

1,4 εκατομμύρια χρήστες και 30 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Ιανουάριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Ιανουάριο 30,643,492 εμφανίσεις και 1,403,054 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 20,007,462 και 617,502 συνολικούς χρήστες για τον μήνα Ιανουάριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 8,313,571 συνολικές εμφανίσεις και 405,309 χρήστες για τον μήνα Ιανουάριο.

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

ADSTORE ANALYTICS JANUARY 2022

	PAGEVIEWS/EVENTS	SESSIONS	USERS
Adstore Total:	30.643.492	14.410.286	1.403.054
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	28.321.033	13.663.928	1.022.811
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	2.322.459	746.358	380.243
ENGLISH (Knews, WiZ English)	408.052	134.860	77.119

ADSTORE DISPLAY IMPRESSIONS 88,601,108

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
617,502

Event count
20,007,462

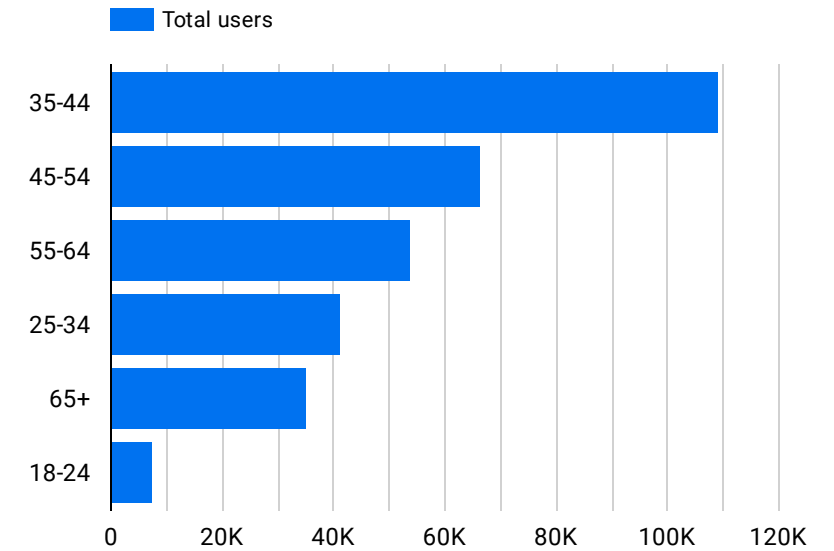
Interests		Total users ▾
1.	Media & Entertainment/TV Lovers	187,540
2.	News & Politics/Avid News Readers	182,100
3.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	159,675
4.	News & Politics/Avid News Readers/Entertainment News Enthusias...	146,677
5.	Sports & Fitness/Sports Fans	132,847
6.	Lifestyles & Hobbies/Green Living Enthusiasts	131,580
7.	Beauty & Wellness/Frequently Visits Salons	127,171

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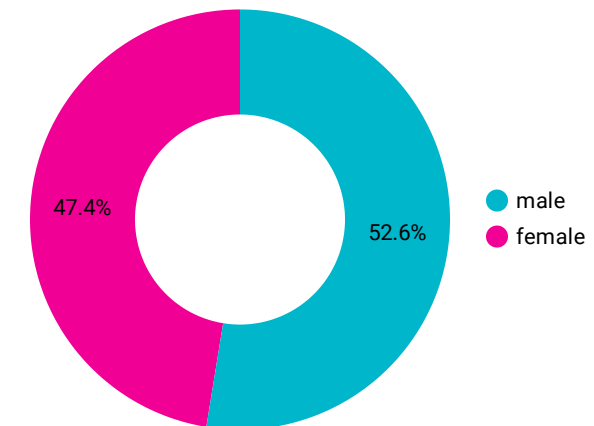
Event name		Event count ▾	Total users
1.	page_view	8,263,872	609,614
2.	user_engagement	4,469,542	302,701
3.	session_start	3,030,556	609,850
4.	screen_view	1,877,581	5,750
5.	scroll	570,731	140,515
6.	article_view	445,916	4,605
7.	first_visit	423,522	408,843
8.	SPLASH_AD	273,393	5,506
9.	KYPIEΣ	203,684	3,524

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Users By Ages



Users By Gender



Total users
405,309

Event count
8,313,571

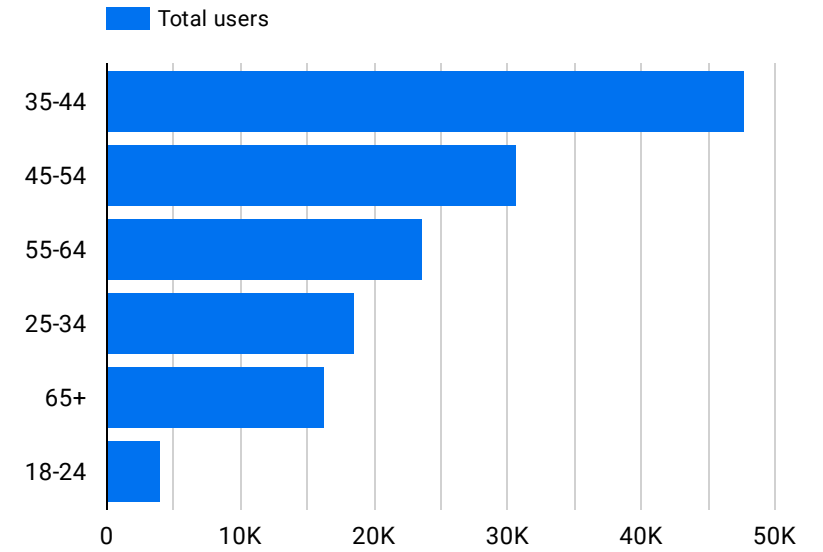
Interests		Total users ▾
1.	News & Politics/Avid News Readers	91,345
2.	Media & Entertainment/TV Lovers	82,424
3.	Food & Dining/Cooking Enthusiasts/30 M...	79,287
4.	News & Politics/Avid News Readers/Enter...	72,525
5.	Lifestyles & Hobbies/Green Living Enthusi...	65,650
6.	Sports & Fitness/Sports Fans	60,390
7.	Travel/Travel Buffs	55,677

1 - 100 / 118 < >

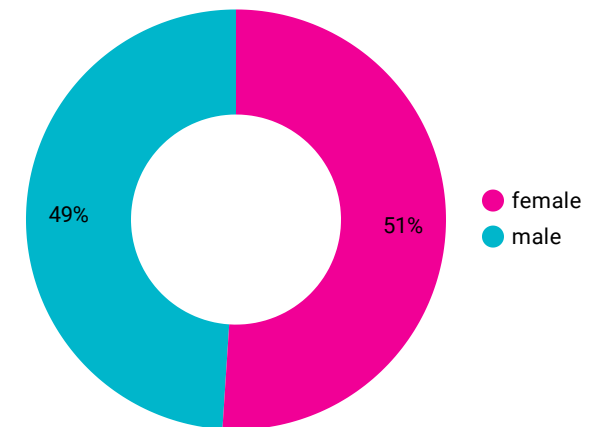
Event name		Event count ▾	Total users
1.	page_view	3,248,118	395,030
2.	user_engagement	1,659,841	205,094
3.	screen_view	1,150,452	8,058
4.	session_start	1,147,791	398,965
5.	first_visit	287,493	283,825
6.	article_view	177,382	5,771
7.	SPLASH_AD	149,530	7,816
8.	Πρώτη	146,341	4,626
9.	scroll	123,664	40,040

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Users By Ages



Users By Gender



Total users
76,142

Event count
1,436,051

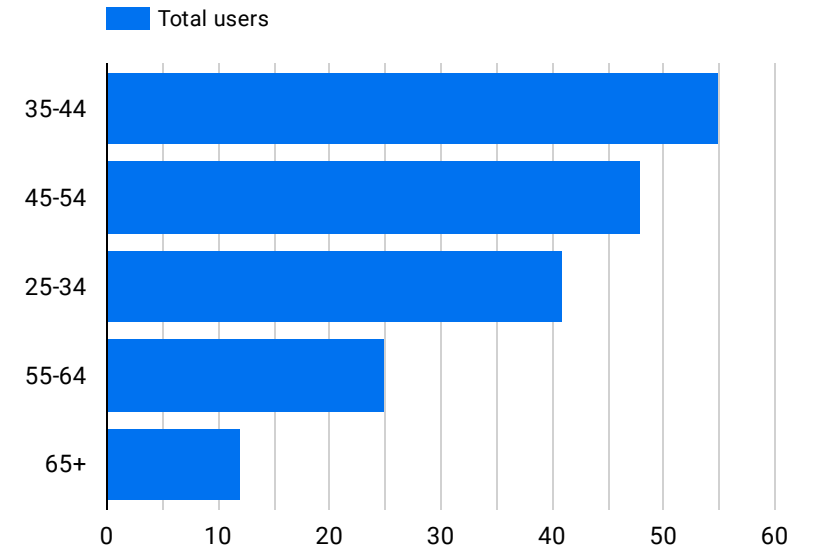
Interests		Total users ▾
1.	Media & Entertainment/Comics & Animati...	179
2.	Shoppers	179
3.	Technology/Mobile Enthusiasts	167
4.	Food & Dining/Cooking Enthusiasts	164
5.	Travel/Travel Buffs	119
6.	Sports & Fitness/Health & Fitness Buffs	117
7.	Technology/Technophiles	112

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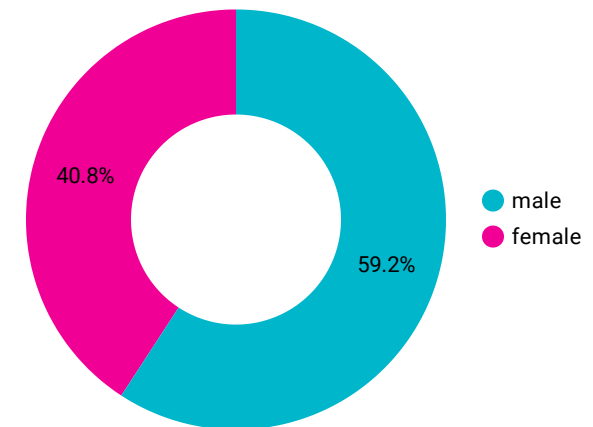
Event name		Event count ▾	Total users
1.	page_view	635,427	75,573
2.	user_engagement	303,919	46,138
3.	session_start	246,007	75,760
4.	scroll	176,225	24,388
5.	first_visit	65,510	64,588
6.	screen_view	3,735	391
7.	click	3,725	2,331
8.	notification_receive	580	99
9.	notification_dismiss	366	77

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Users By Ages



Users By Gender



Audience Overview ✓

Jan 1, 2022 - Jan 31, 2022

All Users
100.00% Users

+ Add Segment

Overview

Users VS. Select a metric

Hourly Day Week Month



Users: 263,950

New Users: 219,986

Sessions: 443,381

Number of Sessions per User: 1.68

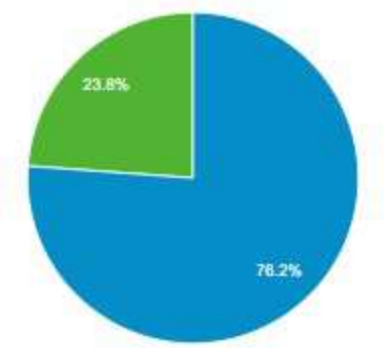
Pageviews: 762,364

Pages / Session: 1.72

Avg. Session Duration: 00:01:42

Bounce Rate: 83.20%

■ New Visitor ■ Returning Visitor



Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Mobile

Operating System

Service Provider

Language

Rank	Language	Users	% Users
1.	el-gr	95,470	35.91%
2.	en	56,132	21.11%
3.	en-gb	48,547	18.26%
4.	en-us	23,286	8.76%
5.	el	22,030	8.29%
6.	el-cy	11,549	4.34%
7.	en-cy	4,259	1.60%
8.	el-gb	860	0.32%
9.	de-de	668	0.25%
10.	en-au	650	0.24%

Audience Overview ✔

All Users
100.00% Users

 + Add Segment

Jan 1, 2022 - Jan 31, 2022 ▾

Overview

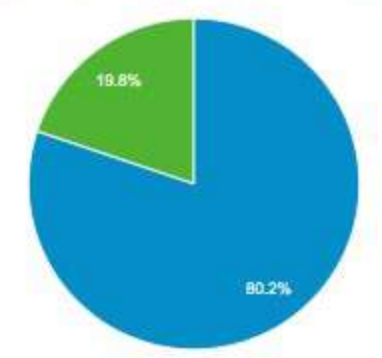
Users ▾ VS. [Select a metric](#)

Hourly
 Day
 Week
 Month



Users 29,901	New Users 26,730	Sessions 40,335	Number of Sessions per User 1.35	Pageviews 93,143	Pages / Session 2.31	Avg. Session Duration 00:01:51
Bounce Rate 74.23%						

New Visitor
 Returning Visitor



Demographics

- Language ▸
- Country
- City

System

- Browser
- Operating System
- Service Provider

Mobile

- Operating System
- Service Provider

Language

Rank	Language	Users	% Users
1.	el-gr	12,818	42.52%
2.	el	6,413	21.27%
3.	en-gb	5,395	17.89%
4.	en-us	3,248	10.77%
5.	el-cy	1,026	3.40%
6.	en-cy	377	1.25%
7.	de-de	120	0.40%
8.	en	107	0.35%
9.	en-au	82	0.27%
10.	de	49	0.16%

Audience Overview ✔

Jan 1, 2022 - Jan 31, 2022 ▼

All Users
100.00% Sessions

 + Add Segment

Overview

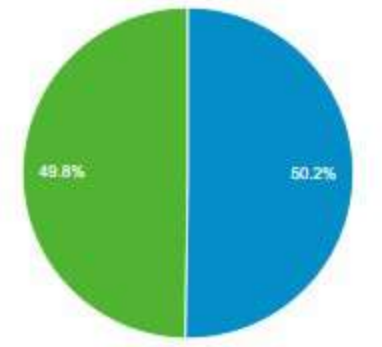
Sessions ▼ vs. Select a metric

Hourly
 Day
 Week
 Month



Sessions 16,635	Users 10,250	Pageviews 30,901	Pages / Session 1.86	Avg. Session Duration 00:02:06	Bounce Rate 80.94%	% New Sessions 50.21%
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New Visitor
 Returning Visitor



Demographics

Language ▶

Country

City

System

Browser

Operating System

Service Provider

Mobile

Operating System

Service Provider

Language

Rank	Language	Sessions	% Sessions
1.	el-gr	5,639	33.90%
2.	en-us	5,138	30.89%
3.	en-gb	2,021	12.15%
4.	el-cy	1,644	9.88%
5.	el	1,542	9.27%
6.	el-gb	102	0.61%
7.	en	102	0.61%
8.	en-cy	78	0.47%
9.	en-au	48	0.29%
10.	en-ca	41	0.25%

Audience Overview

All Users 100.00% Sessions

+ Add Segment

Jan 1, 2022 - Jan 31, 2022

Overview

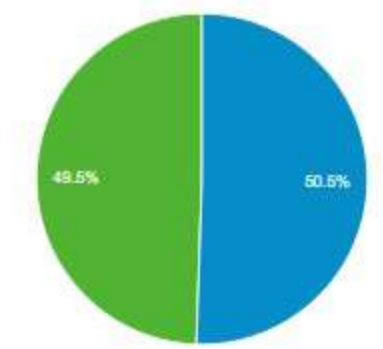
Sessions VS: Select a metric

Hourly Day Week Month



Sessions: 134,860 | Users: 77,119 | Pageviews: 408,052 | Pages / Session: 3.03 | Avg. Session Duration: 00:06:08 | Bounce Rate: 68.93% | % New Sessions: 49.34%

Returning Visitor New Visitor



Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Mobile

Operating System

Service Provider

Language

Language	Sessions	% Sessions
1. en-gb	78,867	58.48%
2. en-us	33,800	25.06%
3. en-cy	2,448	1.82%
4. en-ca	1,708	1.27%
5. de-de	1,490	1.10%
6. en-au	1,431	1.06%
7. zh-cn	1,355	1.00%
8. el-gr	1,313	0.97%
9. tr-tr	862	0.64%
10. en	815	0.60%