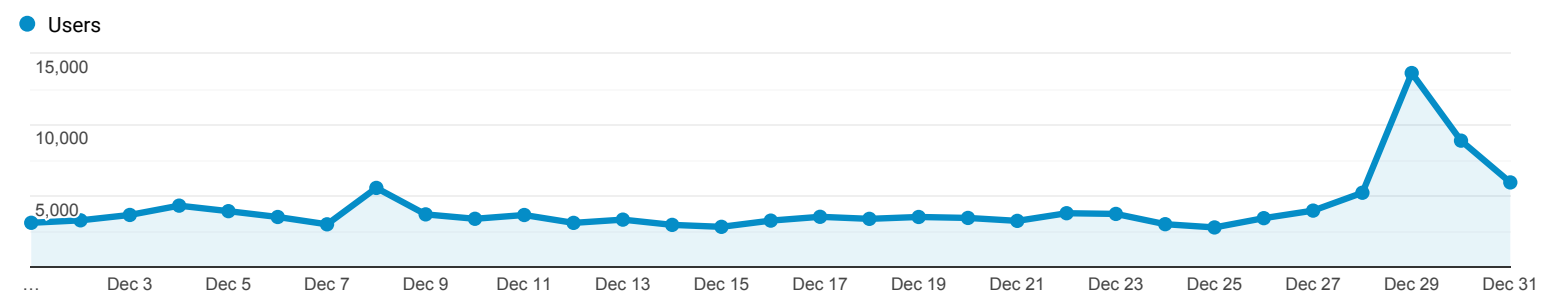
[StreamView](#) →

Audience Overview

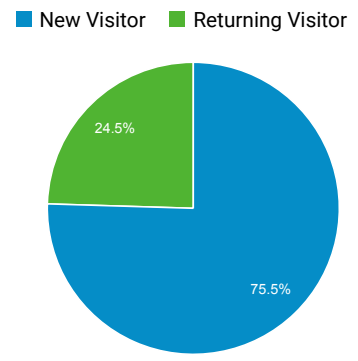
All Users
100.00% Users

Dec 1, 2019 - Dec 31, 2019

Overview




Users 97,024	New Users 81,346	Sessions 163,603
Number of Sessions per User 1.69	Pageviews 423,773	Pages / Session 2.59
Avg. Session Duration 00:03:52	Bounce Rate 71.22%	



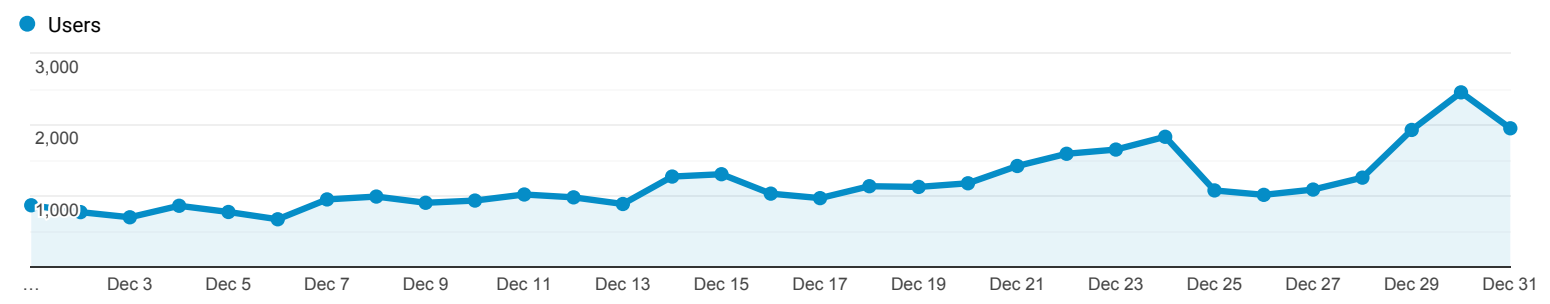
Language	Users	% Users
1. el-gr	33,788	34.94%
2. en-us	29,088	30.08%
3. en-gb	11,315	11.70%
4. el	10,878	11.25%
5. el-cy	8,158	8.44%
6. en-cy	1,363	1.41%
7. de-de	332	0.34%
8. en	233	0.24%
9. el-gb	198	0.20%
10. en-au	165	0.17%

