

## Το adstore παρέδωσε 94 εκατομμύρια εμφανίσεις διαφημίσεων 37 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Ιούλιο

Ο όμιλος Spp Media, κατέγραψε για τον μήνα Ιούλιο 37,530,649 εμφανίσεις.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 21,290,660 για τον μήνα Ιούλιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 9,926,753 συνολικές εμφανίσεις για τον μήνα Ιούλιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,990,214 συνολικές εμφανίσεις για τον μήνα Ιούλιο.

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 JULY 2023			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	37,530,649	7,240,269	4,982,351
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	31,217,413	5,746,384	4,014,363
<b>LIFESTYLE</b> (must, gastronomos, athena recipes, WiZ guide)	6,313,236	1,493,885	967,988
<b>ENGLISH</b> (Knews, WiZ English)	839,904	252,999	120,043
<b>ADSTORE DISPLAY IMPRESSIONS</b>		<b>94,918,124</b>	
Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			

[www.ad-store.net](http://www.ad-store.net)

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL  
PEOPLE

KNEWS

AthenaRecipes

24NEWS

wizguide

Total users **2,685,542**    Event count **21,290,660**    Sessions **3,974,333**

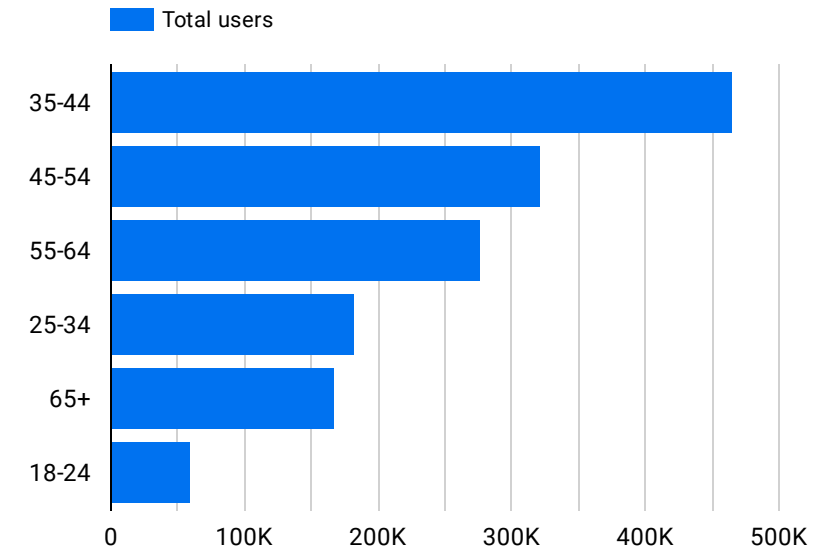
Interests		Total users ▾
1.	Travel/Travel Buffs/Luxury Travelers	1,136,069
2.	Sports & Fitness/Sports Fans/Soccer Fans	1,054,565
3.	Lifestyles & Hobbies/Shutterbugs	847,046
4.	Technology/Social Media Enthusiasts	837,744
5.	News & Politics/Avid News Readers	832,857
6.	News & Politics/Avid News Readers/Entertainment News Enthusias...	543,954
7.	Media & Entertainment/Music Lovers	508,391

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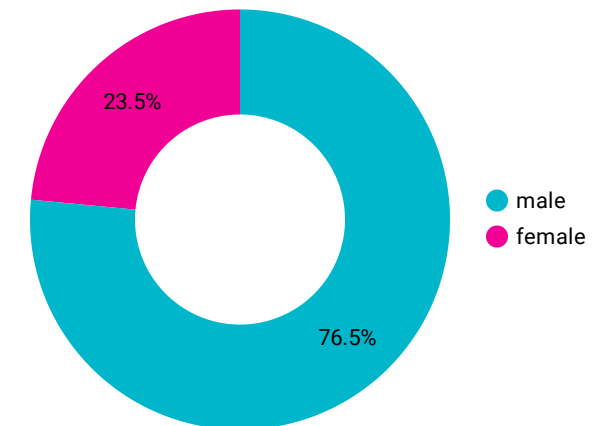
Event name		Event count ▾	Total users
1.	page_view	6,821,475	2,669,600
2.	user_engagement	4,273,649	1,429,837
3.	session_start	4,011,675	2,674,340
4.	first_visit	2,605,705	2,602,883
5.	screen_view	1,753,297	5,422
6.	scroll	554,023	258,721
7.	article_view	487,430	4,532
8.	SPLASH_AD	222,235	5,312
9.	KYPIEΣ	167,213	3,431

