

22 εκατομμύρια εμφανίσεις Ρεκόρ συνολικών εμφανίσεων και για τον μήνα Φεβρουάριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Φεβρουάριο 22,369,300 εμφανίσεις και 1,125,280 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24sports&news, κατέγραψε αύξηση 6.6% σε σύγκριση με τον προηγούμενο μήνα, με 12,339,421 συνολικές εμφανίσεις, διαβάστηκαν 3.96 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 06:19 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 4,811,462 συνολικές εμφανίσεις, διαβάστηκαν 4.50 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 08:44 λεπτά.

Το must, μετά τον μοντέρνο σχεδιασμό του σε desktop & mobile κατέγραψε αύξηση 5.5% σε σύγκριση με τον προηγούμενο μήνα, με 718,111 συνολικές εμφανίσεις, διαβάστηκαν 2.28 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 03:14 λεπτά.

Το WiZ Guide, ο πρωτοποριακός οδηγός πόλης και δικτύωσης με φίλους, κατέγραψε για τον μήνα Φεβρουάριο 3,393,182 εμφανίσεις.

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

ADSTORE ANALYTICS FEBRUARY 2020			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	22,369,300	9,017,366	1,125,280
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	17,151,074	6,016,068	628,679
LIFESTYLE (must, gastronomos, athena recipes, WIZ guide)	5,218,226	3,001,298	496,601
ENGLISH (Knews, WIZ English)	317,238	134,150	73,325
ADSTORE DISPLAY IMPRESSIONS 99,784,671			
Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			



24SPORTS



24NEWS

must



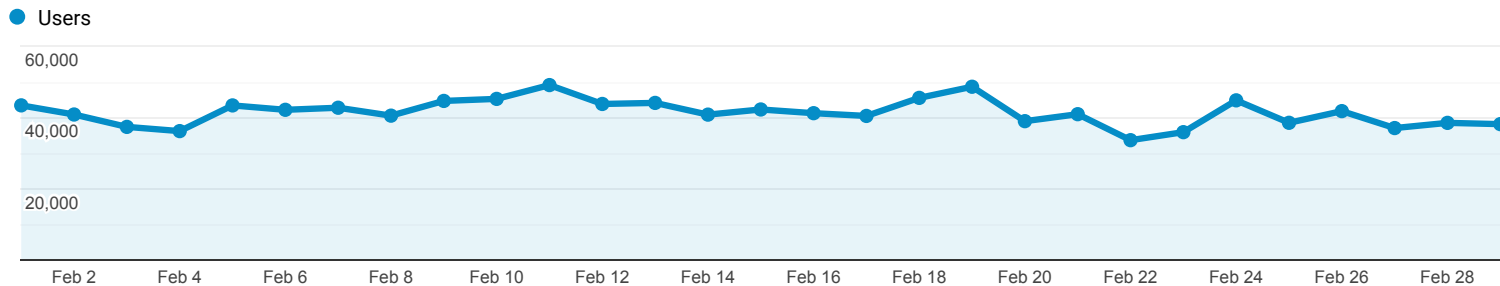
γαστρονόμος

Audience Overview

Feb 1, 2020 - Feb 29, 2020

All Users
100.00% Users

Overview



Users
401,298

New Users
245,404

Sessions
1,949,057

Number of Sessions per User
4.86

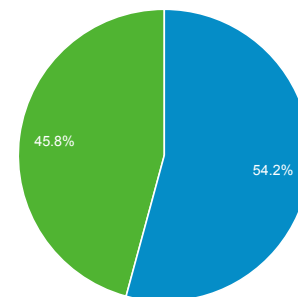
Pageviews
7,716,380

Pages / Session
3.96

Avg. Session Duration
00:06:19

Bounce Rate
40.74%

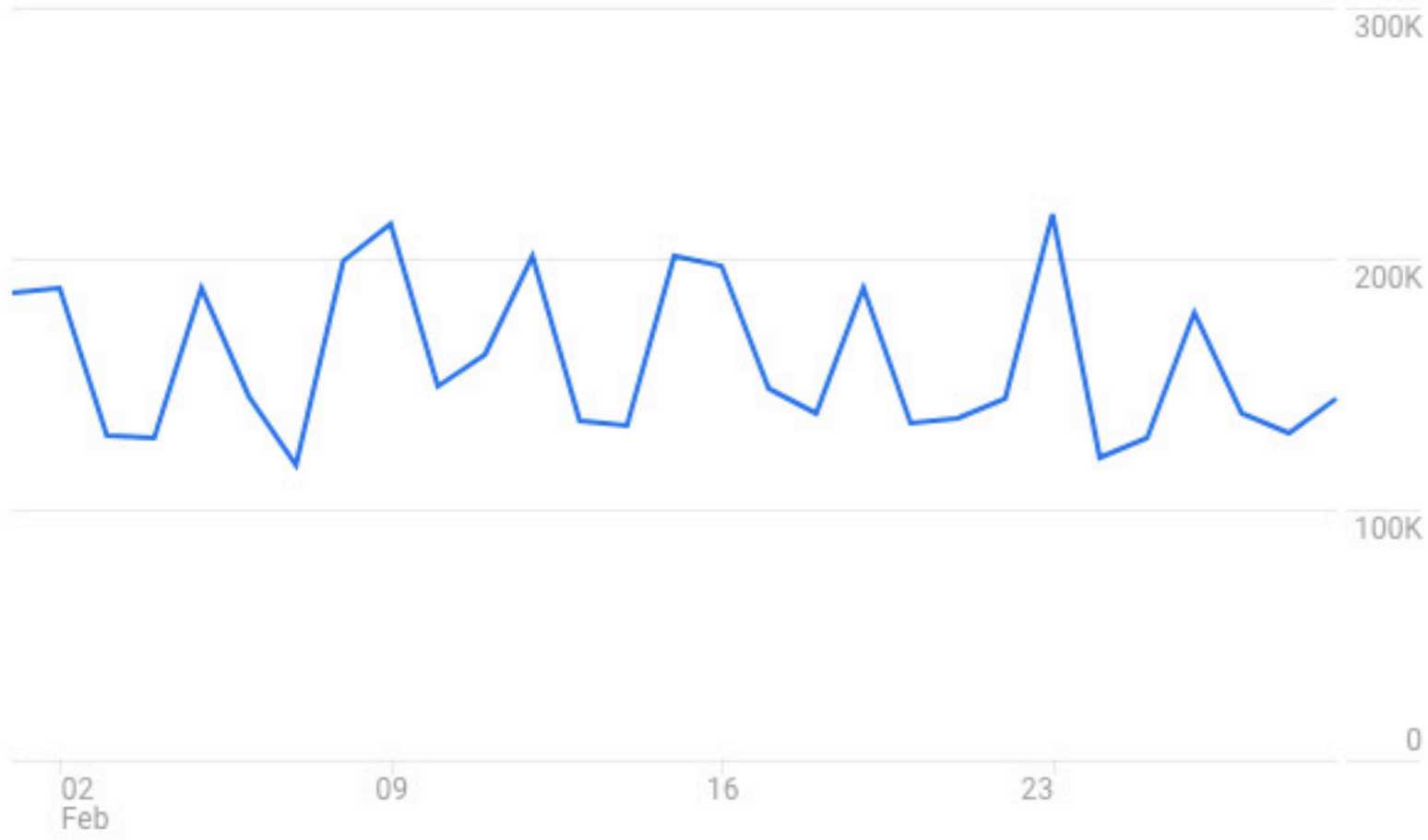
■ New Visitor ■ Returning Visitor



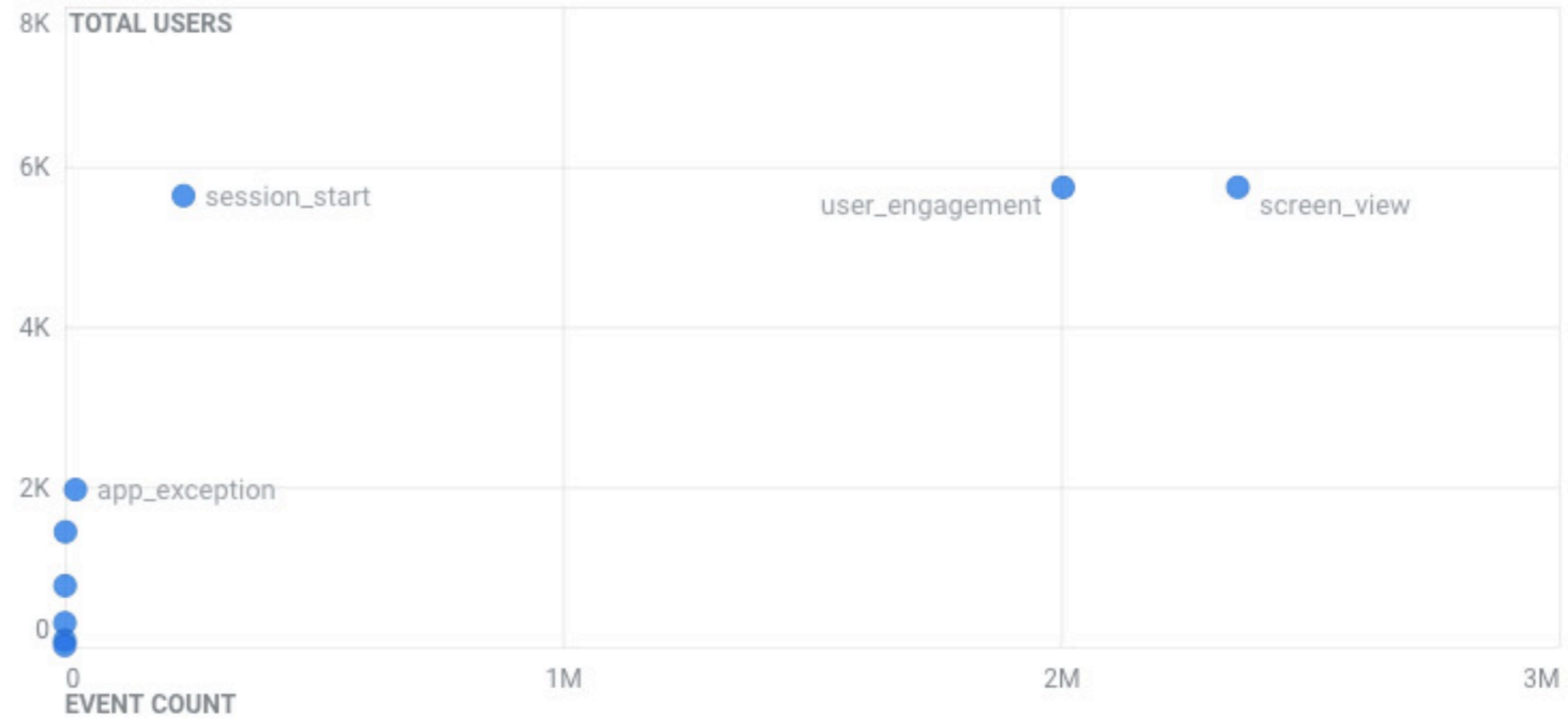
Language	Users	% Users
1. en-us	126,666	30.68%
2. el-gr	112,896	27.34%
3. el	56,935	13.79%
4. en-gb	51,129	12.38%
5. el-cy	50,057	12.12%
6. en-cy	7,863	1.90%
7. el-gb	1,081	0.26%
8. en	860	0.21%
9. en-au	577	0.14%
10. de-de	508	0.12%

All Users Add comparison +

Event count by Event name over time



Event count and Total users by Event name



Search...

Rows per page: 10 1-10 of 10

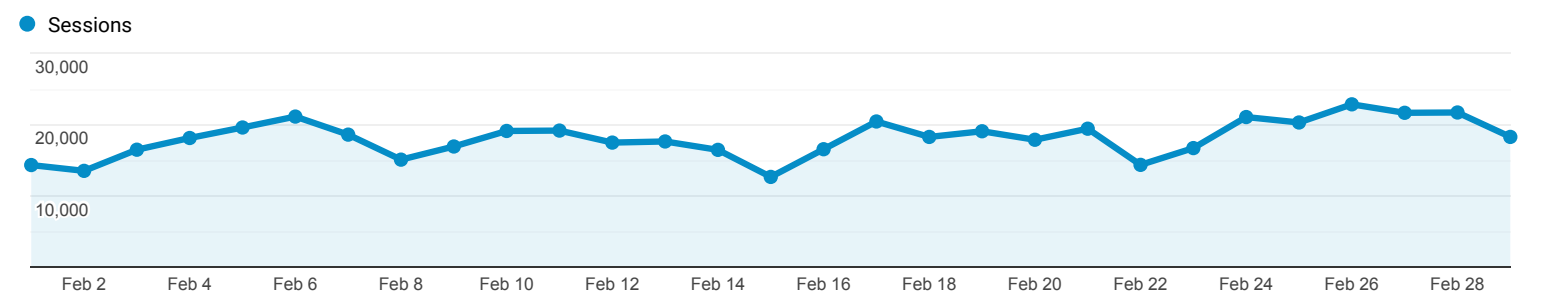
Event name	Event count	Total users	New users	Event count per user	Total revenue
Totals	4,623,232 100% of total	5,904 100% of total	767 100% of total	805.161 Avg 0%	\$0.00
1 screen_view	2,355,472	5,744	0	410.075	\$0.00
2 user_engagement	2,004,727	5,742	0	349.134	\$0.00
3 session_start	238,626	5,638	0	42.325	\$0.00
4 app_exception	21,768	1,965	0	11.078	\$0.00
5 os_update	1,471	1,438	0	1.023	\$0.00
6 first_open	767	765	767	1.003	\$0.00
7 app_remove	300	300	0	1	\$0.00
8 app_update	81	80	0	1.013	\$0.00
9 app_clear_data	20	17	0	1.176	\$0.00
10 (not set)	0	2,078	0	0	\$0.00

