Ο όμιλος Spp Media κατέγραψε 39,9 εκατομμύρια εμφανίσεις

Το adstore παρέδωσε 97 εκατομμύρια εμφανίσεις διαφημίσεων

Ο συνολικός αριθμός των εμφανίσεων για το μήνα Ιανουάριο ανέρχεται στα 39,982,386.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 23,186,533 για το μήνα Ιανουάριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 9,888,175 συνολικές εμφανίσεις για το μήνα Ιανουάριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 5,684,754 συνολικές εμφανίσεις για το μήνα Ιανουάριο.

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 JANUARY 2024

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	39,982,386	7,284,649	5,009,104

SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	33,074,708	5,793,438	4,009,308
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	6,907,678	1,491,211	999,796
ENGLISH (Knews, WiZ English)	994,280	308,834	144,295

ADSTORE DISPLAY IMPRESSIONS	97,547,247

Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.

www.ad-store.net

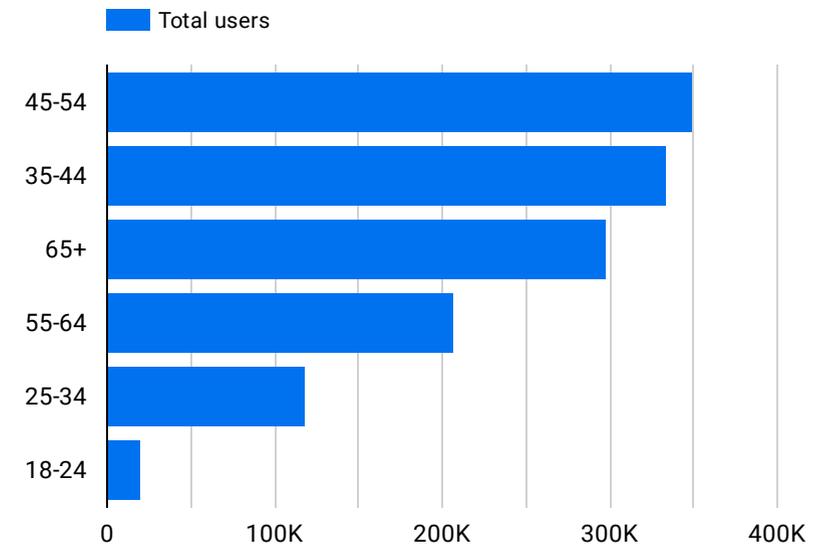|	Total users	Event count	Sessions
	2,629,024	23,186,533	3,970,274

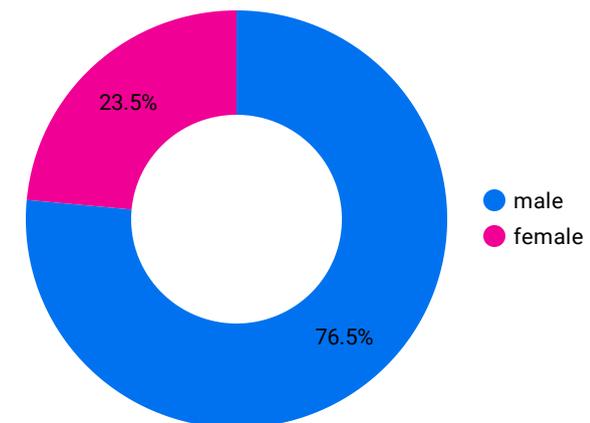|	Interests	Total users ▾
1.	Sports & Fitness/Sports Fans/Soccer Fans	1,017,705
2.	News & Politics/Avid News Readers	816,801
3.	Travel/Travel Buffs/Luxury Travelers	737,444
4.	Technology/Social Media Enthusiasts	613,580
5.	Lifestyles & Hobbies/Shutterbugs	610,363
6.	Media & Entertainment/Movie Lovers	412,658
7.	News & Politics/Avid News Readers/Entertainment News Enthusias…	409,275
8.	Media & Entertainment/Music Lovers	396,745
9.	Media & Entertainment/Light TV Viewers	393,810
10.	Media & Entertainment/TV Lovers	363,239