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### Users By Ages



### Users By Gender



Total users **1,328,821**    Event count **9,926,753**    Sessions **1,772,051**

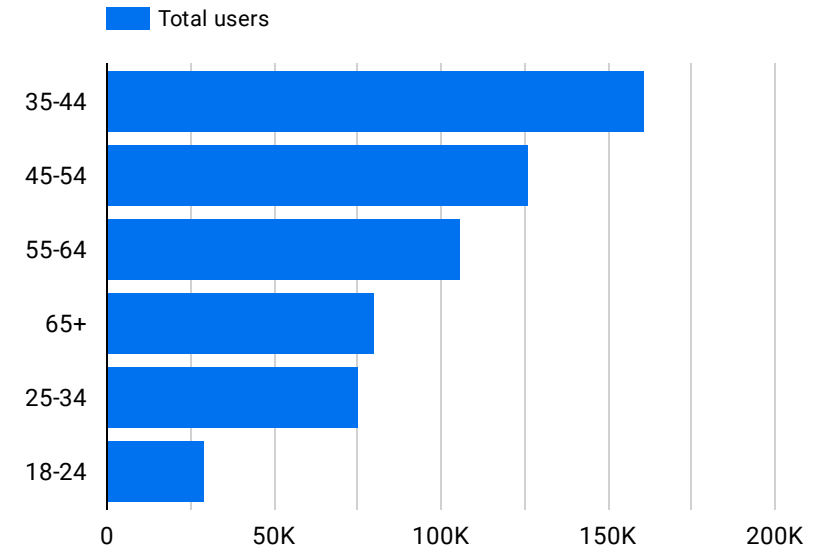
Interests	Total users
1. Lifestyles & Hobbies/Shutterbugs	333,680
2. Travel/Travel Buffs/Luxury Travelers	322,303
3. Technology/Social Media Enthusiasts	321,875
4. Sports & Fitness/Sports Fans/Soccer Fans	247,931
5. News & Politics/Avid News Readers/Enter...	235,382
6. News & Politics/Avid News Readers	204,107
7. Media & Entertainment/Movie Lovers	199,966

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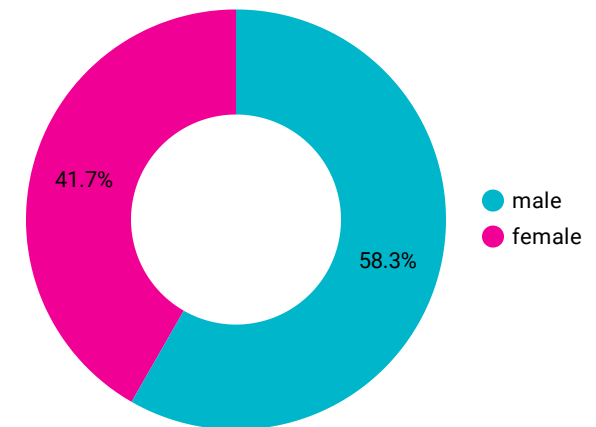
Event name	Event count	Total users
1. page_view	2,864,360	1,317,664
2. session_start	1,773,461	1,324,269
3. user_engagement	1,563,184	552,990
4. first_visit	1,329,675	1,293,617
5. screen_view	1,042,639	7,102
6. serviceLoadTimeEvent	427,408	4,161
7. scroll	192,063	91,707
8. listLoadTimeEvent	152,071	3,952
9. Πρώτη	141,054	4,313

