

1,2 εκατομμύρια χρήστες και 32 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Ιανουάριο

Ο όμιλος Spp Media , κατέγραψε για τον μήνα Δεκέμβριο 32,322,344 εμφανίσεις και 1,238,612 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 17,733,899 και 501,179 συνολικούς χρήστες για τον μήνα Ιανουάριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 8,489,719 συνολικές εμφανίσεις και 427,595 χρήστες για τον μήνα Ιανουάριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 5,111,505 συνολικές εμφανίσεις και 155,700 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 2023

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	32,322,344	14,416,615	1,238,612
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	26,223,618	13,307,690	928,774
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	6,098,726	1,108,925	309,838
ENGLISH (Knews, WiZ English)	296,391	63,085	39,838

ADSTORE DISPLAY IMPRESSIONS 191,139,245

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
501,179

Event count
17,733,899

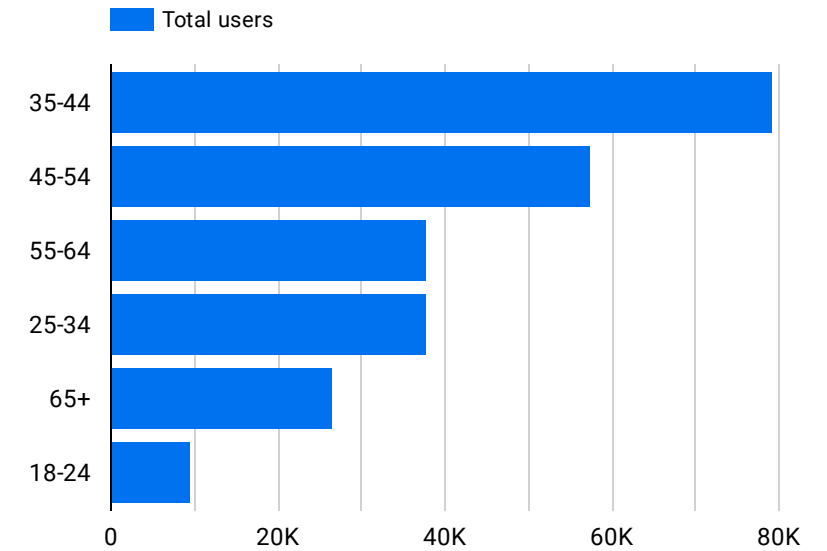
	Interests	Total users ▾
1.	News & Politics/Avid News Readers	144,661
2.	Media & Entertainment/TV Lovers	143,120
3.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	138,471
4.	Sports & Fitness/Sports Fans	122,848
5.	Beauty & Wellness/Frequently Visits Salons	113,657
6.	Lifestyles & Hobbies/Green Living Enthusiasts	104,981
7.	Sports & Fitness/Sports Fans/Soccer Fans	103,992

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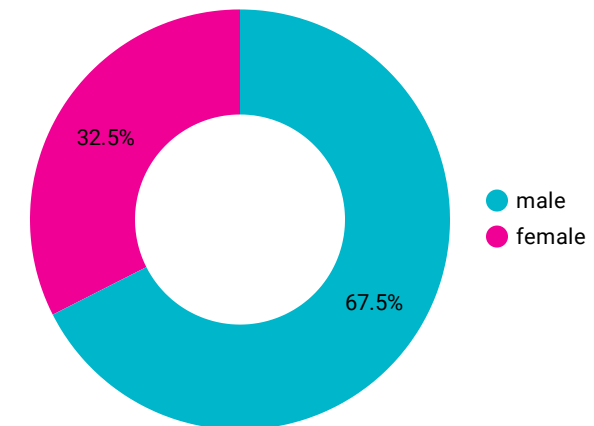
	Event name	Event count ▾	Total users
1.	page_view	7,019,420	495,311
2.	user_engagement	4,173,193	304,117
3.	session_start	2,252,055	499,477
4.	screen_view	1,890,326	5,653
5.	scroll	712,354	109,347
6.	article_view	458,034	4,802
7.	first_visit	354,505	348,417
8.	SPLASH_AD	247,978	5,610
9.	KYPIEΣ	176,281	3,571