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Users By Age:

Users By Gender:

	Event name	Event count ▾	Total users
1.	page_view	7,186,190	2,618,892
2.	user_engagement	4,556,299	1,393,189
3.	session_start	3,923,834	2,624,370
4.	first_visit	2,557,190	2,557,636
5.	screen_view	1,982,979	5,767
6.	video_start	961,895	357,663
7.	scroll	544,701	249,291
8.	article_view	479,770	4,889
9.	SPLASH_AD	261,394	5,729
10.	ΚΥΡΙΕΣ	197,820	3,630

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Total users
1,380,284

Event count
9,888,175

Sessions
1,823,164

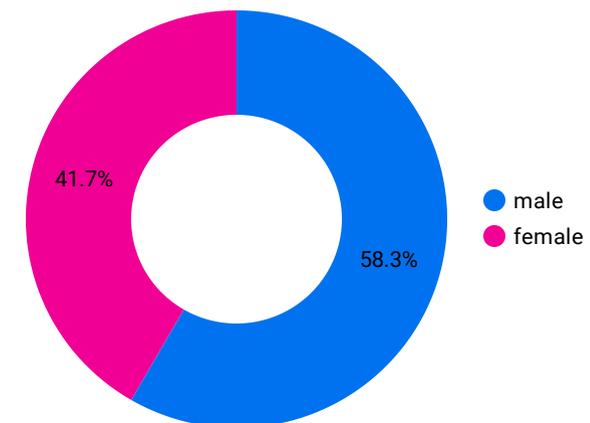|	Interests	Total users ▾
1.	Lifestyles & Hobbies/Shutterbugs	272,628
2.	Technology/Social Media Enthusiasts	267,214
3.	Travel/Travel Buffs/Luxury Travelers	250,759
4.	Sports & Fitness/Sports Fans/Soccer Fans	244,269
5.	News & Politics/Avid News Readers	197,085
6.	News & Politics/Avid News Readers/Entertainment News Enthusias…	193,111
7.	Media & Entertainment/Movie Lovers	173,995
8.	Media & Entertainment/TV Lovers	156,455
9.	Media & Entertainment/Light TV Viewers	142,449
10.	Media & Entertainment/Music Lovers	137,746

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Users By Age:

	Event name	Event count ▾	Total users
1.	page_view	2,845,179	1,370,923
2.	session_start	1,793,323	1,378,700
3.	user_engagement	1,587,679	592,588
4.	first_visit	1,375,530	1,345,408
5.	screen_view	1,021,963	6,682
6.	serviceLoadTimeEvent	432,631	3,911
7.	listLoadTimeEvent	161,466	3,778
8.	Πρώτη	141,662	3,972
9.	scroll	128,499	70,073
10.	SPLASH_AD	125,562	6,632

1 - 100 / 121 ‹ ›
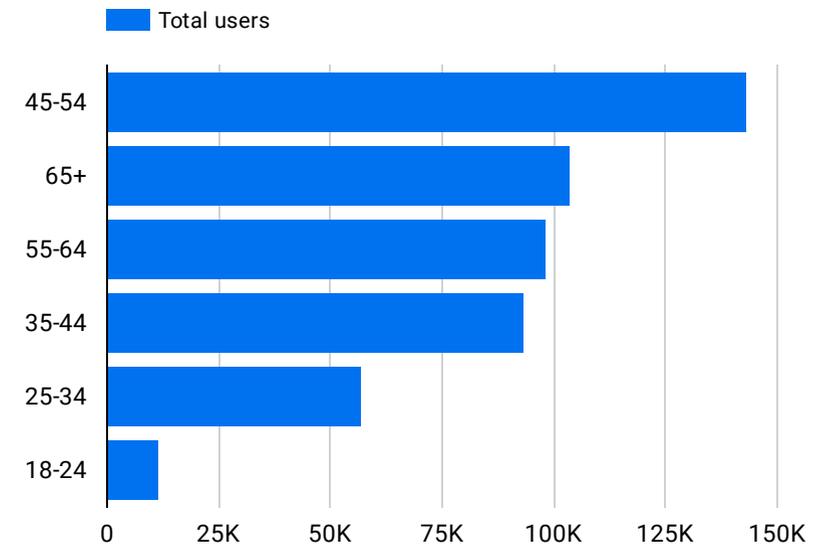
Users By Gender:

Total users
751,861

Event count
5,684,754

Sessions
1,192,727

Interests	Total users ▼
1. News & Politics/Avid News Readers	10

1 - 1 / 1 ‹ ›

Users By Age:

■ Total users

-1   -0.5   0   0.5   1

Users By Gender:

No data

	Event name	Event count ▼	Total users
1.	page_view	1,830,668	748,717
2.	session_start	1,193,467	749,104
3.	user_engagement	1,176,913	471,886
4.	first_visit	737,802	735,299
5.	video_start	616,964	215,992
6.	scroll	104,056	58,332
7.	click	17,167	8,739
8.	screen_view	4,913	444
9.	video_progress	1,943	1,237
10.	os_update	182	170

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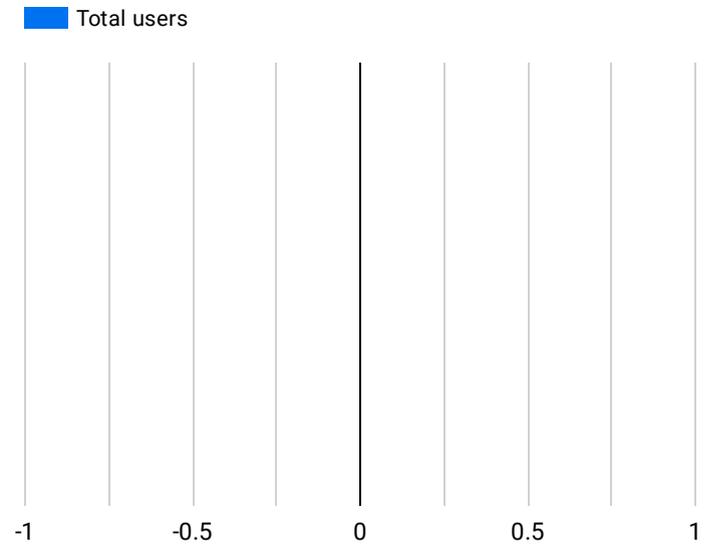
Total users	Event count	Sessions
204,881	946,408	231,210

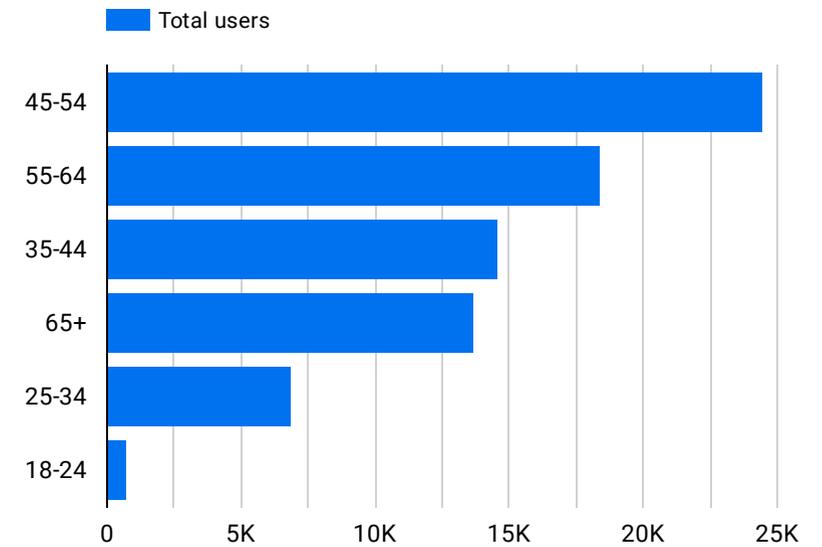## Users By Age:

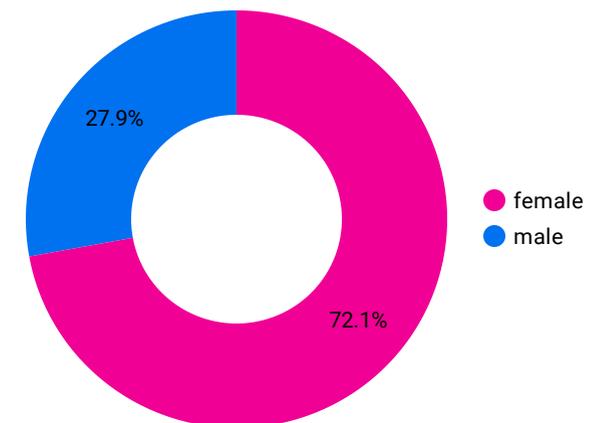|	Interests	Total users ▼
1.	Lifestyles & Hobbies/Shutterbugs	50,016
2.	Technology/Social Media Enthusiasts	49,562
3.	News & Politics/Avid News Readers/Entertainment News Enthusias…	44,282
4.	Media & Entertainment/Movie Lovers	37,953
5.	Media & Entertainment/Light TV Viewers	32,506
6.	Sports & Fitness/Sports Fans/Soccer Fans	30,952
7.	Media & Entertainment/Music Lovers/Pop Music Fans	30,759
8.	Media & Entertainment/TV Lovers	28,014
9.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	27,852
10.	Travel/Travel Buffs/Luxury Travelers	27,502

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	Event name	Event count ▼	Total users
1.	page_view	340,301	204,066
2.	session_start	229,049	204,019
3.	first_visit	199,137	199,781
4.	user_engagement	150,024	96,026
5.	scroll	24,590	17,434
6.	click	3,230	2,199
7.	ShareaholicShare	72	15
8.	file_download	5	2

Users By Gender:

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Athena Recipes

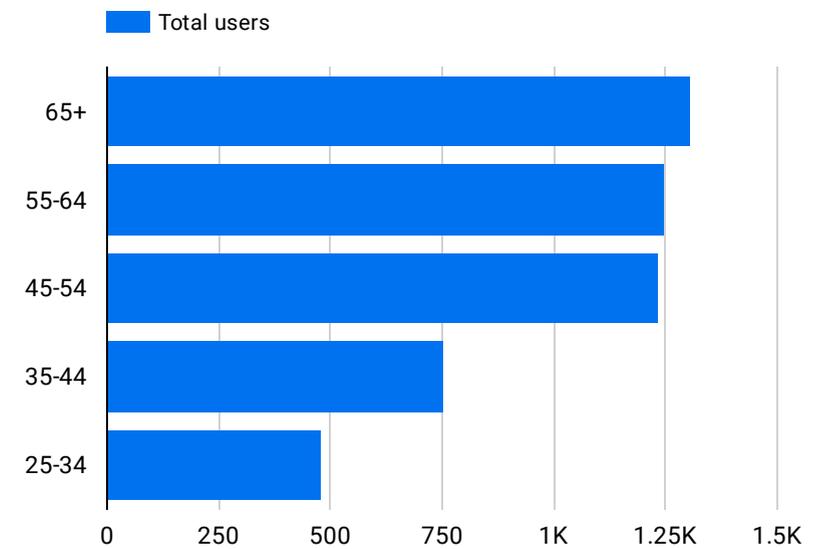| Total users	Event count	Sessions
29,311	193,106	50,698