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## Users By Ages



## Users By Gender



Total users **717,505**    Event count **4,990,214**    Sessions **1,169,859**

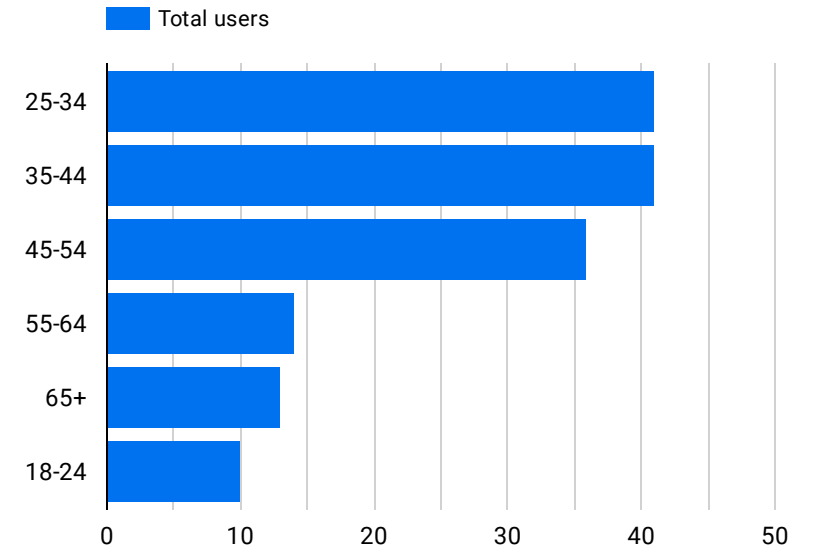
Interests		Total users ▾
1.	Media & Entertainment/Comics & Animati...	134
2.	Media & Entertainment/Gamers/Action G...	134
3.	Media & Entertainment/Gamers/Casual & ...	134
4.	News & Politics/Avid News Readers	134
5.	Sports & Fitness/Sports Fans/Soccer Fans	134
6.	Shoppers	132
7.	Technology/Social Media Enthusiasts	132

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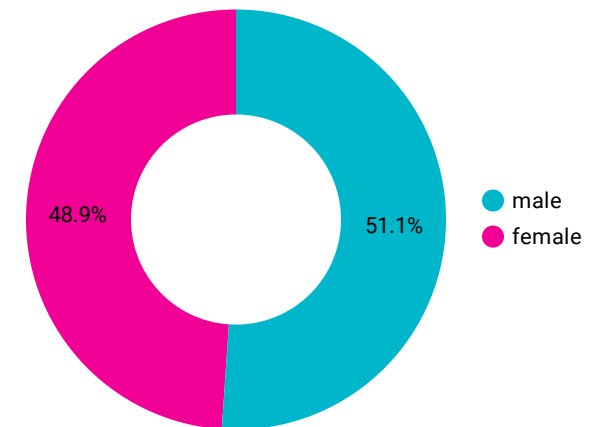
Event name		Event count ▾	Total users
1.	page_view	1,782,441	714,080
2.	user_engagement	1,188,969	465,191
3.	session_start	1,167,611	713,448
4.	first_visit	708,788	695,375
5.	scroll	119,966	58,774
6.	click	17,711	10,727
7.	screen_view	3,011	313
8.	notification_receive	588	89
9.	app_exception	294	50