Audience Overview

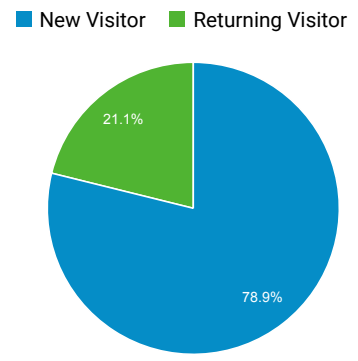
 **All Users**
100.00% Users

Dec 1, 2019 - Dec 31, 2019

Overview



Users 28,642	New Users 25,514	Sessions 42,199
Number of Sessions per User 1.47	Pageviews 135,191	Pages / Session 3.20
Avg. Session Duration 00:02:02	Bounce Rate 69.49%	



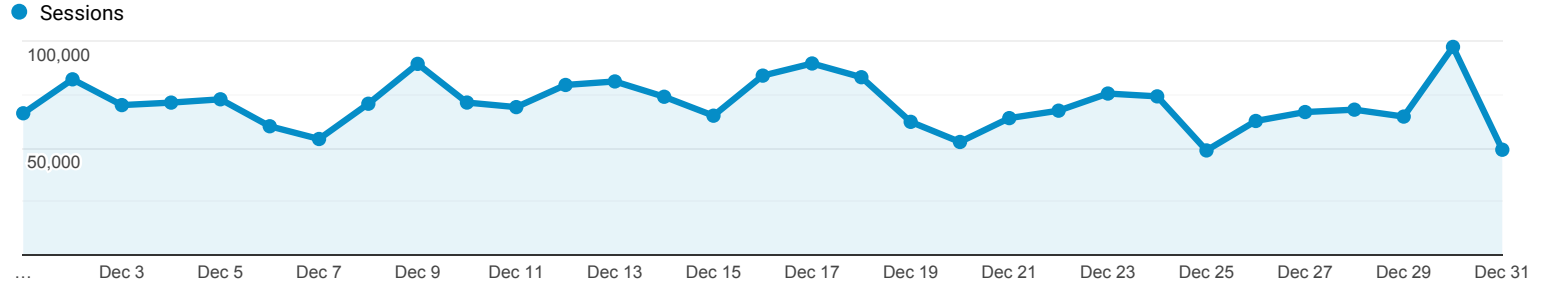
Language	Users	% Users
1. el-gr	12,685	43.92%
2. el	6,021	20.85%
3. en-us	5,422	18.77%
4. en-gb	2,409	8.34%
5. el-cy	1,529	5.29%
6. en-cy	186	0.64%
7. de-de	117	0.41%
8. en	60	0.21%
9. en-au	58	0.20%
10. de	51	0.18%

Audience Overview

All Users
100.00% Sessions

Dec 1, 2019 - Dec 31, 2019

Overview



Sessions
2,188,630

Users
322,170

Pageviews
3,050,879

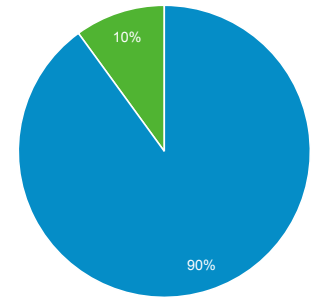
Pages / Session
1.39

Avg. Session Duration
00:01:18

Bounce Rate
89.36%

% New Sessions
10.01%

■ Returning Visitor ■ New Visitor



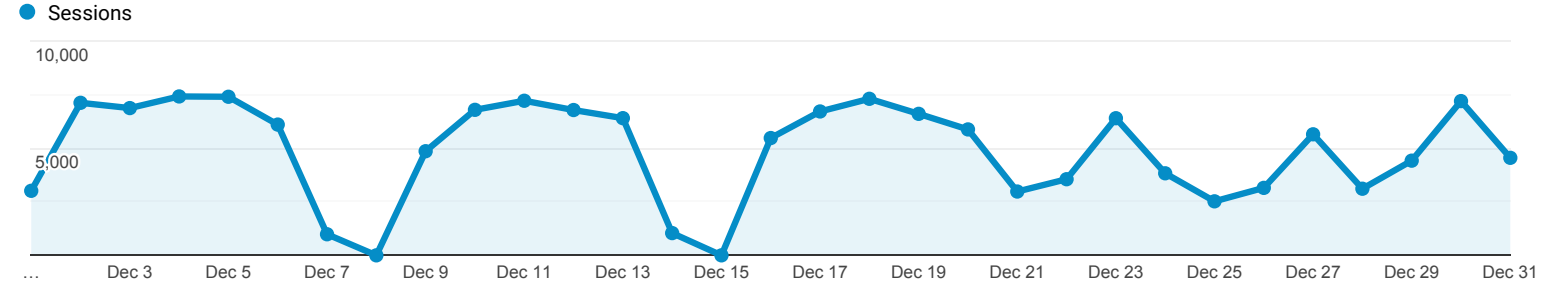
Language	Sessions	% Sessions
1. el-gr	656,964	30.02%
2. en-us	586,308	26.79%
3. en-gb	388,526	17.75%
4. el	294,049	13.44%
5. el-cy	175,803	8.03%
6. en-cy	49,186	2.25%
7. en	10,713	0.49%
8. el-gb	5,549	0.25%
9. en-gr	3,139	0.14%
10. en-au	2,915	0.13%

Audience Overview

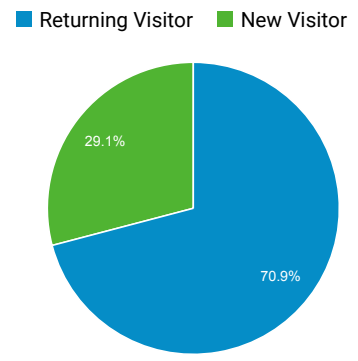
All Users
100.00% Sessions

Dec 1, 2019 - Dec 31, 2019

Overview



Sessions 151,332	Users 59,002	Pageviews 813,470
Pages / Session 5.38	Avg. Session Duration 00:11:36	Bounce Rate 60.51%
% New Sessions 29.02%		



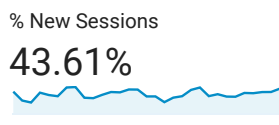
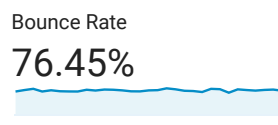
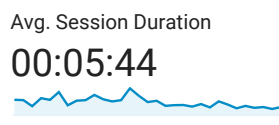
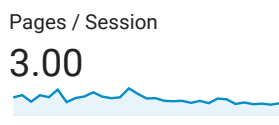
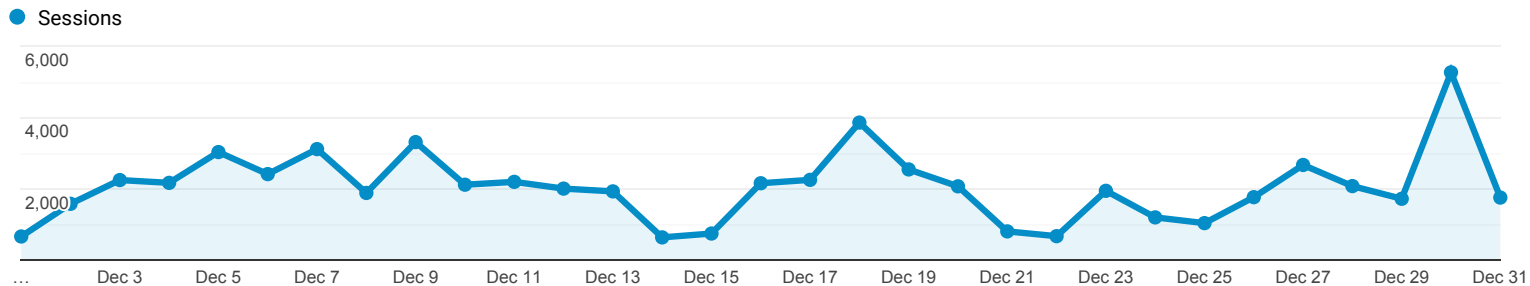
Language	Sessions	% Sessions
1. en-us	84,594	55.90%
2. el-gr	30,688	20.28%
3. en-gb	22,271	14.72%
4. el	5,119	3.38%
5. el-cy	4,055	2.68%
6. en	931	0.62%
7. en-cy	700	0.46%
8. en-au	466	0.31%
9. de-de	386	0.26%
10. fr-fr	279	0.18%

Audience Overview

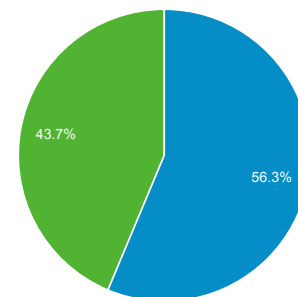
Dec 1, 2019 - Dec 31, 2019

All Users
100.00% Sessions

Overview



Returning Visitor (Blue) New Visitor (Green)



Language	Sessions	% Sessions
1. en-gb	29,462	46.10%
2. en-us	24,556	38.42%
3. el-gr	1,268	1.98%
4. en-cy	951	1.49%
5. en-au	768	1.20%
6. tr-tr	744	1.16%
7. ru-ru	568	0.89%
8. pl-pl	429	0.67%
9. ro-ro	370	0.58%
10. en	326	0.51%