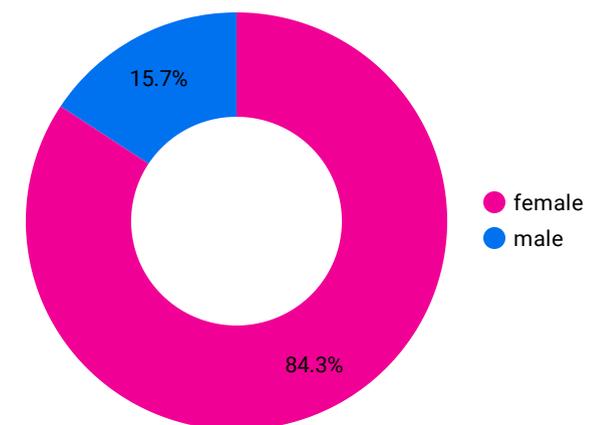|	Interests	Total users ▼
1.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	4,005
2.	Technology/Social Media Enthusiasts	3,547
3.	Lifestyles & Hobbies/Shutterbugs	3,538
4.	News & Politics/Avid News Readers/Entertainment News Enthusias…	2,902
5.	Media & Entertainment/Movie Lovers	2,585
6.	Media & Entertainment/Music Lovers	2,364
7.	Travel/Travel Buffs	2,317
8.	Media & Entertainment/Light TV Viewers	2,212
9.	Shoppers/Shopping Enthusiasts	2,207
10.	Travel/Travel Buffs/Beachbound Travelers	2,107

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Users By Age:

	Event name	Event count ▼	Total users
1.	session_start	49,512	29,194
2.	page_view	48,771	29,173
3.	first_visit	48,600	29,171
4.	user_engagement	33,171	19,156
5.	scroll	11,925	6,177
6.	form_start	843	406
7.	click	282	154

1 - 7 / 7 ‹ ›

Users By Gender:

- female 84.3%
- male 15.7%

Total users
13,743

Event count
83,410

Sessions
16,576

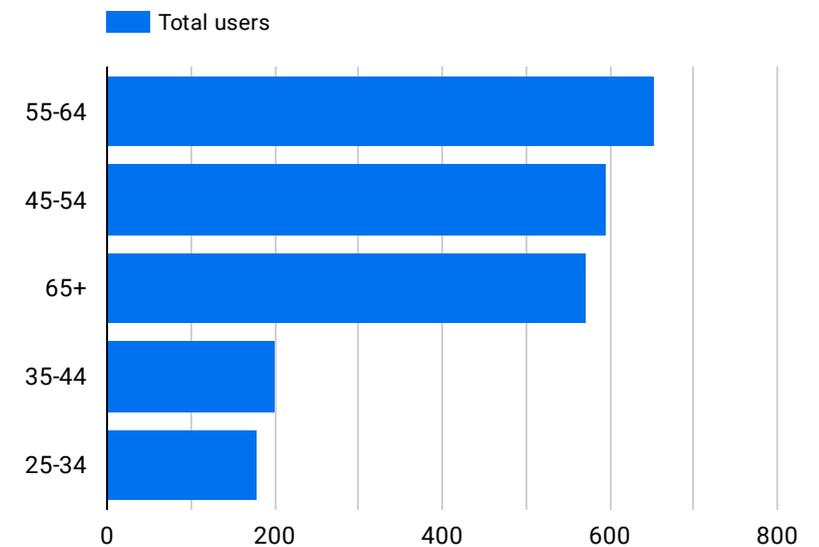## Users By Age:

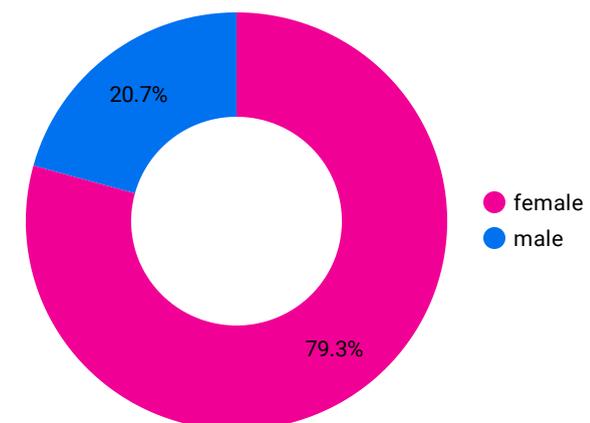|	Interests	Total users ▼
1.	Technology/Social Media Enthusiasts	1,725
2.	Lifestyles & Hobbies/Shutterbugs	1,720
3.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	1,699
4.	News & Politics/Avid News Readers/Entertainment News Enthusias…	1,426
5.	Media & Entertainment/Movie Lovers	1,282
6.	Media & Entertainment/Music Lovers	1,214
7.	Travel/Travel Buffs	1,183
8.	Shoppers/Shopping Enthusiasts	1,142
9.	Sports & Fitness/Sports Fans/Soccer Fans	1,114
10.	Media & Entertainment/Light TV Viewers	1,082