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## Users By Ages



## Users By Gender



Total users **217,025**      Event count **1,088,557**      Sessions **268,809**

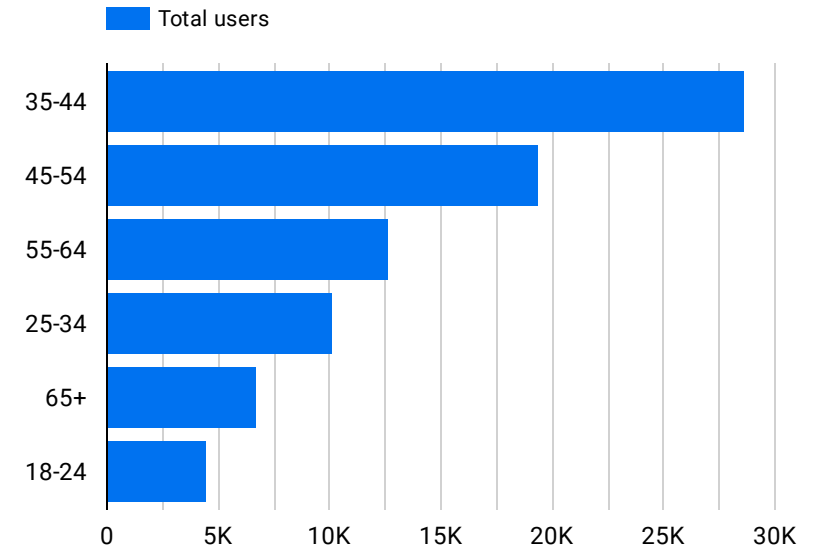
Interests		Total users ▾
1.	Technology/Social Media Enthusiasts	49,426
2.	Lifestyles & Hobbies/Shutterbugs	49,036
3.	News & Politics/Avid News Readers/Enter...	46,204
4.	Travel/Travel Buffs/Luxury Travelers	39,741
5.	Media & Entertainment/Movie Lovers	35,865
6.	Media & Entertainment/Music Lovers	32,069
7.	Travel/Travel Buffs/Beachbound Travelers	30,117

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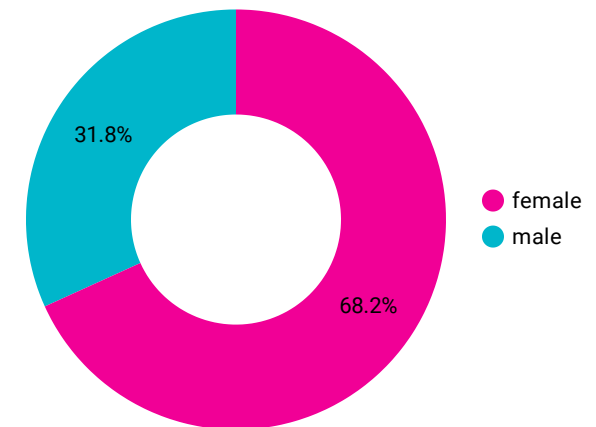
Event name		Event count ▾	Total users
1.	page_view	403,265	215,645
2.	session_start	271,751	215,622
3.	first_visit	212,673	207,579
4.	user_engagement	160,774	89,651
5.	scroll	33,816	21,967
6.	click	6,271	4,763
7.	file_download	6	5
8.	view_search_results	1	1