Audience Overview

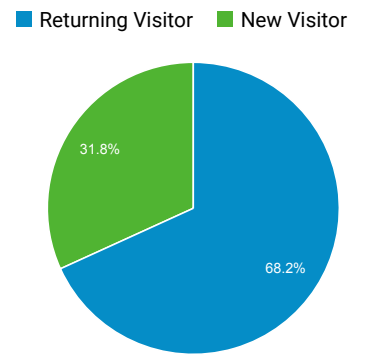
All Users
100.00% Sessions

Feb 1, 2020 - Feb 29, 2020

Overview



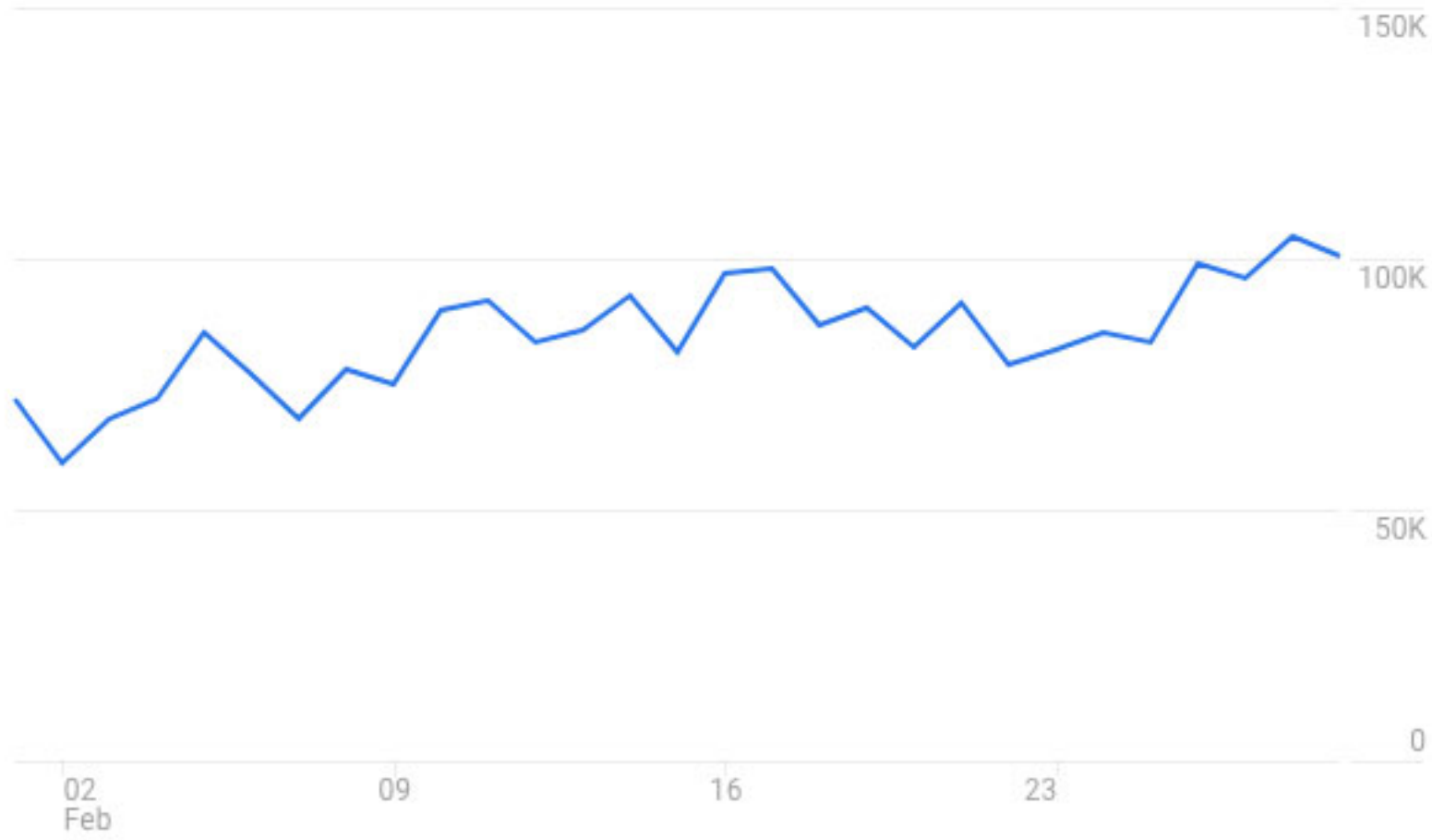
Sessions 524,460	Users 213,018	Pageviews 2,357,512
Pages / Session 4.50	Avg. Session Duration 00:08:44	Bounce Rate 51.05%
% New Sessions 31.75%		



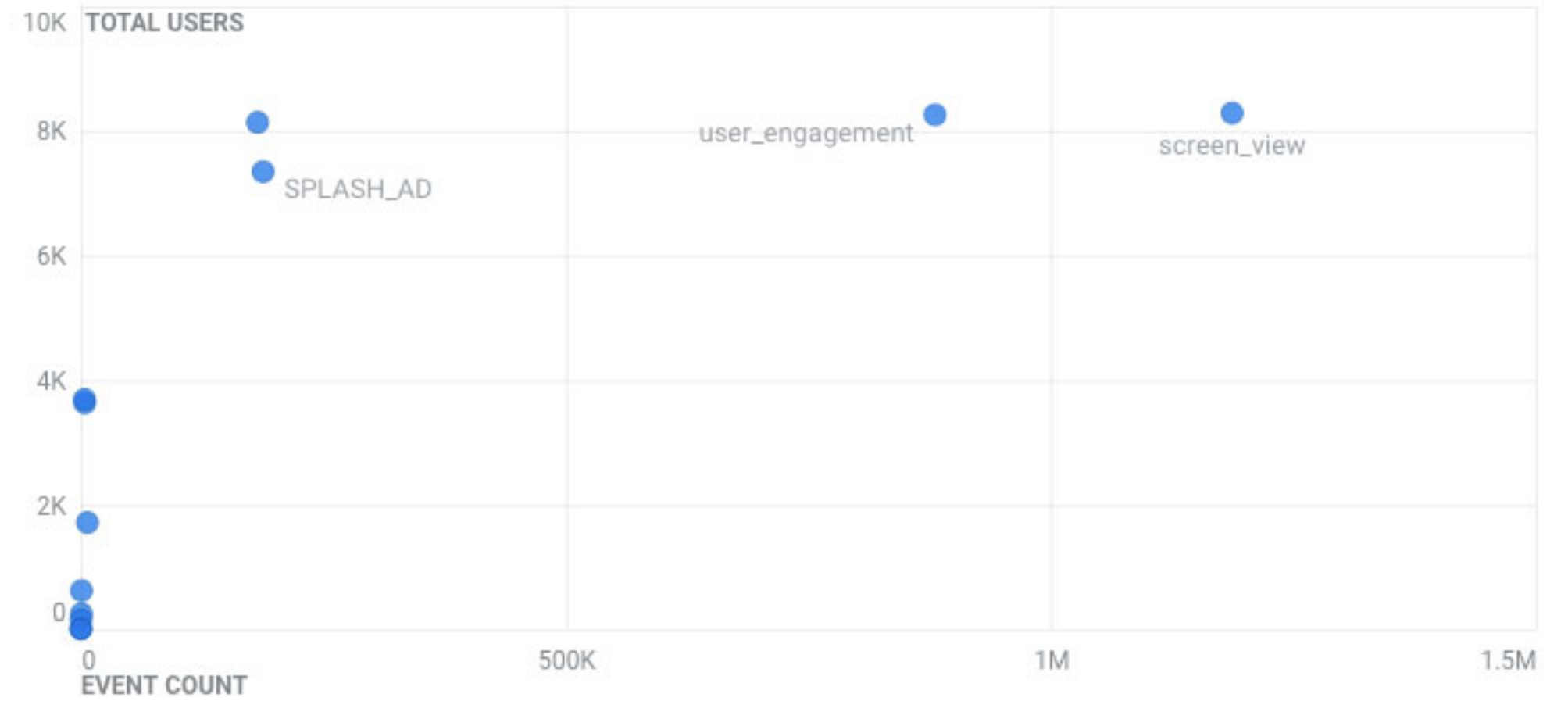
Language	Sessions	% Sessions
1. en-us	213,884	40.78%
2. en-gb	129,858	24.76%
3. el-gr	92,609	17.66%
4. el-cy	29,436	5.61%
5. el	27,505	5.24%
6. en-cy	9,679	1.85%
7. en-au	2,426	0.46%
8. en	2,375	0.45%
9. tr-tr	1,683	0.32%
10. de-de	1,277	0.24%

