

Το adstore παρέδωσε 78 εκατομμύρια εμφανίσεις διαφημίσεων Η ΚΑΘΗΜΕΡΙΝΗ και το 24SPORTS&NEWS στο επίκεντρο του ενδιαφέροντος

Ο όμιλος Spp Media, κατέγραψε για το μήνα Δεκέμβριο 31,122,282 εμφανίσεις.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 17,540,294 για το μήνα Δεκέμβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 8,287,157 συνολικές εμφανίσεις για το μήνα Δεκέμβριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,097,682 συνολικές εμφανίσεις για το μήνα Δεκέμβριο.

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 DECEMBER 2023 | | | |
|--|-------------------------|-------------------|--------------|
| Adstore Total: | PAGEVIEWS/EVENTS | SESSIONS | USERS |
| | 31,122,282 | 5,658,480 | 4,072,836 |
| SEGMENT | PAGEVIEWS/EVENTS | SESSIONS | USERS |
| NEWS (Kathimerini, 24sports&news) | 25,827,451 | 4,508,262 | 3,296,209 |
| LIFESTYLE (must, gastronomos, athena recipes, Wiz guide) | 5,294,831 | 1,150,218 | 776,627 |
| ENGLISH (Knews, Wiz English) | 797,226 | 245,483 | 119,163 |
| ADSTORE DISPLAY IMPRESSIONS | | 78,288,109 | |
| 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 **2,092,980** Event count **17,540,294** Sessions **2,977,763**

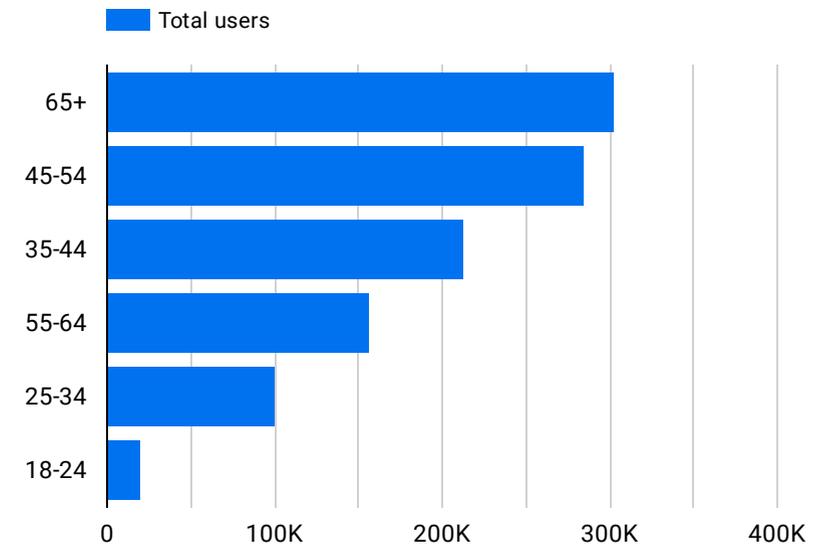
| Interests | Total users |
|--|-------------|
| 1. Sports & Fitness/Sports Fans/Soccer Fans | 818,244 |
| 2. News & Politics/Avid News Readers | 640,313 |
| 3. Travel/Travel Buffs/Luxury Travelers | 580,444 |
| 4. Technology/Social Media Enthusiasts | 516,814 |
| 5. Lifestyles & Hobbies/Shutterbugs | 513,818 |
| 6. Media & Entertainment/Music Lovers | 342,995 |
| 7. News & Politics/Avid News Readers/Entertainment News Enthusias... | 339,106 |
| 8. Media & Entertainment/Movie Lovers | 329,243 |
| 9. Media & Entertainment/Light TV Viewers | 311,336 |
| 10. Media & Entertainment/TV Lovers | 291,288 |

1 - 100 / 133 < >

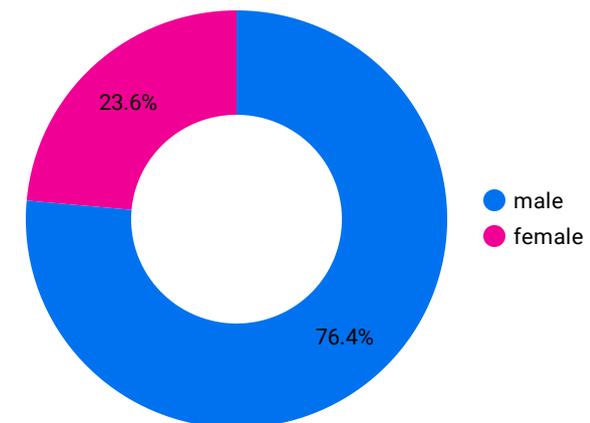
| Event name | Event count | Total users |
|--------------------|-------------|-------------|
| 1. page_view | 5,412,801 | 2,085,706 |
| 2. user_engagement | 3,372,890 | 1,104,228 |
| 3. session_start | 3,076,078 | 2,090,979 |
| 4. first_visit | 2,072,771 | 2,033,999 |
| 5. screen_view | 1,444,952 | 5,487 |
| 6. video_start | 698,691 | 275,826 |
| 7. scroll | 413,049 | 197,185 |
| 8. article_view | 371,356 | 4,606 |
| 9. SPLASH_AD | 191,080 | 5,450 |
| 10. KYPIEΣ | 145,181 | 3,440 |

1 - 100 / 147 < >

Users By Age:



Users By Gender:



Total users **1,203,229** Event count **8,287,157** Sessions **1,530,499**

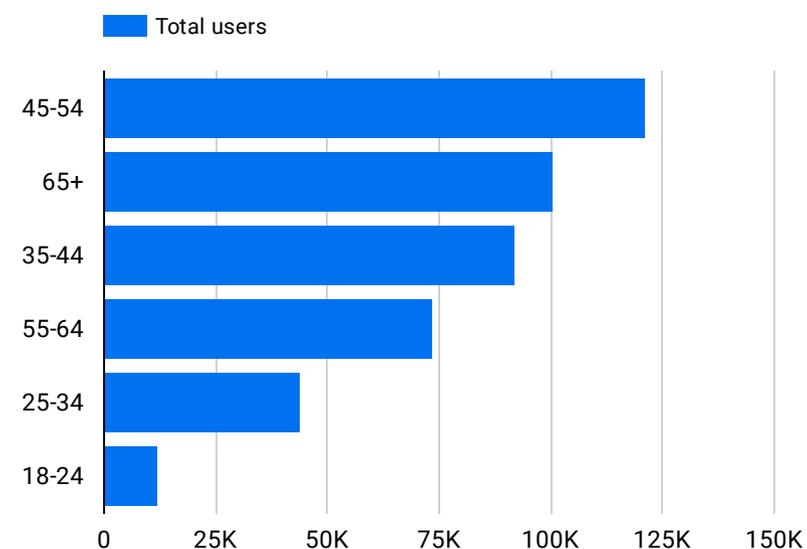
| Interests | Total users |
|--|-------------|
| 1. Lifestyles & Hobbies/Shutterbugs | 248,884 |
| 2. Technology/Social Media Enthusiasts | 245,212 |
| 3. Travel/Travel Buffs/Luxury Travelers | 228,936 |
| 4. Sports & Fitness/Sports Fans/Soccer Fans | 221,292 |
| 5. News & Politics/Avid News Readers | 182,076 |
| 6. News & Politics/Avid News Readers/Entertainment News Enthusias... | 165,536 |
| 7. Media & Entertainment/Movie Lovers | 158,496 |
| 8. Media & Entertainment/TV Lovers | 150,038 |
| 9. Media & Entertainment/Light TV Viewers | 135,745 |
| 10. Media & Entertainment/Music Lovers | 122,419 |

1 - 100 / 133 < >

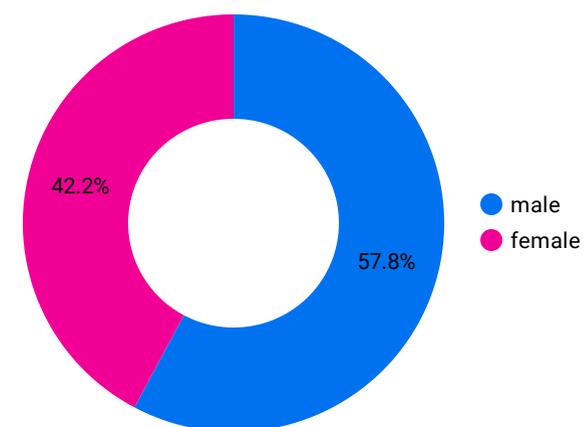
| Event name | Event count | Total users |
|-------------------------|-------------|-------------|
| 1. page_view | 2,387,153 | 1,193,805 |
| 2. session_start | 1,524,686 | 1,200,591 |
| 3. user_engagement | 1,317,785 | 497,797 |
| 4. first_visit | 1,162,680 | 1,163,950 |
| 5. screen_view | 830,935 | 6,610 |
| 6. serviceLoadTimeEvent | 364,061 | 3,943 |
| 7. listLoadTimeEvent | 136,629 | 3,759 |
| 8. Πρώτη | 118,481 | 3,993 |
| 9. scroll | 108,490 | 63,041 |
| 10. SPLASH_AD | 108,248 | 6,553 |

1 - 100 / 119 < >

Users By Age:



Users By Gender:



Total users
550,866

Event count
4,097,682

Sessions
861,860

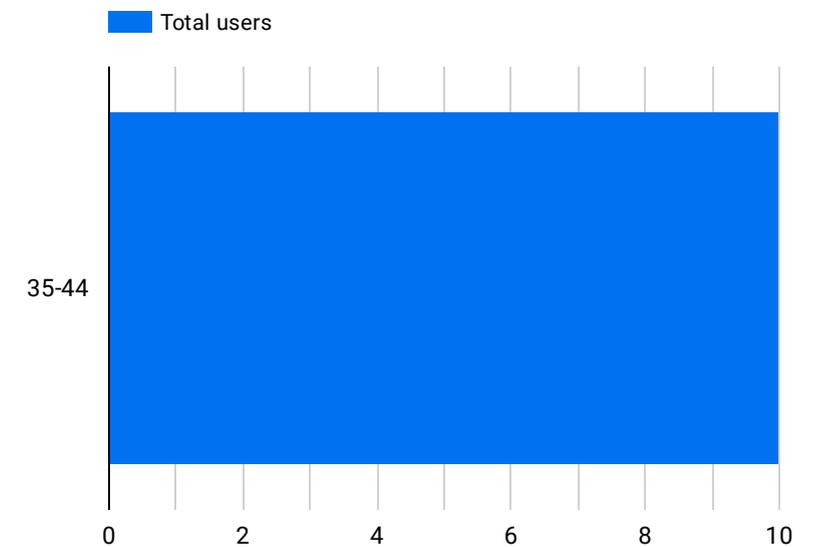
| | Interests | Total users |
|-----|---|-------------|
| 1. | Media & Entertainment/Book Lovers | 26 |
| 2. | Media & Entertainment/Comics & Animation Fans | 26 |
| 3. | Media & Entertainment/Gamers/Action Game Fans | 26 |
| 4. | Media & Entertainment/Gamers/Casual & Social Gamers | 26 |
| 5. | News & Politics/Avid News Readers | 26 |
| 6. | Shoppers | 26 |
| 7. | Sports & Fitness/Health & Fitness Buffs | 26 |
| 8. | Sports & Fitness/Sports Fans/Soccer Fans | 26 |
| 9. | Technology/Social Media Enthusiasts | 26 |
| 10. | Technology/Mobile Enthusiasts | 24 |