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## Users By Ages



## Users By Gender



Total users  
**26,146**

Event count  
**183,173**

Sessions  
**46,309**

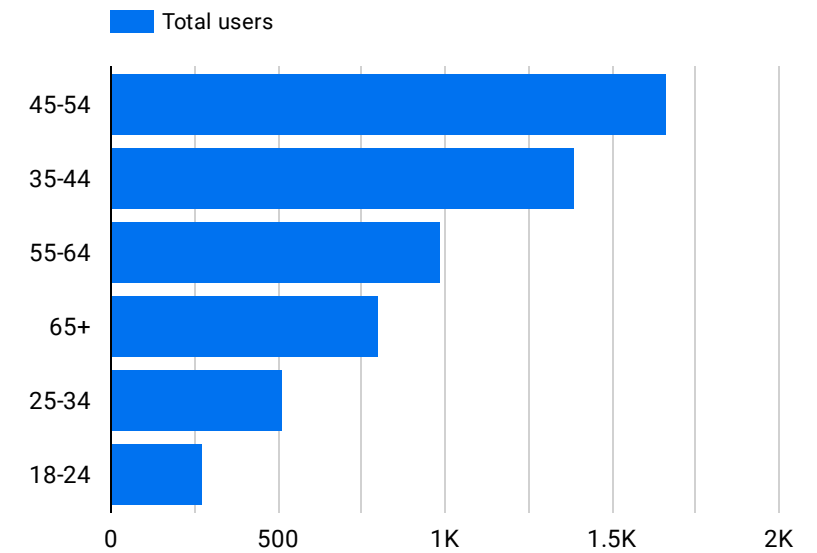
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/Aspir...	4,703
2.	Technology/Social Media Enthusiasts	4,351
3.	Lifestyles & Hobbies/Shutterbugs	4,346
4.	News & Politics/Avid News Readers/Enter...	3,809
5.	Media & Entertainment/Movie Lovers	3,200
6.	Travel/Travel Buffs/Beachbound Travelers	3,063
7.	Media & Entertainment/Music Lovers	2,865

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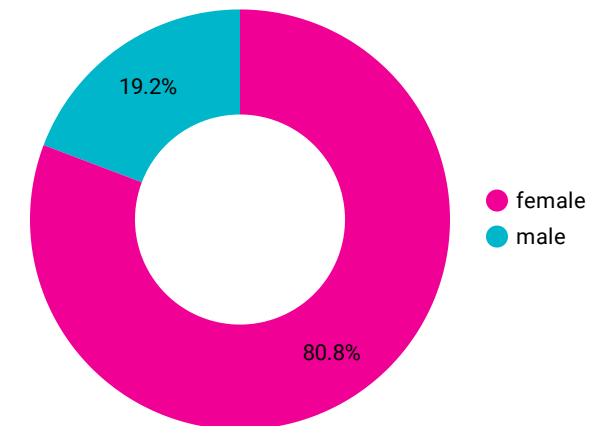
Event name		Event count ▾	Total users
1.	page_view	48,370	25,991
2.	session_start	46,631	26,019
3.	first_visit	45,823	25,986
4.	user_engagement	30,705	15,999
5.	scroll	10,686	5,087
6.	form_start	667	359
7.	click	281	190

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### Users By Ages



### Users By Gender



Total users

7,312

Event count

51,292

Sessions

8,908

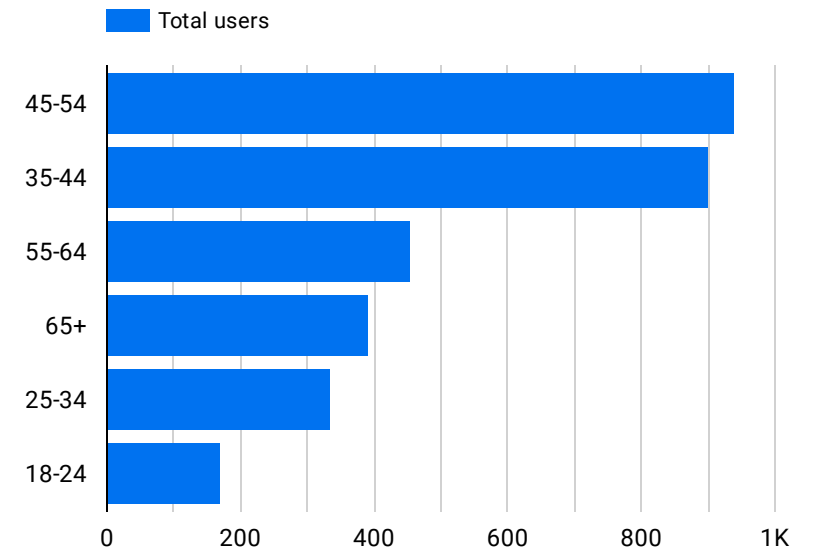
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/Aspir...	2,086
2.	Lifestyles & Hobbies/Shutterbugs	1,581
3.	Technology/Social Media Enthusiasts	1,580
4.	News & Politics/Avid News Readers/Enter...	1,224
5.	Media & Entertainment/Movie Lovers	1,041
6.	Travel/Travel Buffs/Beachbound Travelers	1,025
7.	Media & Entertainment/Music Lovers	946

