

Το adstore παρέδωσε 95 εκατομμύρια εμφανίσεις διαφημίσεων Η ΚΑΘΗΜΕΡΙΝΗ και το 24SPORTS&NEWS στο επίκεντρο του ενδιαφέροντος

Ο συνολικός αριθμός των εμφανίσεων για το μήνα Φεβρουάριο ανέρχεται στα 28,756,686.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 14,341,409 για το μήνα Φεβρουάριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 9,540,997 συνολικές εμφανίσεις για το μήνα Φεβρουάριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 3,543,751 συνολικές εμφανίσεις για το μήνα Φεβρουάριο.

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 FEBRUARY 2024			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	28,756,686	4,627,810	2,561,167
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	23,882,406	3,584,076	1,964,633
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	4,874,280	1,043,734	596,534
ENGLISH (Knews, WiZ English)	1,059,116	317,718	182,942
ADSTORE DISPLAY IMPRESSIONS		95,264,077	
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 **579,079** Event count **14,341,409** Sessions **1,808,920**

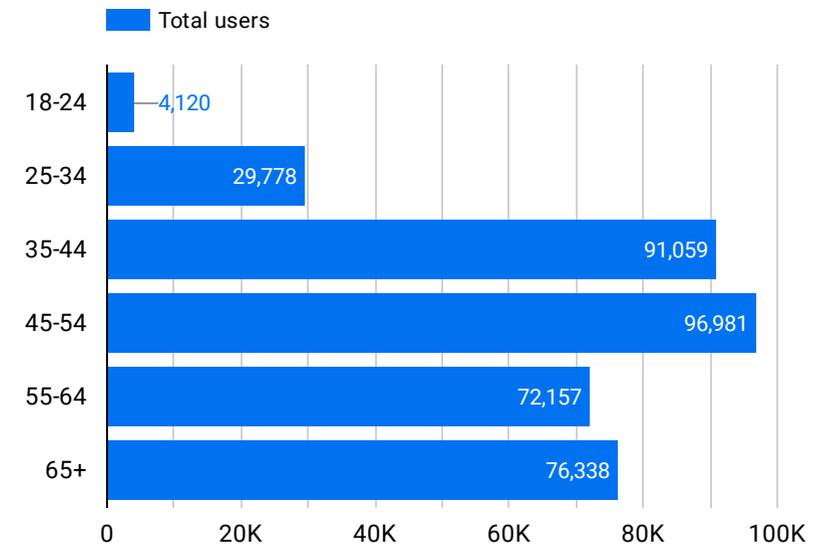
Interests	Total users
1. Sports & Fitness/Sports Fans/Soccer Fans	258,258
2. Travel/Travel Buffs/Luxury Travelers	221,377
3. Technology/Social Media Enthusiasts	194,596
4. Lifestyles & Hobbies/Shutterbugs	194,225
5. News & Politics/Avid News Readers	177,979
6. News & Politics/Avid News Readers/Entertainment News Enthusias...	141,677
7. Media & Entertainment/Music Lovers	130,600
8. Media & Entertainment/Movie Lovers	129,464
9. Media & Entertainment/Light TV Viewers	120,455
10. Media & Entertainment/TV Lovers	98,742

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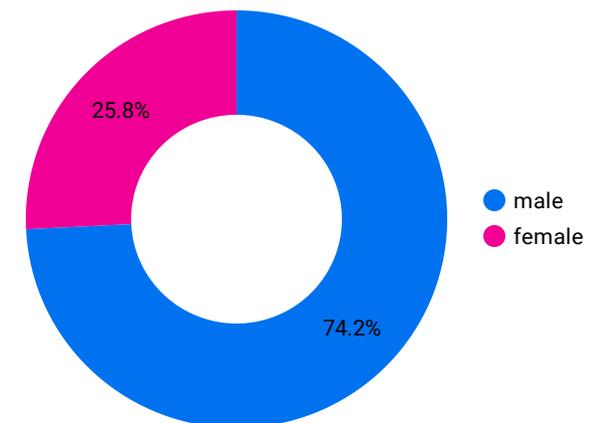
Event name	Event count	Total users
1. page_view	4,799,594	574,553
2. user_engagement	3,290,551	404,449
3. session_start	1,780,062	578,406
4. screen_view	1,738,512	5,709
5. video_start	593,623	83,244
6. first_visit	477,424	471,186
7. article_view	418,923	4,790
8. scroll	365,434	92,862
9. SPLASH_AD	232,044	5,671
10. KYPIEΣ	175,946	3,602