1 - 16 / 16 < >

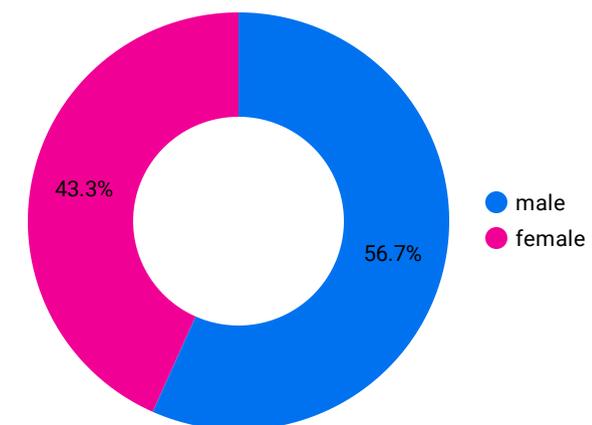
| | Event name | Event count | Total users |
|-----|-----------------|-------------|-------------|
| 1. | page_view | 1,304,928 | 548,729 |
| 2. | session_start | 870,068 | 548,050 |
| 3. | user_engagement | 847,642 | 350,046 |
| 4. | first_visit | 539,542 | 535,635 |
| 5. | video_start | 441,753 | 163,484 |
| 6. | scroll | 76,583 | 43,448 |
| 7. | click | 11,657 | 6,652 |
| 8. | screen_view | 3,191 | 319 |
| 9. | video_progress | 1,266 | 851 |
| 10. | file_download | 219 | 158 |

1 - 38 / 38 < >

Users By Age:



Users By Gender:



Total users
167,272

Event count
811,382

Sessions
194,660

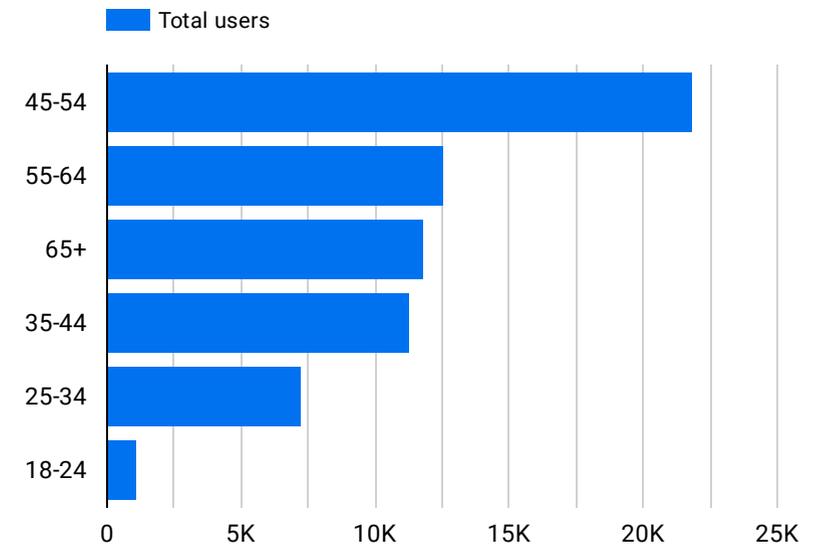
| | Interests | Total users |
|-----|---|-------------|
| 1. | Lifestyles & Hobbies/Shutterbugs | 42,041 |
| 2. | Technology/Social Media Enthusiasts | 41,590 |
| 3. | News & Politics/Avid News Readers/Entertainment News Enthusias... | 38,131 |
| 4. | Media & Entertainment/Movie Lovers | 33,357 |
| 5. | Media & Entertainment/Light TV Viewers | 30,273 |
| 6. | Media & Entertainment/Music Lovers | 27,033 |
| 7. | Food & Dining/Cooking Enthusiasts/Aspiring Chefs | 26,136 |
| 8. | Sports & Fitness/Sports Fans/Soccer Fans | 24,743 |
| 9. | Media & Entertainment/TV Lovers | 24,538 |
| 10. | Media & Entertainment/Music Lovers/Pop Music Fans | 24,158 |