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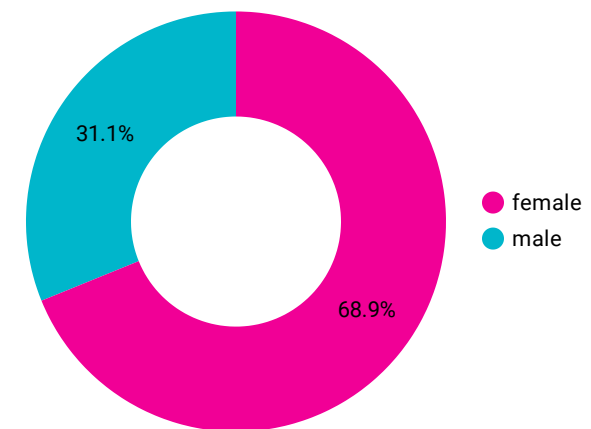
Event name		Event count ▾	Total users
1.	page_view	19,476	7,287
2.	session_start	9,021	7,288
3.	scroll	7,865	1,798
4.	user_engagement	7,427	4,795
5.	first_visit	7,148	6,913
6.	form_start	228	48
7.	click	100	76
8.	form_submit	26	15
9.	file_download	1	1

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## Users By Ages



## Users By Gender



Total users **120,043**      Event count **839,904**      Sessions **252,999**

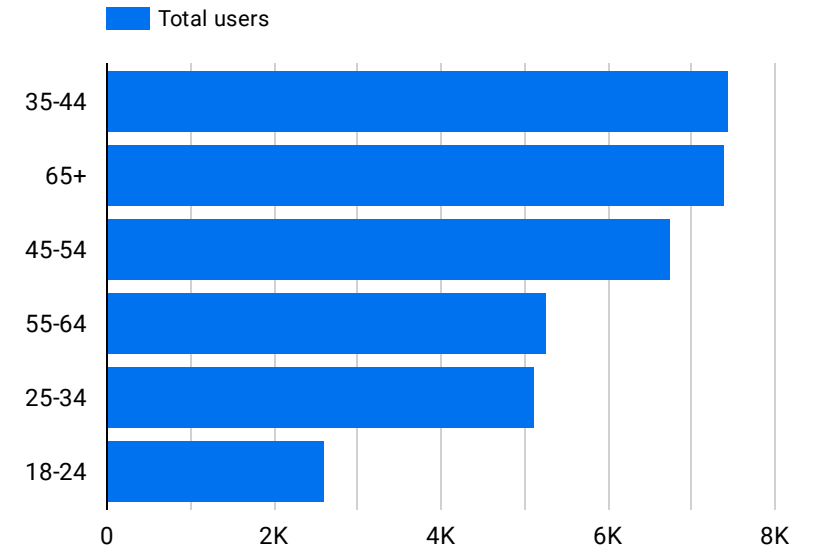
Interests		Total users ▾
1.	Travel/Travel Buffs/Luxury Travelers	20,401
2.	Banking & Finance/Avid Investors	20,180
3.	Media & Entertainment/TV Lovers	18,519
4.	Lifestyles & Hobbies/Shutterbugs	18,078
5.	News & Politics/Avid News Readers/Avid ...	18,047
6.	News & Politics/Avid News Readers/Enter...	18,001
7.	Media & Entertainment/Movie Lovers	17,179

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Event name		Event count ▾	Total users
1.	page_view	253,784	119,638
2.	session_start	253,773	119,638
3.	first_visit	252,238	119,638
4.	user_engagement	71,071	41,257
5.	scroll	7,824	4,081
6.	click	484	400
7.	form_start	424	293
8.	form_submit	297	197

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### Users By Ages



### Users By Gender