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Users By Age:



Users By Gender:



Total users **1,385,554** Event count **9,540,997** Sessions **1,775,156**

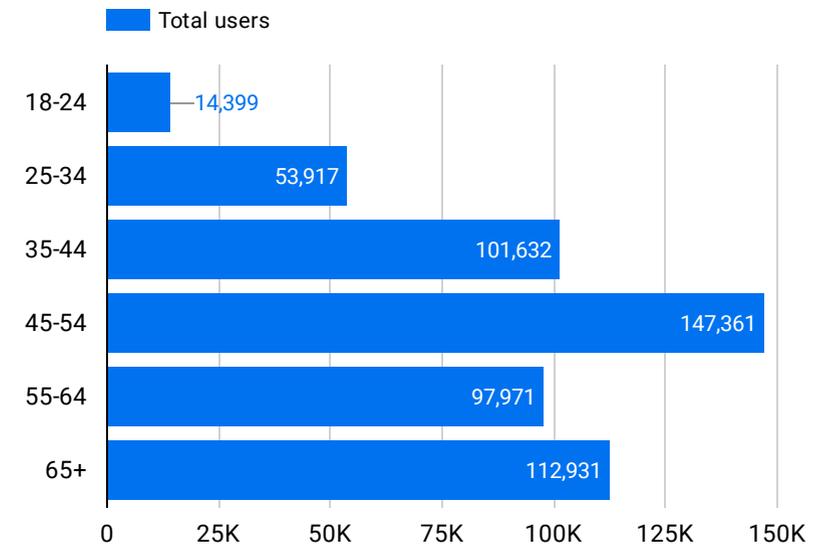
Interests	Total users
1. Lifestyles & Hobbies/Shutterbugs	322,456
2. Technology/Social Media Enthusiasts	313,621
3. Travel/Travel Buffs/Luxury Travelers	303,314
4. Sports & Fitness/Sports Fans/Soccer Fans	263,762
5. News & Politics/Avid News Readers/Entertainment News Enthusias...	220,556
6. News & Politics/Avid News Readers	202,819
7. Media & Entertainment/Movie Lovers	199,515
8. Media & Entertainment/TV Lovers	175,500
9. Media & Entertainment/Light TV Viewers	171,484
10. Media & Entertainment/Music Lovers	167,473

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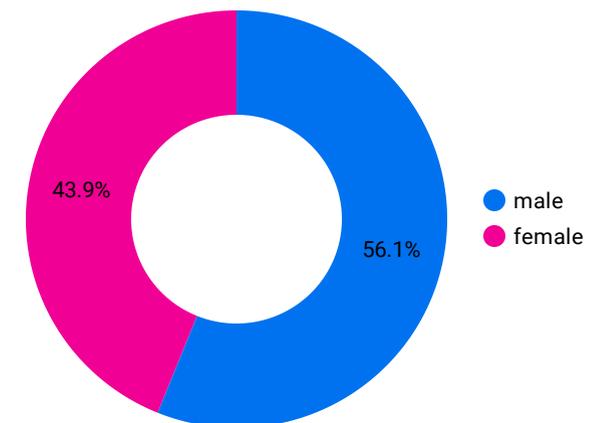
Event name	Event count	Total users
1. page_view	2,834,778	1,376,668
2. session_start	1,765,649	1,383,384
3. user_engagement	1,494,669	565,821
4. first_visit	1,360,986	1,347,018
5. screen_view	920,096	6,373
6. serviceLoadTimeEvent	394,420	3,778
7. listLoadTimeEvent	144,841	3,598
8. Πρώτη	127,509	3,823
9. scroll	127,172	71,616
10. SPLASH_AD	112,839	6,263

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Users By Age:



Users By Gender:



Total users
336,153

Event count
3,543,751

Sessions
729,697

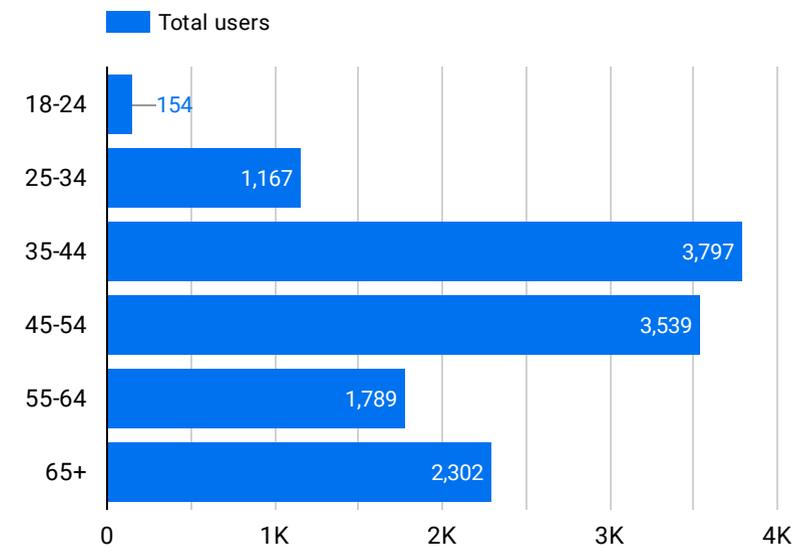
	Interests	Total users
1.	Travel/Travel Buffs/Luxury Travelers	8,410
2.	Technology/Social Media Enthusiasts	8,352
3.	Lifestyles & Hobbies/Shutterbugs	8,275
4.	Sports & Fitness/Sports Fans/Soccer Fans	7,439
5.	News & Politics/Avid News Readers/Entertainment News Enthusias...	5,864
6.	News & Politics/Avid News Readers	5,554
7.	Media & Entertainment/Movie Lovers	4,765
8.	Media & Entertainment/Music Lovers	4,682
9.	Media & Entertainment/TV Lovers	4,438
10.	Media & Entertainment/Light TV Viewers	4,095

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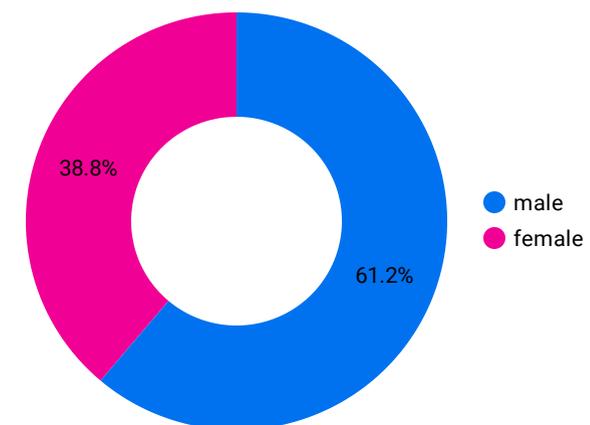
	Event name	Event count	Total users
1.	page_view	1,237,005	334,901
2.	user_engagement	820,161	221,999
3.	session_start	700,089	334,999
4.	video_start	356,121	39,779
5.	first_visit	326,769	319,289
6.	scroll	82,752	41,942
7.	click	14,033	7,022
8.	screen_view	4,903	449
9.	video_progress	1,151	607
10.	os_update	163	152

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Users By Age:



Users By Gender:



Total users
219,788

Event count
1,083,049

Sessions
257,411

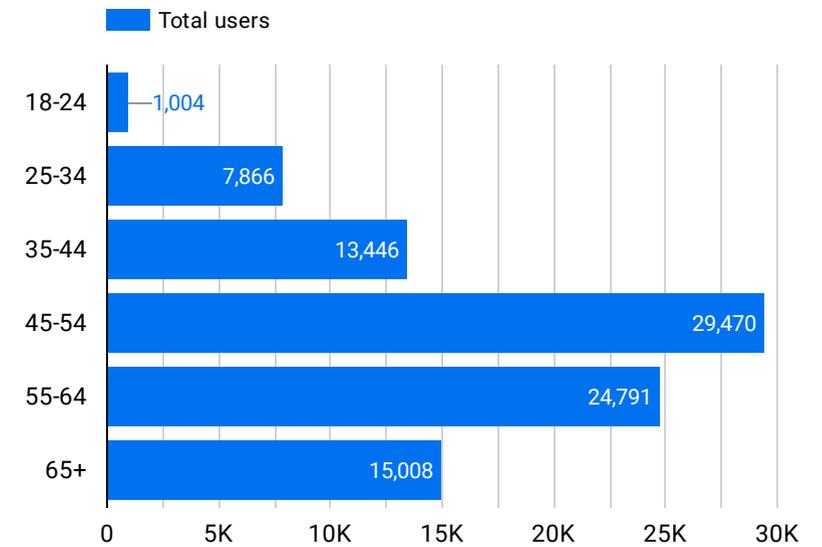
	Interests	Total users
1.	Lifestyles & Hobbies/Shutterbugs	68,441
2.	Technology/Social Media Enthusiasts	68,253
3.	News & Politics/Avid News Readers/Entertainment News Enthusias...	62,328
4.	Media & Entertainment/Movie Lovers	50,379
5.	Media & Entertainment/Light TV Viewers	43,550
6.	Media & Entertainment/Music Lovers	42,349
7.	Media & Entertainment/Music Lovers/Pop Music Fans	40,266
8.	Sports & Fitness/Sports Fans/Soccer Fans	40,092
9.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	38,278
10.	Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	38,066

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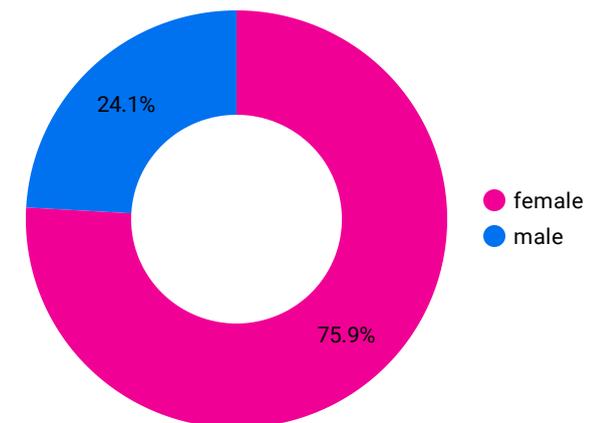
	Event name	Event count	Total users
1.	page_view	403,828	219,113
2.	session_start	257,618	219,071
3.	first_visit	216,252	213,342
4.	user_engagement	167,360	101,989
5.	scroll	30,993	21,206
6.	click	6,439	4,787
7.	ShareaholicShare	558	50
8.	file_download	1	1

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Users By Age:



Users By Gender:



Total users
28,287

Event count
170,022

Sessions
41,968

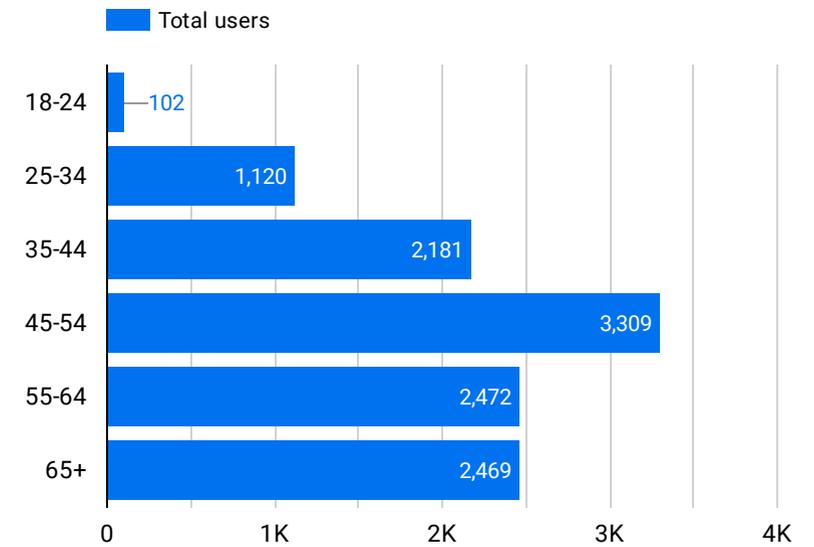
	Interests	Total users
1.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	6,628
2.	Technology/Social Media Enthusiasts	6,443
3.	Lifestyles & Hobbies/Shutterbugs	6,237
4.	News & Politics/Avid News Readers/Entertainment News Enthusias...	5,038
5.	Media & Entertainment/Music Lovers	3,680
6.	Media & Entertainment/Movie Lovers	3,676
7.	News & Politics/Avid News Readers	3,516
8.	Media & Entertainment/Light TV Viewers	3,111
9.	Media & Entertainment/TV Lovers	3,103
10.	Travel/Travel Buffs	3,082

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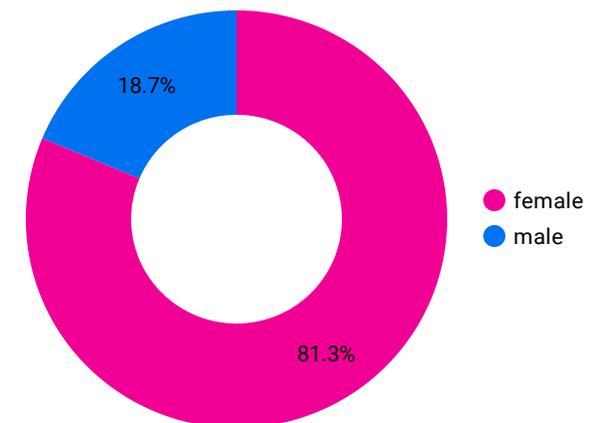
	Event name	Event count	Total users
1.	page_view	48,054	28,267
2.	session_start	41,905	28,267
3.	first_visit	41,118	28,260
4.	user_engagement	27,724	18,412
5.	scroll	10,297	5,990
6.	form_start	729	396
7.	click	194	109
8.	form_submit	1	1

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Users By Age:



Users By Gender:



Total users
12,306

Event count
77,458

Sessions
14,658

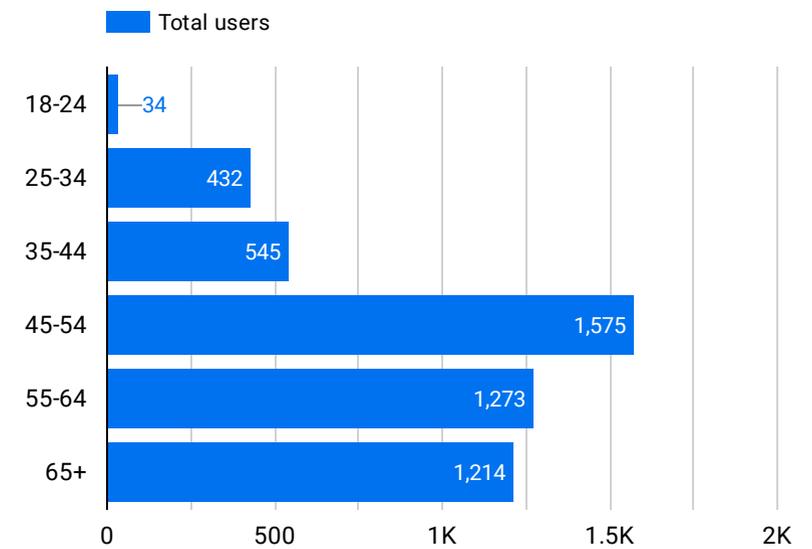
	Interests	Total users
1.	Technology/Social Media Enthusiasts	3,039
2.	Lifestyles & Hobbies/Shutterbugs	3,011
3.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	2,864
4.	News & Politics/Avid News Readers/Entertainment News Enthusias...	2,342
5.	Media & Entertainment/Movie Lovers	1,944
6.	Media & Entertainment/Music Lovers	1,787
7.	Sports & Fitness/Sports Fans/Soccer Fans	1,666
8.	Media & Entertainment/Light TV Viewers	1,594
9.	Travel/Travel Buffs	1,588
10.	News & Politics/Avid News Readers	1,549

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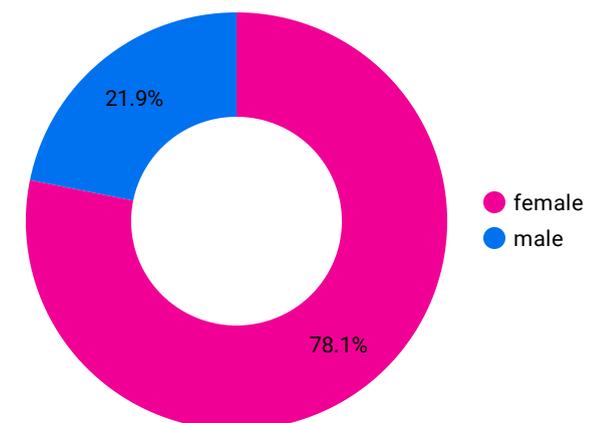
	Event name	Event count	Total users
1.	page_view	26,186	12,283
2.	session_start	14,877	12,282
3.	user_engagement	13,186	9,000
4.	first_visit	12,005	11,680
5.	scroll	10,643	2,180
6.	form_start	383	77
7.	click	112	82
8.	form_submit	40	21
9.	ShareaholicShare	26	19

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Users By Age:



Users By Gender:



Total users
182,942

Event count
1,059,116

Sessions
317,718

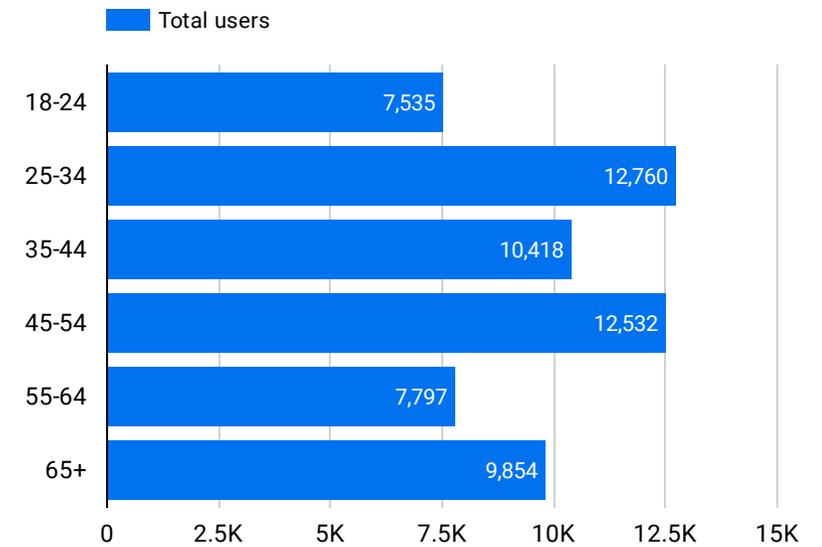
	Interests	Total users
1.	Banking & Finance/Avid Investors	29,157
2.	Travel/Travel Buffs/Luxury Travelers	26,121
3.	News & Politics/Avid News Readers/Avid Business News Readers	24,817
4.	Media & Entertainment/Movie Lovers	24,261
5.	Lifestyles & Hobbies/Shutterbugs	24,087
6.	News & Politics/Avid News Readers/Avid Political News Readers	23,186
7.	Technology/Technophiles	22,866
8.	News & Politics/Avid News Readers/Entertainment News Enthusias...	22,775
9.	Media & Entertainment/TV Lovers	22,200
10.	Technology/Social Media Enthusiasts	20,585

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	Event name	Event count	Total users
1.	page_view	323,424	182,504
2.	session_start	322,361	182,466
3.	first_visit	320,371	182,434
4.	user_engagement	81,874	52,556
5.	scroll	8,722	5,289
6.	ShareaholicShare	1,144	269
7.	click	571	472
8.	form_start	356	247
9.	form_submit	239	152
10.	file_download	40	22

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Users By Age:



Users By Gender:

