

1.4 εκατομμύριο χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Ιούνιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Ιούνιο 29,304,284 εμφανίσεις και 1,429,293 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 19,002,290 και 638,566 συνολικούς χρήστες για τον μήνα Ιούνιο. Το 24Sports&News κατέγραψε 22.5% αύξηση στους συνολικούς χρήστες σε σύγκριση με τον προηγούμενο μήνα.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 8,129,193 συνολικές εμφανίσεις και 266,193 χρήστες για τον μήνα Ιούνιο και η χρήση από κινητό είναι στο 65%.

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

ADSTORE ANALYTICS JUNE 2021

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	29,304,284	14,246,541	1,429,293
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	27,131,483	12,971,480	904,759
LIFESTYLE (must, gastronomos, wiz guide, athena recipes)	2,172,801	1,275,061	524,534
ENGLISH (Knews + Wiz english)	170,745	39,059	20,502

ADSTORE DISPLAY IMPRESSIONS 114,104,541

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



24NEWS

wizguide

24 Sports & News Web & App

Jun 1, 2021 - Jun 30, 2021

Total users
638,566

Event count
19,002,290

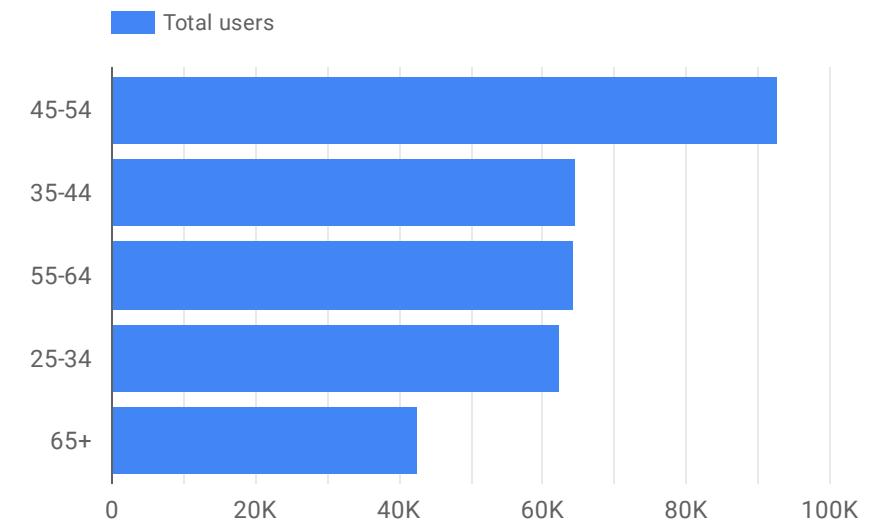
Interests	Total users
1. News & Politics/Avid News Readers	213,173
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	192,171
3. Media & Entertainment/TV Lovers	188,813
4. News & Politics/Avid News Readers/Entertainment News Enthusiasts	170,333
5. Shoppers/Value Shoppers	152,346
6. Lifestyles & Hobbies/Green Living Enthusiasts	149,677
7. Travel/Travel Buffs	127,407

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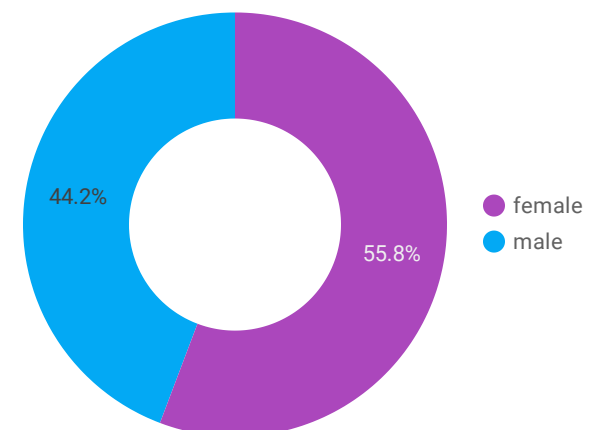
Event name	Event count	Total users
1. page_view	7,354,177	624,550
2. user_engagement	5,526,488	411,891
3. session_start	2,618,520	624,241
4. screen_view	1,679,440	5,175
5. article_view	446,385	4,151
6. first_visit	438,831	428,383
7. SPLASH_AD	238,569	4,918
8. scroll	202,699	36,570
9. KYPIEΣ	167,090	3,186
Grand total	19,002,290	638,566

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Users by Ages



Users by Gender



Total users
266,193

Event count
8,129,193

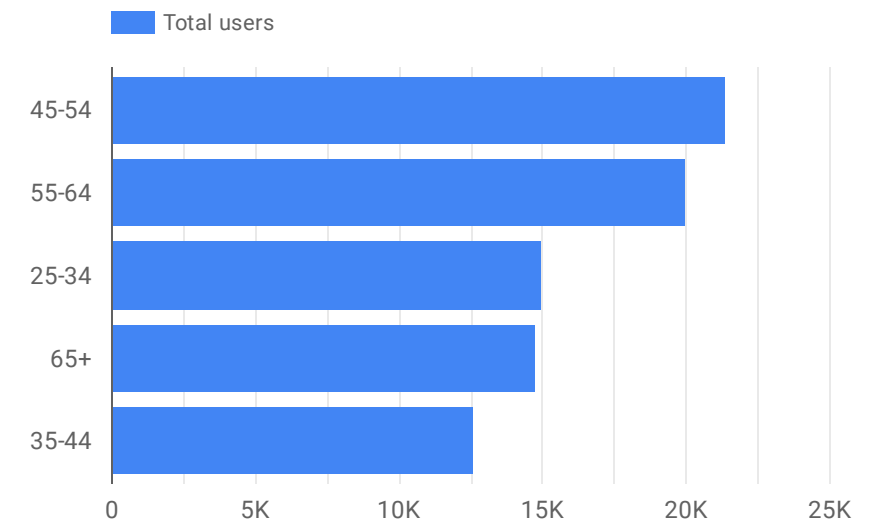
Interests	Total users
1. News & Politics/Avid News Readers	56,822
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	43,137
3. Media & Entertainment/TV Lovers	41,490
4. Sports & Fitness/Health & Fitness Buffs	40,319
5. News & Politics/Avid News Readers/Entertainment News Enthusi...	40,218
6. Travel/Travel Buffs	36,797
7. Lifestyles & Hobbies/Green Living Enthusiasts	36,569

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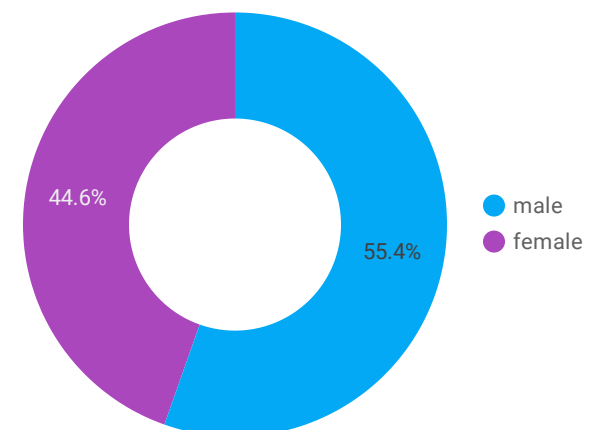
Event name	Event count	Total users
1. page_view	2,686,172	255,971
2. user_engagement	2,123,943	161,433
3. screen_view	1,251,691	8,246
4. session_start	939,582	261,040
5. article_view	202,556	5,848
6. SPLASH_AD	190,513	8,037
7. first_visit	187,561	183,415
8. Πρώτη	172,384	4,895
9. scroll	111,505	32,542
Grand total	8,129,193	266,193

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Users by Ages



Users by Gender

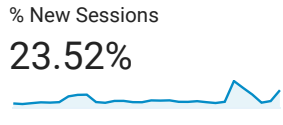
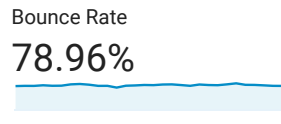
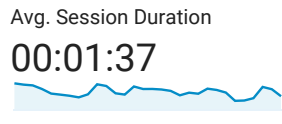
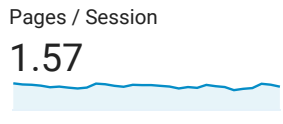
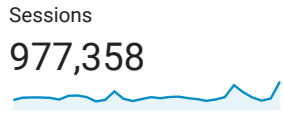
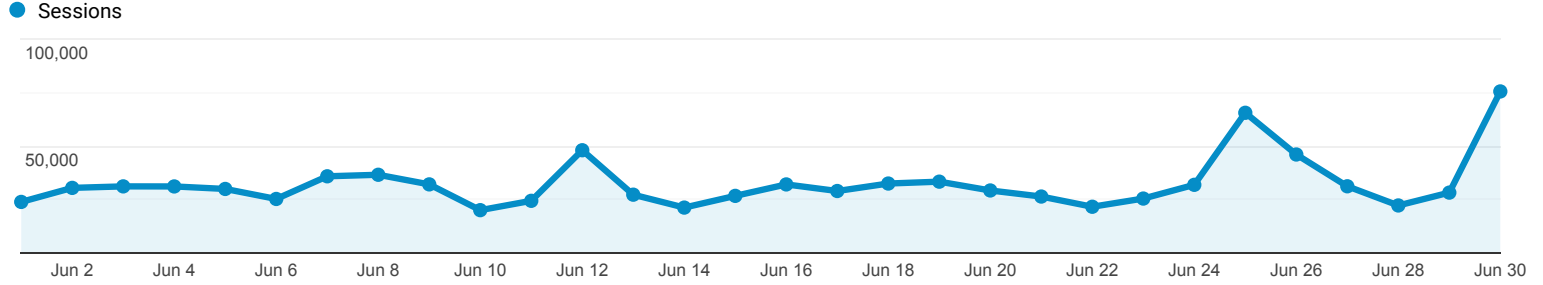