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Users By Age chart (Total users): 55-64 ≈ 650, 45-54 ≈ 590, 65+ ≈ 570, 35-44 ≈ 200, 25-34 ≈ 180

	Event name	Event count ▼	Total users
1.	page_view	29,075	13,650
2.	session_start	16,158	13,649
3.	user_engagement	14,339	10,041
4.	first_visit	13,246	13,032
5.	scroll	10,160	2,303
6.	form_start	230	65
7.	click	132	100

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Users By Gender:

female 79.3%
male 20.7%

KNEWS.com.cy.
THE ENGLISH EDITION OF KATHIMERINI CYPRUS

Jan 1, 2024 - Jan 31, 2024

Total users
144,295

Event count
994,280

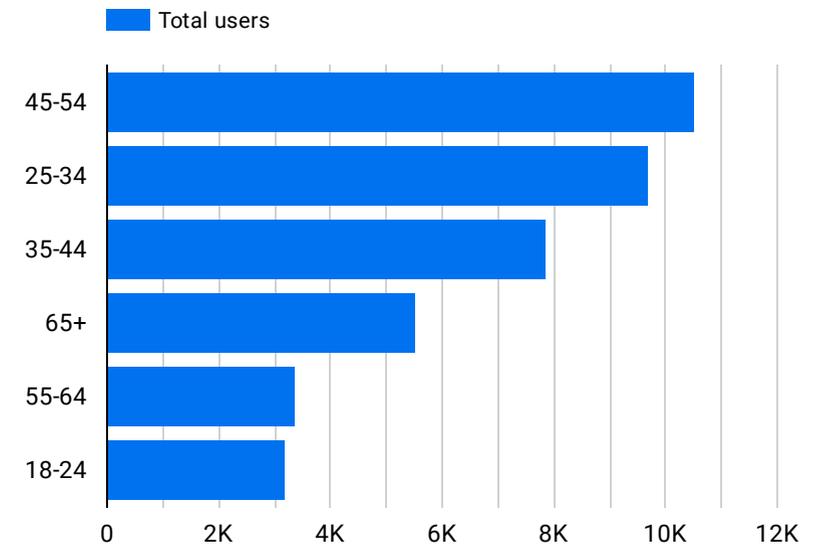**Sessions**
308,834

	Interests	Total users ▼
1.	Banking & Finance/Avid Investors	24,597
2.	Travel/Travel Buffs/Luxury Travelers	21,549
3.	Media & Entertainment/Movie Lovers	20,022
4.	Media & Entertainment/TV Lovers	19,816
5.	Lifestyles & Hobbies/Shutterbugs	19,763
6.	News & Politics/Avid News Readers/Entertainment News Enthusias...	19,283
7.	News & Politics/Avid News Readers/Avid Business News Readers	16,390
8.	Technology/Technophiles	15,851
9.	News & Politics/Avid News Readers/Avid Political News Readers	15,800
10.	Technology/Social Media Enthusiasts	15,655

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Users By Age:

Users By Gender:

48.9%   51.1%

● female
● male

	Event name	Event count ▼	Total users
1.	page_view	306,446	143,998
2.	session_start	303,662	144,022
3.	first_visit	302,399	143,978
4.	user_engagement	72,741	40,864
5.	scroll	7,911	4,647
6.	click	483	407
7.	form_start	314	246
8.	form_submit	195	148

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