A 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 >

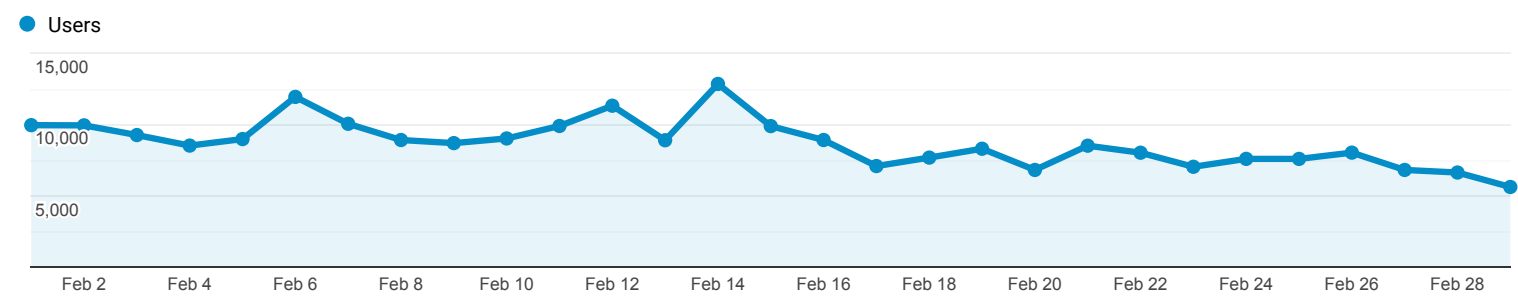
Event name ▾	+ ↓ Event count	Total users	New users	Event count per user	Total revenue
Totals	2,453,950 100% of total	8,459 100% of total	627 100% of total	297.088 Avg 0%	\$228.87 100% of total
1 screen_view	1,187,079	8,289	0	143.211	\$0.00
2 user_engagement	880,673	8,260	0	106.619	\$0.00
3 SPLASH_AD	187,940	7,348	0	25.577	\$0.00
4 session_start	182,292	8,138	0	22.4	\$0.00
5 SWIPE_AD	6,741	1,718	0	3.924	\$0.00
6 app_update	4,061	3,638	0	1.116	\$0.00
7 os_update	3,759	3,694	0	1.018	\$0.00
8 first_open	627	626	627	1.002	\$0.00
9 app_exception	545	255	0	2.137	\$0.00
10 app_remove	155	155	0	1	\$0.00

Audience Overview

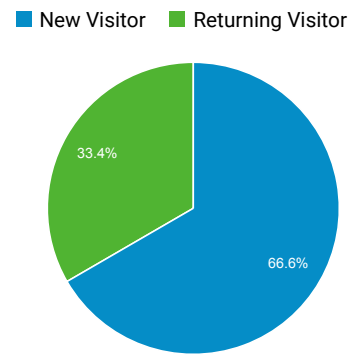
All Users
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Overview



Users 139,846	New Users 102,198	Sessions 315,393
Number of Sessions per User 2.26	Pageviews 718,111	Pages / Session 2.28
Avg. Session Duration 00:03:14	Bounce Rate 70.62%	



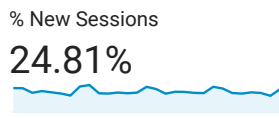
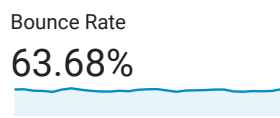
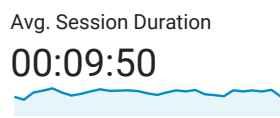
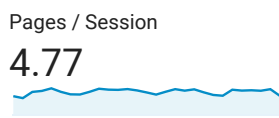
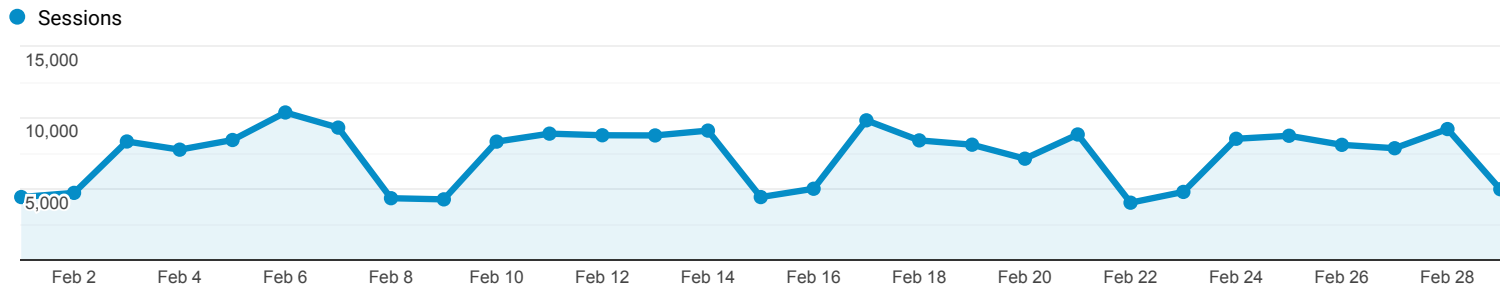
Language	Users	% Users
1. el-gr	51,603	36.80%
2. en-us	37,819	26.97%
3. en-gb	17,157	12.24%
4. el	14,054	10.02%
5. el-cy	13,609	9.71%
6. en-cy	2,826	2.02%
7. el-gb	369	0.26%
8. de-de	367	0.26%
9. en	325	0.23%
10. en-au	241	0.17%

Audience Overview

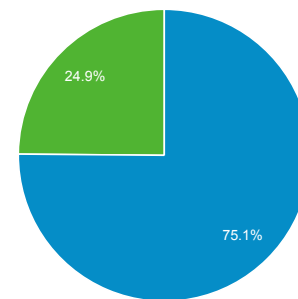
Feb 1, 2020 - Feb 29, 2020

All Users
100.00% Sessions

Overview



Returning Visitor (Blue) | New Visitor (Green)



Language	Sessions	% Sessions
1. en-us	116,782	54.70%
2. el-gr	40,720	19.07%
3. en-gb	35,236	16.50%
4. el-cy	7,366	3.45%
5. el	6,430	3.01%
6. en	1,648	0.77%
7. en-cy	1,270	0.59%
8. en-au	647	0.30%
9. de-de	528	0.25%
10. fr-fr	414	0.19%

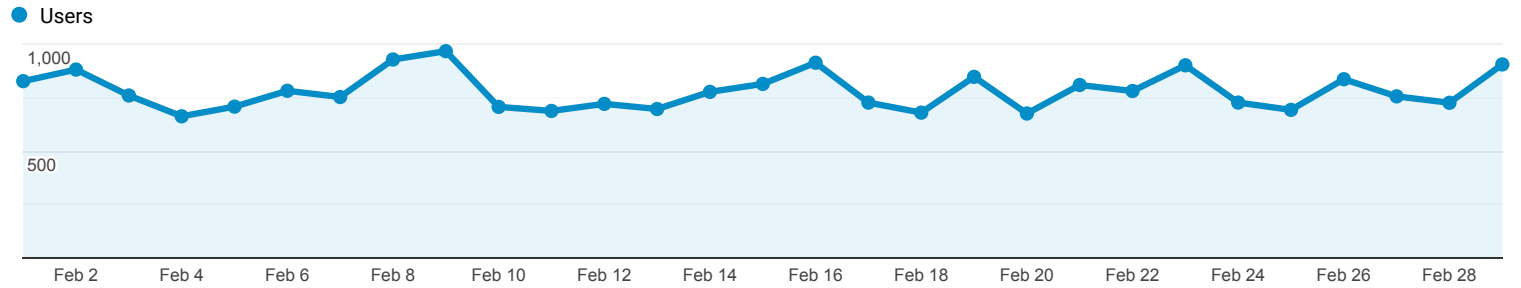


Audience Overview

All Users
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Overview



Users
16,770

New Users
13,798

Sessions
26,628

Number of Sessions per User
1.59

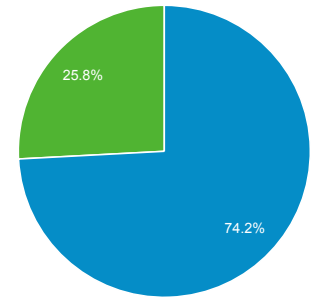
Pageviews
89,026

Pages / Session
3.34

Avg. Session Duration
00:02:22

Bounce Rate
66.90%

■ New Visitor ■ Returning Visitor



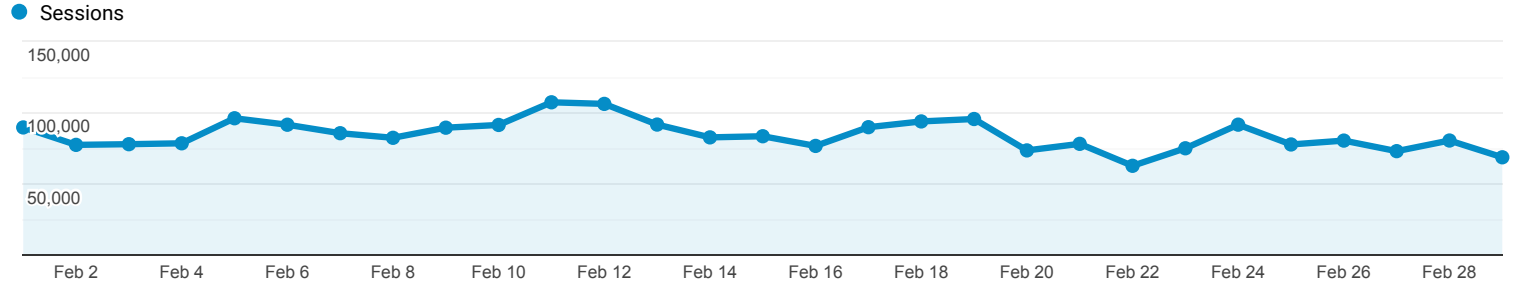
Language	Users	% Users
1. el-gr	7,161	42.37%
2. en-us	3,492	20.66%
3. el	3,014	17.83%
4. en-gb	1,606	9.50%
5. el-cy	1,119	6.62%
6. en-cy	150	0.89%
7. de-de	58	0.34%
8. en	35	0.21%
9. en-au	32	0.19%
10. en-ca	18	0.11%

Audience Overview

All Users
100.00% Sessions

Feb 1, 2020 - Feb 29, 2020

Overview



Sessions
2,445,772

Users
268,813

Pageviews
3,393,182

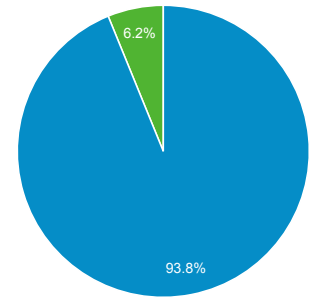
Pages / Session
1.39

Avg. Session Duration
00:01:19

Bounce Rate
89.50%

% New Sessions
6.16%

Returning Visitor (Blue) New Visitor (Green)



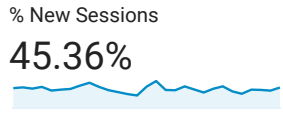
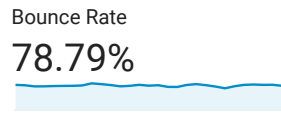
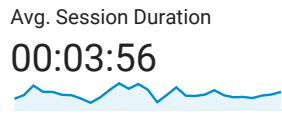
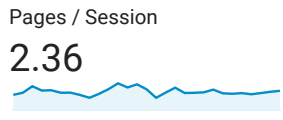
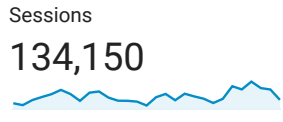
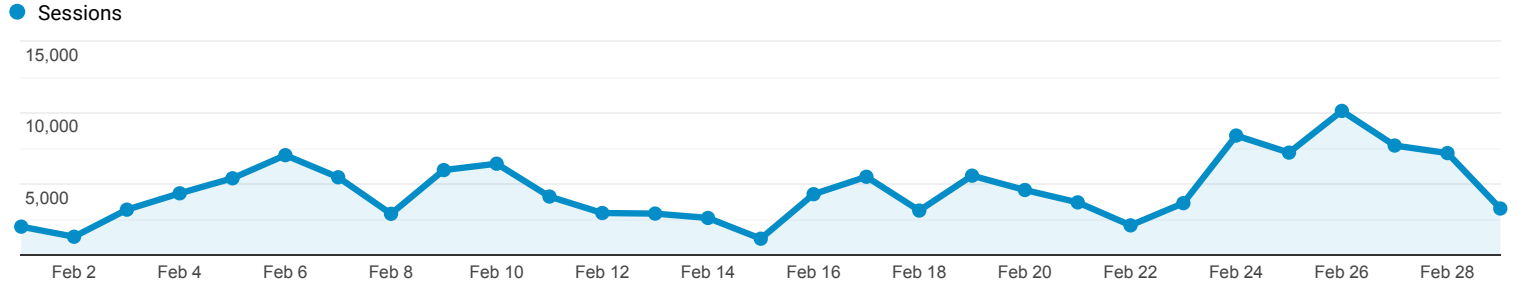
Language	Sessions	% Sessions
1. el-gr	717,709	29.34%
2. en-us	692,450	28.31%
3. en-gb	448,407	18.33%
4. el	263,664	10.78%
5. el-cy	215,896	8.83%
6. en-cy	63,033	2.58%
7. en	12,900	0.53%
8. el-gb	6,264	0.26%
9. en-gr	3,813	0.16%
10. en-au	3,800	0.16%

Audience Overview

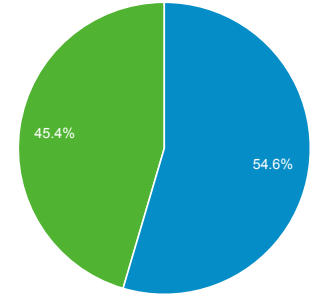
All Users
100.00% Sessions

Feb 1, 2020 - Feb 29, 2020

Overview



Returning Visitor (Blue) | New Visitor (Green)



Language	Sessions	% Sessions
1. en-gb	63,387	47.25%
2. en-us	45,842	34.17%
3. en-cy	2,815	2.10%
4. el-gr	2,172	1.62%
5. tr-tr	1,933	1.44%
6. en-au	1,327	0.99%
7. en-ph	1,243	0.93%
8. ro-ro	970	0.72%
9. ru-ru	913	0.68%
10. en-ca	875	0.65%