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Users By Ages



Users By Gender



Total users
427,595

Event count
8,489,719

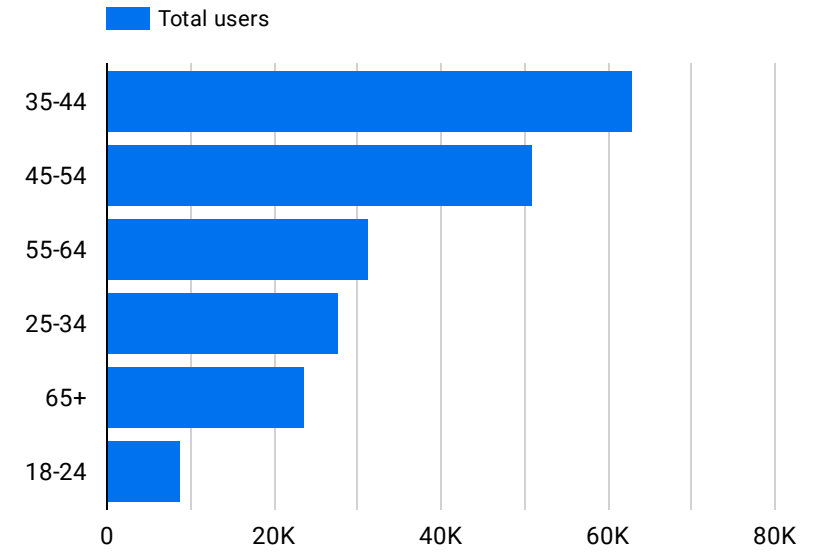
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/30 M...	123,773
2.	News & Politics/Avid News Readers	121,539
3.	Media & Entertainment/TV Lovers	109,155
4.	Lifestyles & Hobbies/Green Living Enthusi...	92,420
5.	Sports & Fitness/Sports Fans	88,552
6.	Shoppers/Value Shoppers	87,327
7.	Beauty & Wellness/Frequently Visits Salons	85,793

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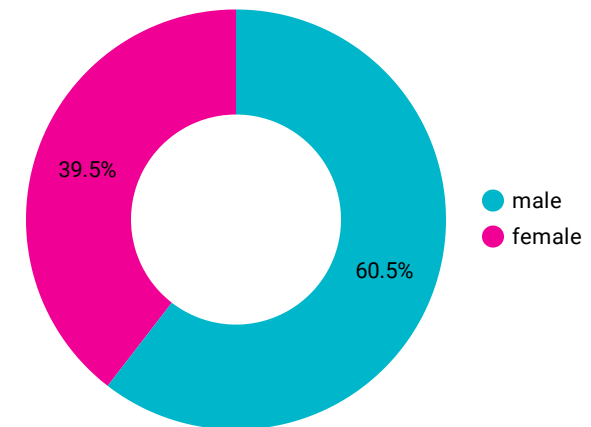
Event name	Event count ▾	Total users
1. page_view	3,305,569	420,313
2. user_engagement	1,718,552	260,166
3. session_start	1,115,399	426,816
4. screen_view	1,092,375	6,932
5. first_visit	318,947	317,911
6. scroll	273,170	60,087
7. article_view	160,334	5,268
8. Πρώτη	142,078	4,206
9. SPLASH_AD	132,712	6,860

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Users By Ages



Users By Gender



Total users
155,700

Event count
5,111,505

Sessions
887,776

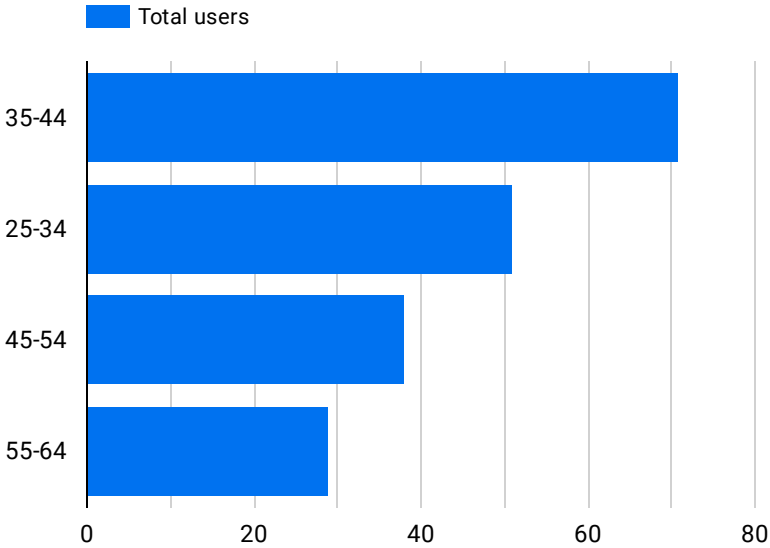
Interests	Total users
1. Shoppers	169
2. Media & Entertainment/Comics & Animati...	168
3. Technology/Mobile Enthusiasts	162
4. Food & Dining/Cooking Enthusiasts	156
5. Sports & Fitness/Health & Fitness Buffs	139
6. Travel/Travel Buffs	129
7. Shoppers/Value Shoppers	124