1 - 100 / 132 < >

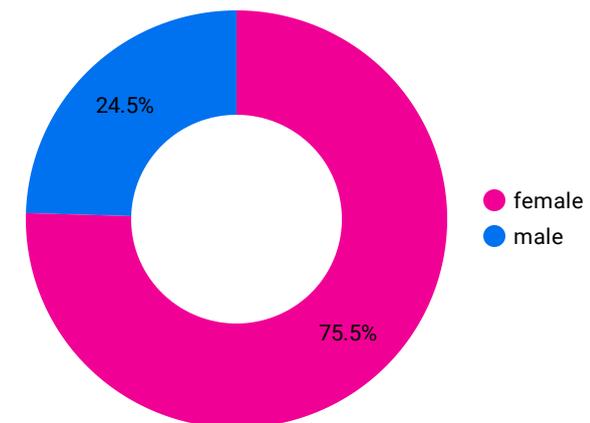
| | Event name | Event count | Total users |
|----|-----------------|-------------|-------------|
| 1. | page_view | 292,850 | 166,736 |
| 2. | session_start | 192,731 | 166,723 |
| 3. | first_visit | 166,201 | 163,362 |
| 4. | user_engagement | 131,733 | 81,081 |
| 5. | scroll | 24,641 | 16,547 |
| 6. | click | 3,221 | 2,167 |
| 7. | file_download | 5 | 5 |

1 - 7 / 7 < >

Users By Age:



Users By Gender:



Total users
42,818

Event count
300,911

Sessions
75,267

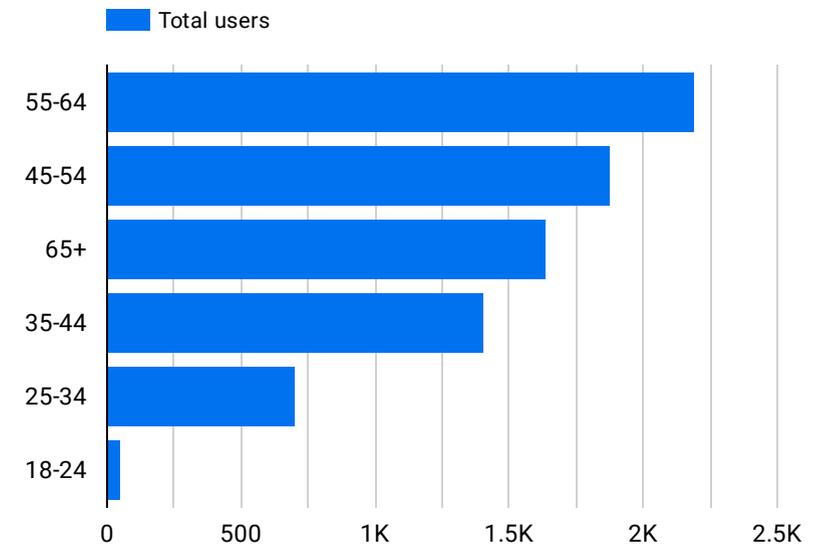
| | Interests | Total users |
|-----|---|-------------|
| 1. | Food & Dining/Cooking Enthusiasts/Aspiring Chefs | 6,114 |
| 2. | Technology/Social Media Enthusiasts | 5,797 |
| 3. | Lifestyles & Hobbies/Shutterbugs | 5,709 |
| 4. | News & Politics/Avid News Readers/Entertainment News Enthusias... | 4,694 |
| 5. | Media & Entertainment/Music Lovers | 3,956 |
| 6. | Media & Entertainment/Movie Lovers | 3,886 |
| 7. | Travel/Travel Buffs | 3,331 |
| 8. | Media & Entertainment/Light TV Viewers | 3,308 |
| 9. | Shoppers/Shopping Enthusiasts | 3,308 |
| 10. | Media & Entertainment/TV Lovers | 3,221 |

1 - 100 / 114 < >

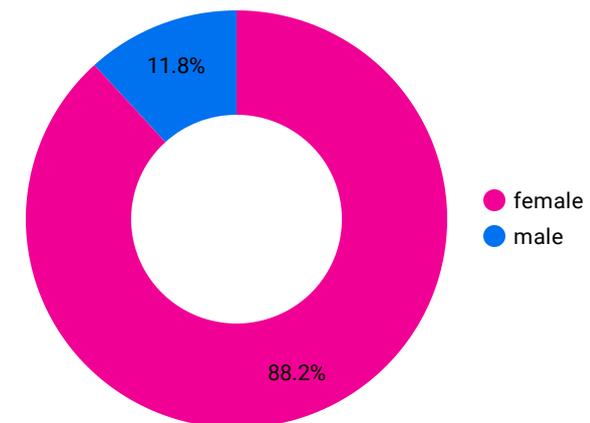
| | Event name | Event count | Total users |
|----|-----------------|-------------|-------------|
| 1. | page_view | 79,477 | 42,699 |
| 2. | session_start | 75,632 | 42,704 |
| 3. | first_visit | 74,224 | 42,693 |
| 4. | user_engagement | 50,684 | 27,921 |
| 5. | scroll | 19,060 | 9,487 |
| 6. | form_start | 1,417 | 694 |
| 7. | click | 415 | 191 |

1 - 7 / 7 < >

Users By Age:



Users By Gender:



Total users
15,671

Event count
84,856

Sessions
18,431

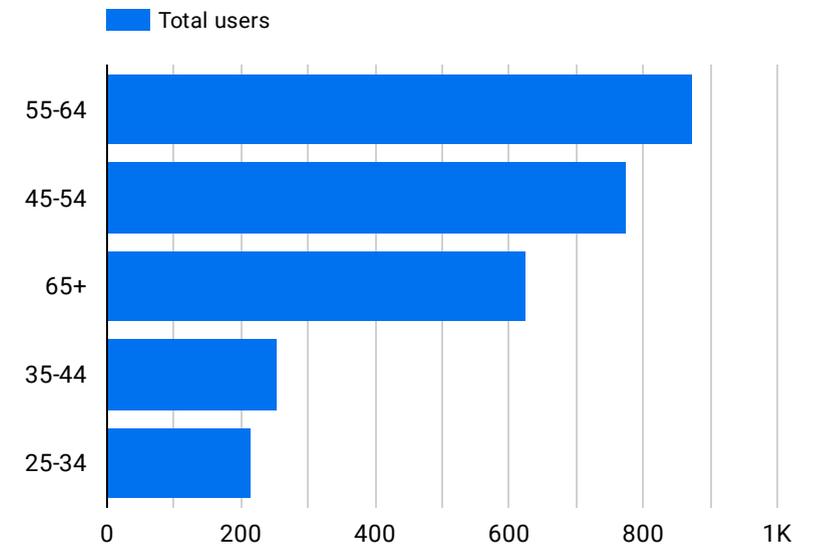
| | Interests | Total users ▾ |
|-----|---|---------------|
| 1. | Food & Dining/Cooking Enthusiasts/Aspiring Chefs | 2,180 |
| 2. | Technology/Social Media Enthusiasts | 2,164 |
| 3. | Lifestyles & Hobbies/Shutterbugs | 2,149 |
| 4. | News & Politics/Avid News Readers/Entertainment News Enthusias... | 1,689 |
| 5. | Media & Entertainment/Movie Lovers | 1,618 |
| 6. | Media & Entertainment/Music Lovers | 1,478 |
| 7. | Shoppers/Shopping Enthusiasts | 1,475 |
| 8. | Travel/Travel Buffs | 1,461 |
| 9. | Media & Entertainment/Light TV Viewers | 1,374 |
| 10. | Sports & Fitness/Sports Fans/Soccer Fans | 1,302 |

1 - 100 / 106 < >

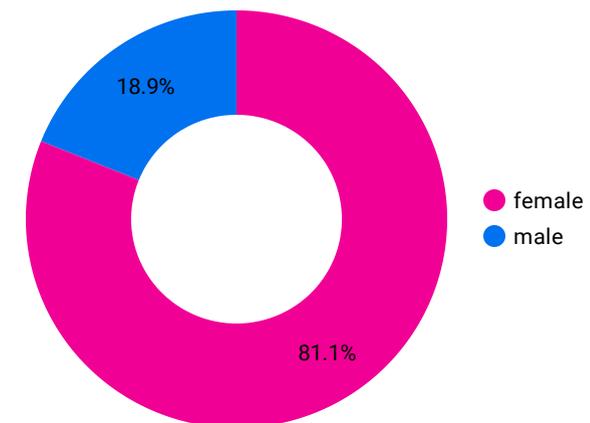
| | Event name | Event count ▾ | Total users |
|----|-----------------|---------------|-------------|
| 1. | page_view | 26,505 | 15,601 |
| 2. | session_start | 18,622 | 15,604 |
| 3. | user_engagement | 17,533 | 12,102 |
| 4. | first_visit | 15,472 | 15,118 |
| 5. | scroll | 6,171 | 2,196 |
| 6. | form_start | 342 | 100 |
| 7. | click | 108 | 85 |

1 - 7 / 7 < >

Users By Age:



Users By Gender:



Total users
119,163

Event count
797,226

Sessions
245,483

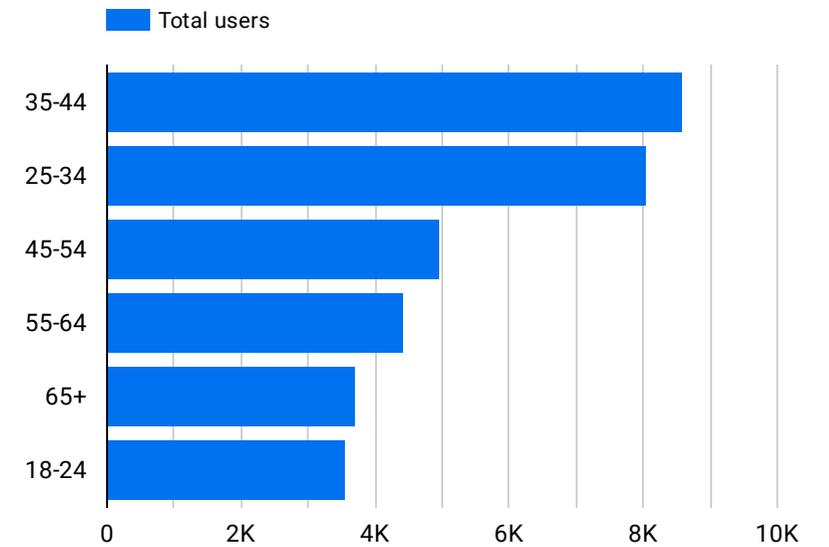
| Interests | Total users |
|--|-------------|
| 1. Technology/Technophiles | 18,017 |
| 2. Banking & Finance/Avid Investors | 16,289 |
| 3. Travel/Travel Buffs | 15,117 |
| 4. News & Politics/Avid News Readers/Entertainment News Enthusias... | 14,263 |
| 5. Lifestyles & Hobbies/Green Living Enthusiasts | 13,995 |
| 6. Media & Entertainment/Movie Lovers | 13,565 |
| 7. Travel/Travel Buffs/Luxury Travelers | 13,431 |
| 8. News & Politics/Avid News Readers/Avid Political News Readers | 13,342 |
| 9. Media & Entertainment/TV Lovers | 12,566 |
| 10. News & Politics/Avid News Readers/Avid Business News Readers | 12,261 |

1 - 100 / 127 < >

| Event name | Event count | Total users |
|--------------------|-------------|-------------|
| 1. page_view | 244,306 | 118,856 |
| 2. session_start | 243,513 | 118,854 |
| 3. first_visit | 242,305 | 118,854 |
| 4. user_engagement | 60,423 | 33,639 |
| 5. scroll | 5,678 | 3,203 |
| 6. click | 365 | 318 |
| 7. form_start | 353 | 237 |
| 8. form_submit | 261 | 169 |

1 - 8 / 8 < >

Users By Age:



Users By Gender:

