

Θεαματική αύξηση κατέγραψε το σύστημα του Adstore με περισσότερα απο 154 εκατομμύρια εμφανίσεις για τον μήνα Δεκέμβριο

Ο όμιλος Spp Media , κατέγραψε για τον μήνα Δεκέμβριο 25,350,557 εμφανίσεις και 1,445,940 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 13,848,949 και 433,602 συνολικούς χρήστες για τον μήνα Δεκέμβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 6,503,763 συνολικές εμφανίσεις και 304,435 χρήστες για τον μήνα Δεκέμβριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,086,058 συνολικές εμφανίσεις και 157,015 χρήστες για τον μήνα Δεκέμβριο.

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

ADSTORE ANALYTICS DECEMBER 2022			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	25,350,557	11,863,119	1,445,940
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	20,352,712	10,467,530	738,037
<b>LIFESTYLE</b> (must, gastronomos, athena recipes, Wiz guide)	4,997,845	1,395,589	707,903
<b>ENGLISH</b> (Knews, Wiz English)	255,978	55,992	35,702
ADSTORE DISPLAY IMPRESSIONS 154,902,417			
Η επισκεψιμότητα των Knews & Wiz English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			

[www.ad-store.net](http://www.ad-store.net)

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL  
PEOPLE

KNEWS

AthenaRecipes

24NEWS

wizguide

Total users  
**433,602**

Event count  
**13,848,949**

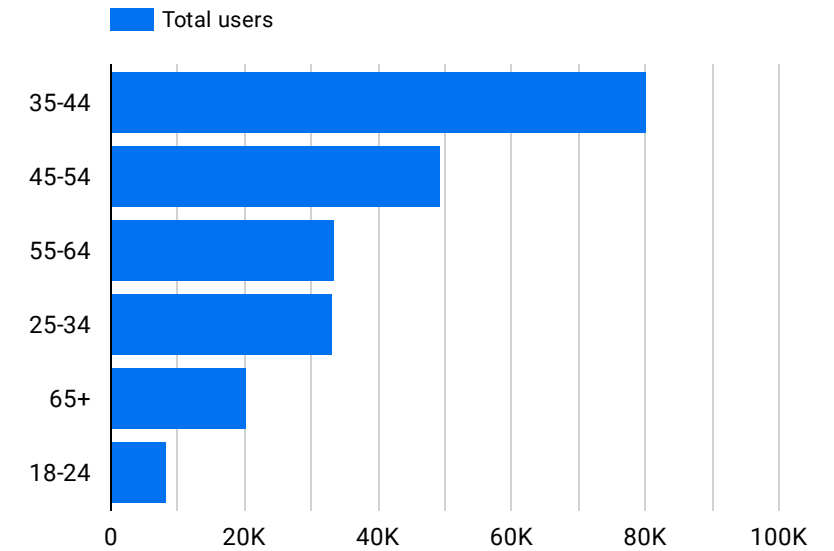
	Interests	Total users ▾
1.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	132,886
2.	News & Politics/Avid News Readers	128,089
3.	Media & Entertainment/TV Lovers	126,806
4.	Sports & Fitness/Sports Fans	101,591
5.	Beauty & Wellness/Frequently Visits Salons	93,360
6.	Sports & Fitness/Health & Fitness Buffs	87,783
7.	Shoppers/Value Shoppers	87,110

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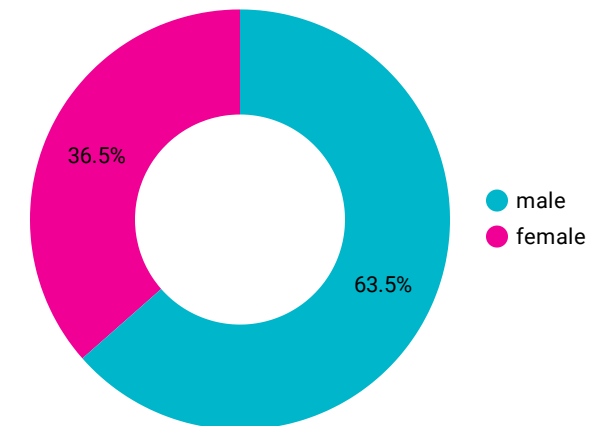
	Event name	Event count ▾	Total users
1.	page_view	5,478,597	428,309
2.	user_engagement	3,025,631	276,218
3.	session_start	1,764,823	432,398
4.	screen_view	1,568,956	5,584
5.	scroll	621,188	90,738
6.	article_view	393,226	4,762
7.	first_visit	286,847	285,596
8.	SPLASH_AD	206,958	5,538
9.	KYPIEΣ	145,677	3,505

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## Users By Ages



## Users By Gender



Total users  
**304,435**

Event count  
**6,503,763**

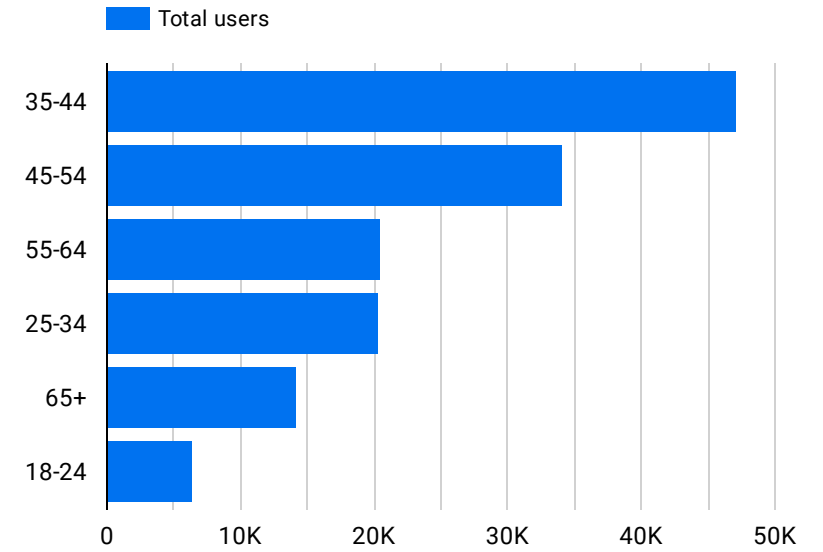
	Interests	Total users
1.	Food & Dining/Cooking Enthusiasts/30 M...	88,294
2.	News & Politics/Avid News Readers	87,080
3.	Media & Entertainment/TV Lovers	76,858
4.	Shoppers/Value Shoppers	62,681
5.	Lifestyles & Hobbies/Green Living Enthusi...	62,421
6.	Sports & Fitness/Sports Fans	59,094
7.	Sports & Fitness/Health & Fitness Buffs	58,270

1 - 100 / 133 < >

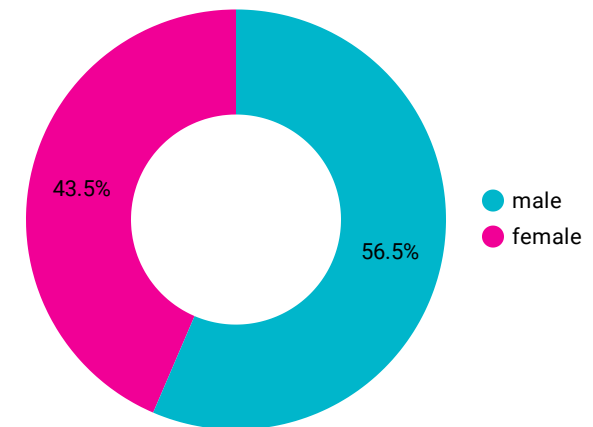
	Event name	Event count	Total users
1.	page_view	2,531,274	296,220
2.	user_engagement	1,281,670	214,166
3.	screen_view	888,703	6,662
4.	session_start	815,069	303,859
5.	first_visit	214,040	213,270
6.	scroll	205,197	38,339
7.	article_view	136,409	5,020
8.	Πρώτη	120,873	4,010
9.	SPLASH_AD	115,123	6,601

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## Users By Ages



## Users By Gender



Total users  
**157,015**

Event count  
**4,086,058**

Sessions  
**758,235**

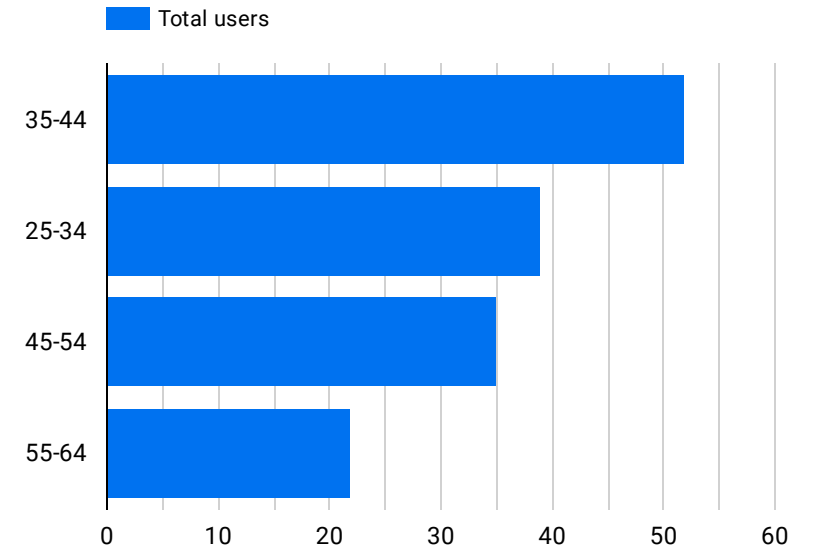
Interests		Total users ▾
1.	Media & Entertainment/Comics & Animati...	133
2.	Shoppers	131
3.	Technology/Mobile Enthusiasts	125
4.	Food & Dining/Cooking Enthusiasts	122
5.	Technology/Technophiles	105
6.	Sports & Fitness/Health & Fitness Buffs	104
7.	Travel/Travel Buffs	103

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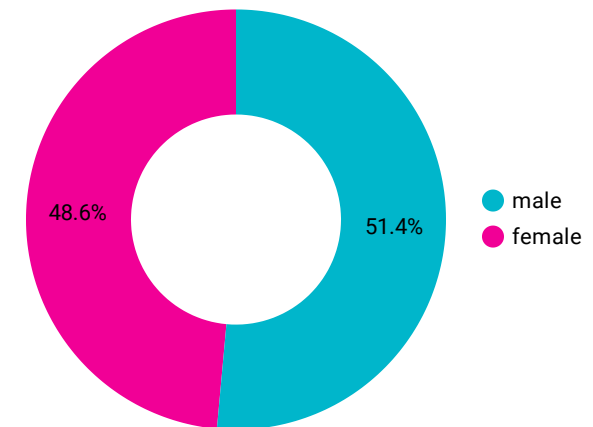
Event name		Event count ▾	Total users
1.	page_view	2,074,038	156,620
2.	user_engagement	883,254	107,837
3.	session_start	766,436	156,754
4.	scroll	207,616	43,764
5.	first_visit	115,967	114,545
6.	click	25,846	8,873
7.	video_start	6,683	1,092
8.	screen_view	2,850	326
9.	video_progress	1,140	197

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## Users By Ages



## Users By Gender

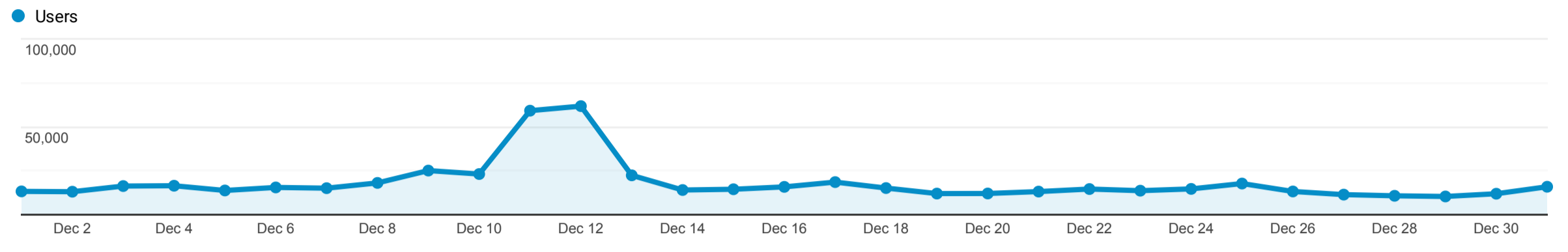


**Audience Overview**

Dec 1, 2022 - Dec 31, 2022

All Users  
100.00% Users

**Overview**



<b>Users</b> 504,272	<b>New Users</b> 476,400	<b>Sessions</b> 576,937	<b>Number of Sessions per User</b> 1.14
<b>Pageviews</b> 786,781	<b>Pages / Session</b> 1.36	<b>Avg. Session Duration</b> 00:00:48	<b>Bounce Rate</b> 90.79%



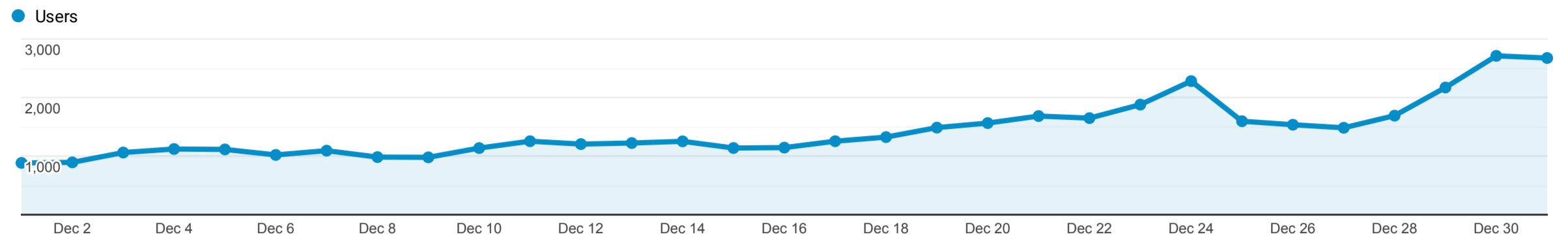
Language	Users	% Users
1. en	261,311	51.70%
2. el-gr	158,829	31.42%
3. en-gb	41,402	8.19%
4. en-us	15,679	3.10%
5. el	15,546	3.08%
6. el-cy	4,359	0.86%
7. en-cy	2,256	0.45%
8. de-de	1,427	0.28%
9. el-gb	586	0.12%
10. en-au	581	0.11%

**Audience Overview**

Dec 1, 2022 - Dec 31, 2022

**All Users**  
100.00% Users

**Overview**



<b>Users</b> 37,797	<b>New Users</b> 35,058	<b>Sessions</b> 49,063	<b>Number of Sessions per User</b> 1.30
<b>Pageviews</b> 101,988	<b>Pages / Session</b> 2.08	<b>Avg. Session Duration</b> 00:01:37	<b>Bounce Rate</b> 77.20%



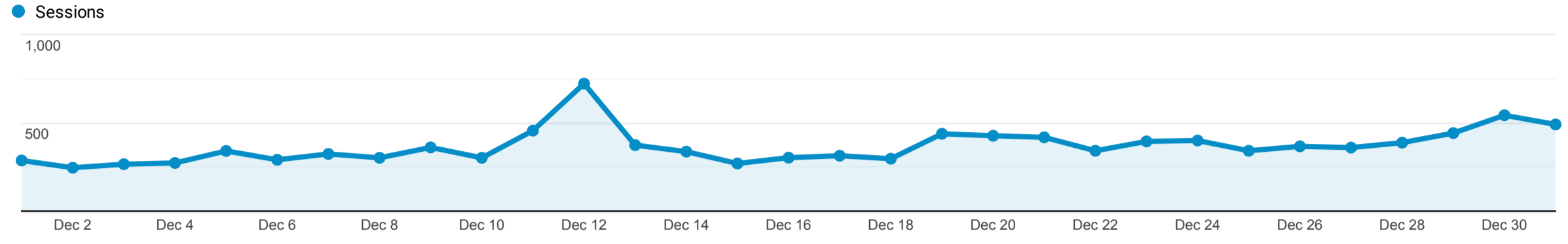
Language	Users	% Users
1. el-gr	15,013	39.61%
2. el	12,340	32.56%
3. en-gb	5,386	14.21%
4. en-us	3,402	8.98%
5. el-cy	649	1.71%
6. en-cy	262	0.69%
7. de-de	153	0.40%
8. en	105	0.28%
9. en-au	86	0.23%
10. de	78	0.21%

**Audience Overview**

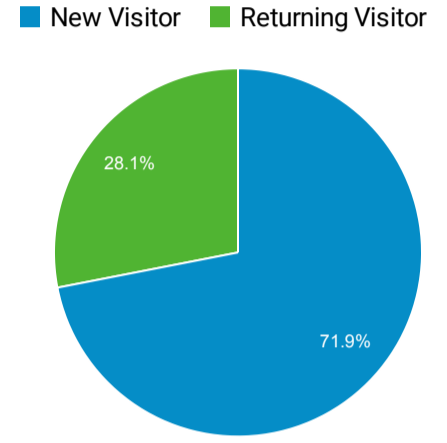
Dec 1, 2022 - Dec 31, 2022

**All Users**  
100.00% Sessions

**Overview**



<b>Sessions</b> 11,357	<b>Users</b> 8,819	<b>Pageviews</b> 23,018	<b>Pages / Session</b> 2.03
<b>Avg. Session Duration</b> 00:02:30	<b>Bounce Rate</b> 82.41%	<b>% New Sessions</b> 71.86%	



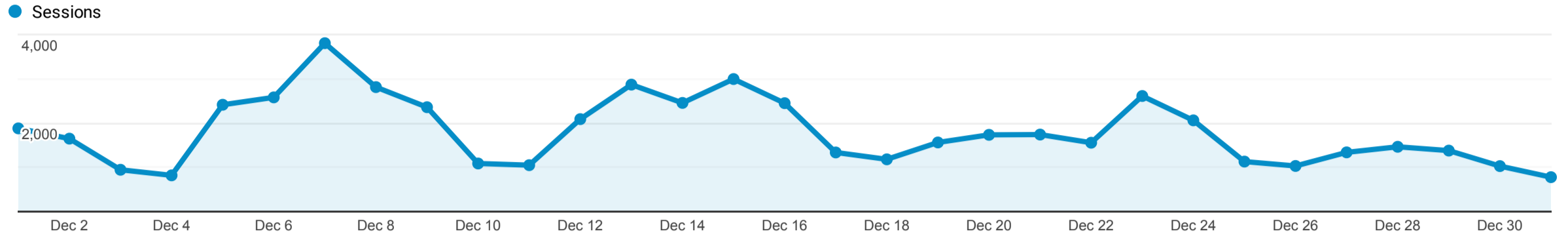
Language	Sessions	% Sessions
1. el-gr	4,333	38.15%
2. el	2,664	23.46%
3. en-us	2,409	21.21%
4. en-gb	1,218	10.72%
5. el-cy	329	2.90%
6. en	55	0.48%
7. de-de	54	0.48%
8. en-au	47	0.41%
9. en-cy	44	0.39%
10. de	34	0.30%

**Audience Overview**

Dec 1, 2022 - Dec 31, 2022

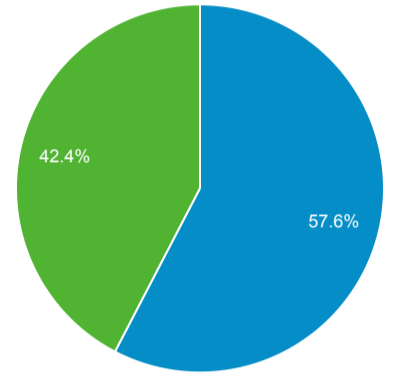
**All Users**  
100.00% Sessions

**Overview**



<b>Sessions</b> 55,992	<b>Users</b> 35,702	<b>Pageviews</b> 255,978	<b>Pages / Session</b> 4.57
<b>Avg. Session Duration</b> 00:10:10	<b>Bounce Rate</b> 65.36%	<b>% New Sessions</b> 57.44%	

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-gb	29,398	52.50%
2. en-us	14,904	26.62%
3. el-gr	976	1.74%
4. en-cy	741	1.32%
5. en-au	728	1.30%
6. hu-hu	720	1.29%
7. de-de	692	1.24%
8. en-ca	567	1.01%
9. fr-fr	511	0.91%
10. tr-tr	486	0.87%