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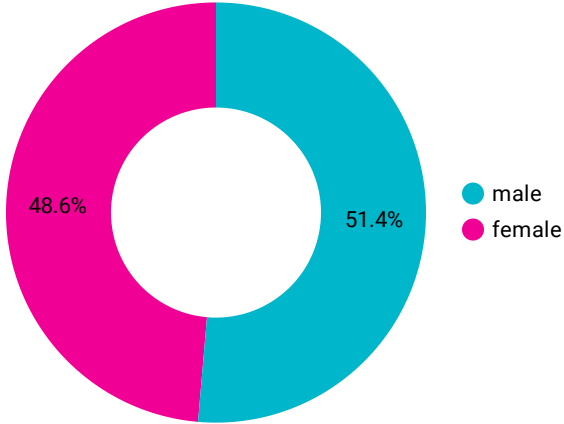
Event name	Event count	Total users
1. page_view	2,505,639	155,214
2. user_engagement	1,326,598	113,946
3. session_start	891,929	155,358
4. scroll	243,225	45,292
5. first_visit	116,024	114,678
6. click	22,604	8,558
7. screen_view	3,669	400
8. notification_receive	669	148
9. notification_dismiss	259	74

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Users By Ages



Users By Gender



Total users
117,380

Event count
887,510

Sessions
175,035

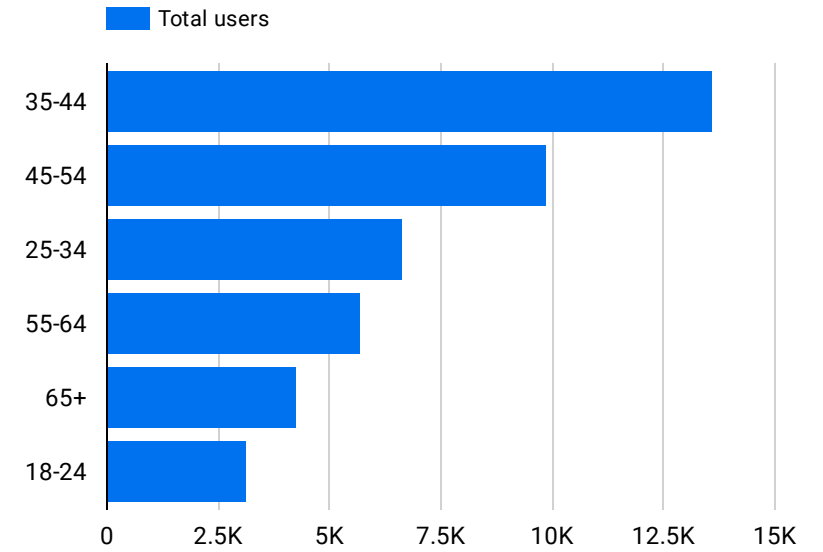
Interests		Total users
1.	Food & Dining/Cooking Enthusiasts/30 M...	32,373
2.	Media & Entertainment/TV Lovers	28,474
3.	Lifestyles & Hobbies/Green Living Enthusi...	23,235
4.	Shoppers/Value Shoppers	23,210
5.	News & Politics/Avid News Readers	22,133
6.	Lifestyles & Hobbies/Family-Focused	19,535
7.	Beauty & Wellness/Beauty Mavens	18,397

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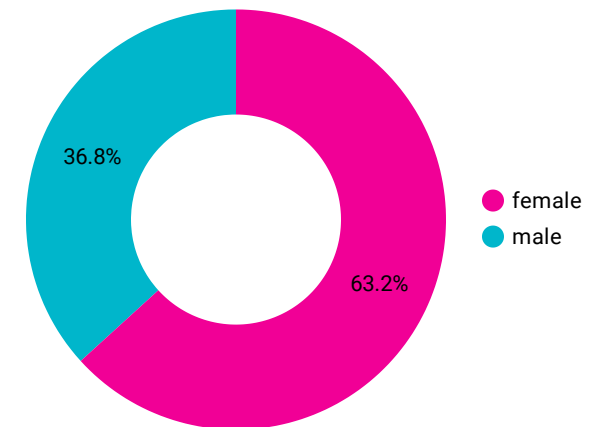
Event name	Event count	Total users
1. page_view	400,120	117,181
2. session_start	178,190	116,990
3. user_engagement	169,604	69,340
4. first_visit	100,205	100,727
5. scroll	34,478	15,087
6. click	4,871	2,965
7. file_download	34	26
8. view_search_results	8	5

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Users By Ages



Users By Gender

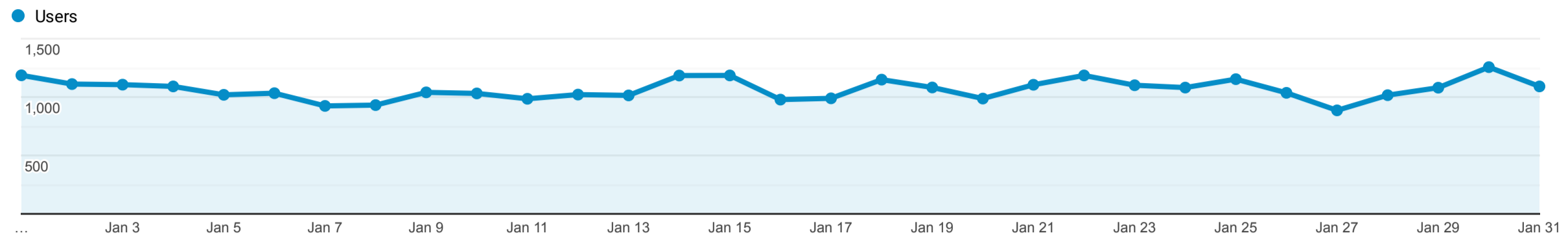


Audience Overview

Jan 1, 2023 - Jan 31, 2023

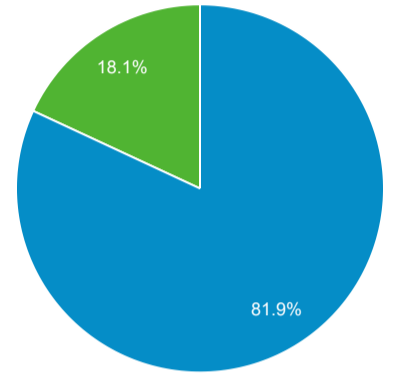
All Users
100.00% Users

Overview



Users 29,232	New Users 25,872	Sessions 36,528	Number of Sessions per User 1.25
Pageviews 74,828	Pages / Session 2.05	Avg. Session Duration 00:01:39	Bounce Rate 77.17%

■ New Visitor ■ Returning Visitor



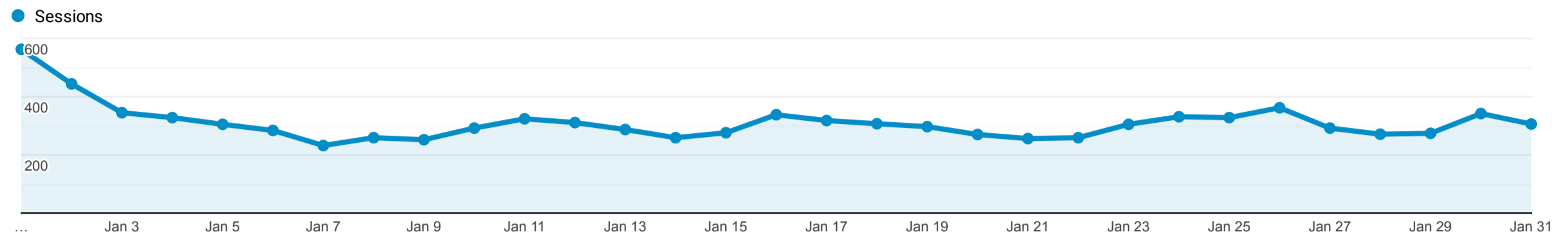
Language	Users	% Users
1. el-gr	11,551	39.82%
2. el	8,974	30.94%
3. en-gb	4,314	14.87%
4. en-us	2,664	9.18%
5. el-cy	566	1.95%
6. en-cy	224	0.77%
7. de-de	129	0.44%
8. en-au	78	0.27%
9. en	68	0.23%
10. de	66	0.23%

Audience Overview

Jan 1, 2023 - Jan 31, 2023

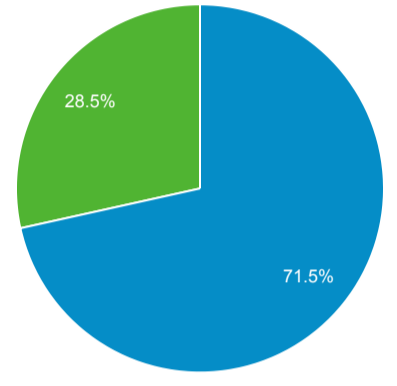
All Users
100.00% Sessions

Overview



Sessions 9,586	Users 7,526	Pageviews 24,883	Pages / Session 2.60
Avg. Session Duration 00:04:13	Bounce Rate 80.00%	% New Sessions 71.40%	

■ New Visitor ■ Returning Visitor



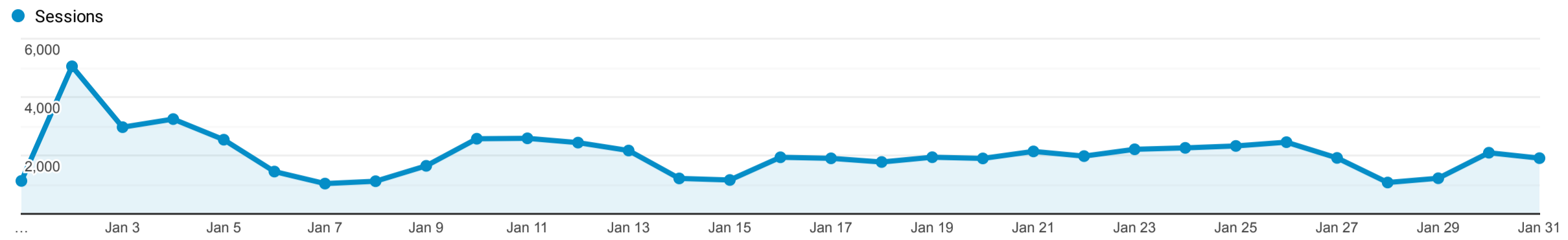
Language	Sessions	% Sessions
1. el-gr	3,461	36.10%
2. el	2,360	24.62%
3. en-us	2,142	22.35%
4. en-gb	998	10.41%
5. el-cy	300	3.13%
6. en-au	43	0.45%
7. en-cy	43	0.45%
8. fr-fr	38	0.40%
9. de-de	35	0.37%
10. en	33	0.34%

Audience Overview

Jan 1, 2023 - Jan 31, 2023

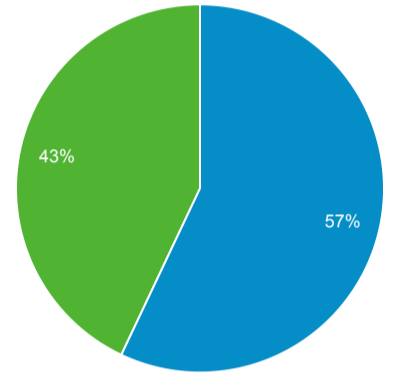
All Users
100.00% Sessions

Overview



Sessions 63,085	Users 39,838	Pageviews 296,391	Pages / Session 4.70
Avg. Session Duration 00:10:26	Bounce Rate 65.35%	% New Sessions 56.85%	

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-gb	35,527	56.32%
2. en-us	15,673	24.84%
3. el-gr	1,148	1.82%
4. de-de	988	1.57%
5. en-au	859	1.36%
6. en-cy	823	1.30%
7. en-ca	573	0.91%
8. en	545	0.86%
9. fr-fr	429	0.68%
10. ru	418	0.66%