Audience Overview

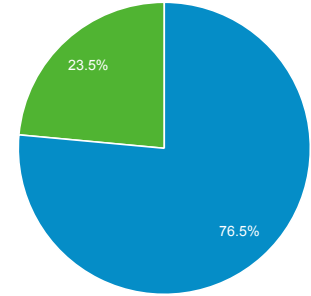
All Users
100.00% Sessions

Jun 1, 2021 - Jun 30, 2021

Overview



■ Returning Visitor ■ New Visitor



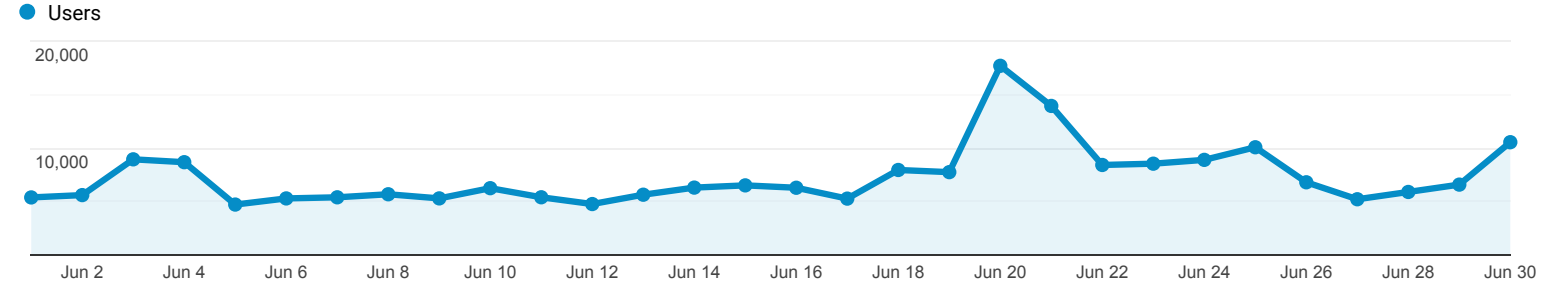
Language	Sessions	% Sessions
1. el-gr	508,147	51.99%
2. en-gb	148,352	15.18%
3. el-cy	126,509	12.94%
4. en-us	102,425	10.48%
5. en-cy	46,206	4.73%
6. el	15,955	1.63%
7. el-gb	8,977	0.92%
8. de-de	2,428	0.25%
9. en-gr	2,304	0.24%
10. en-au	2,091	0.21%

Audience Overview

All Users
100.00% Users

Jun 1, 2021 - Jun 30, 2021

Overview



Users
154,172

New Users
132,601

Sessions
256,845

Number of Sessions per User
1.67

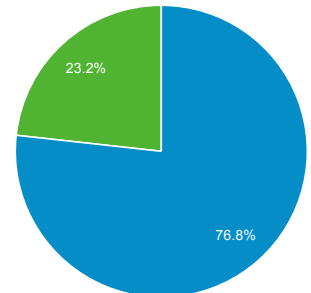
Pageviews
541,868

Pages / Session
2.11

Avg. Session Duration
00:02:53

Bounce Rate
72.76%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. el-gr	66,752	43.31%
2. en-gb	34,603	22.45%
3. en-us	21,728	14.10%
4. el	15,158	9.83%
5. el-cy	8,536	5.54%
6. en-cy	3,150	2.04%
7. el-gb	575	0.37%
8. de-de	520	0.34%
9. c	495	0.32%
10. en-au	407	0.26%

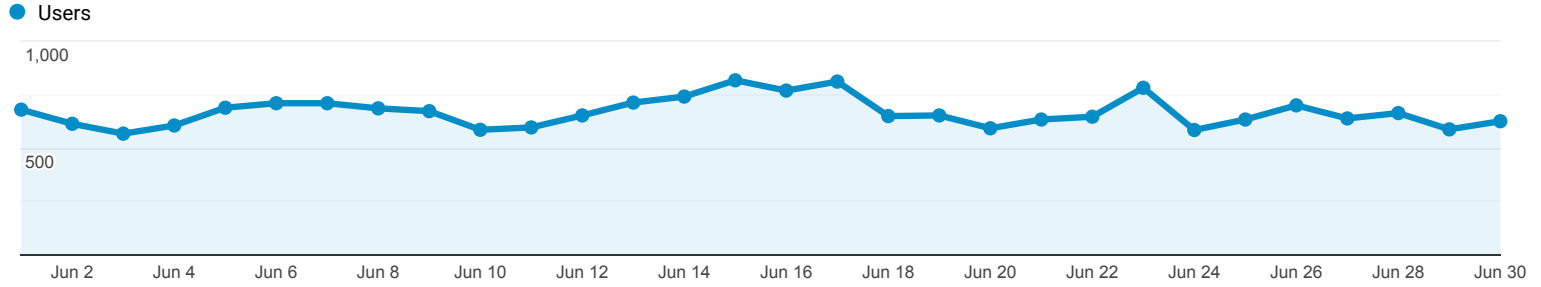


Audience Overview

All Users
100.00% Users

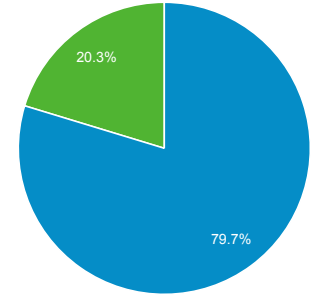
Jun 1, 2021 - Jun 30, 2021

Overview



Users 16,757	New Users 14,368	Sessions 23,057
Number of Sessions per User 1.38	Pageviews 59,260	Pages / Session 2.57
Avg. Session Duration 00:02:05	Bounce Rate 72.29%	

■ New Visitor ■ Returning Visitor



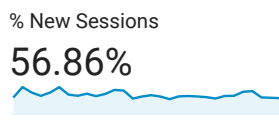
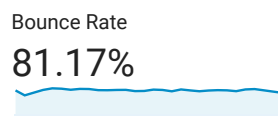
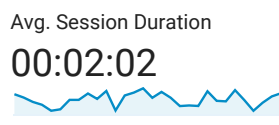
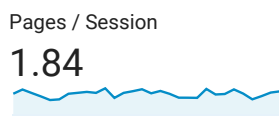
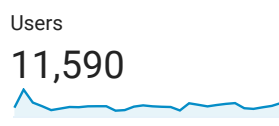
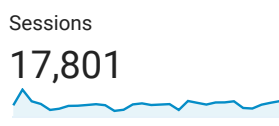
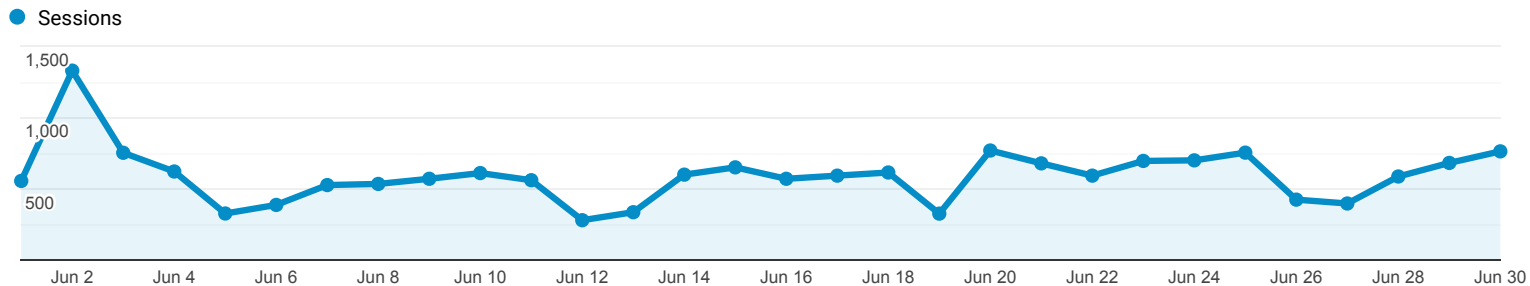
Language	Users	% Users
1. el-gr	6,595	39.50%
2. el	3,183	19.07%
3. en-gb	2,901	17.38%
4. en-us	2,526	15.13%
5. el-cy	587	3.52%
6. en-cy	219	1.31%
7. en-us.utf-8	202	1.21%
8. de-de	66	0.40%
9. en	55	0.33%
10. en-au	45	0.27%

Audience Overview

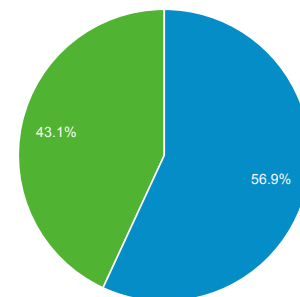
Jun 1, 2021 - Jun 30, 2021

All Users
100.00% Sessions

Overview



■ New Visitor ■ Returning Visitor



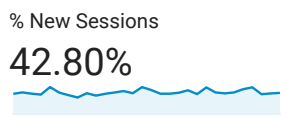
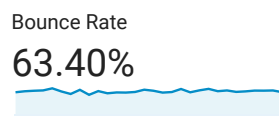
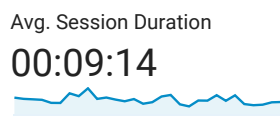
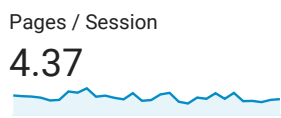
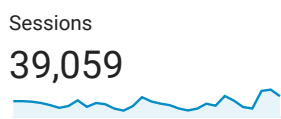
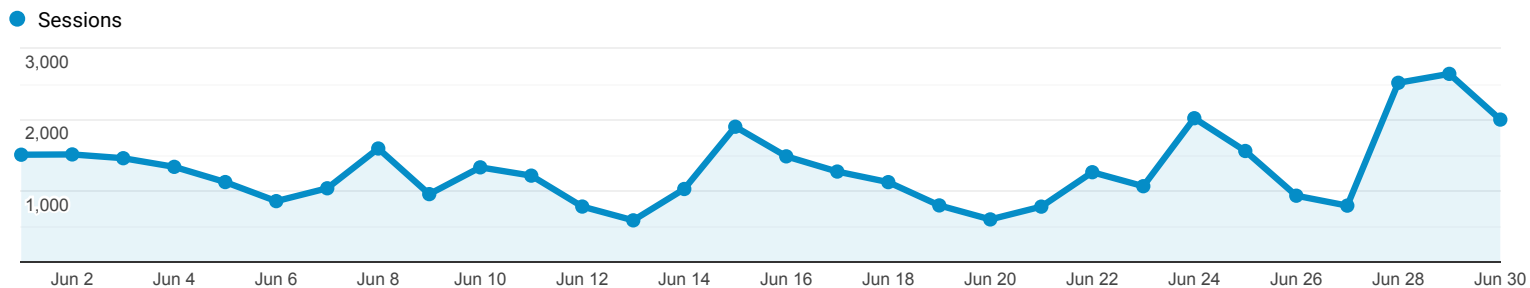
Language	Sessions	% Sessions
1. en-us	7,084	39.80%
2. el-gr	5,224	29.35%
3. en-gb	1,883	10.58%
4. el	1,292	7.26%
5. el-cy	1,270	7.13%
6. c	422	2.37%
7. en-us.utf-8	89	0.50%
8. de-de	82	0.46%
9. en-cy	68	0.38%
10. en	66	0.37%

Audience Overview

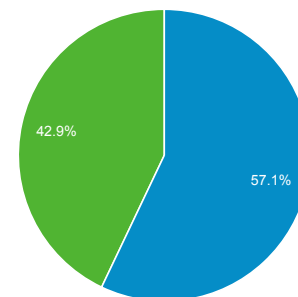
All Users
100.00% Sessions

Jun 1, 2021 - Jun 30, 2021

Overview



Returning Visitor (Blue) | New Visitor (Green)



Language	Sessions	% Sessions
1. en-gb	21,421	54.84%
2. en-us	11,185	28.64%
3. en-cy	620	1.59%
4. el-gr	612	1.57%
5. en-ca	437	1.12%
6. de-de	415	1.06%
7. en	385	0.99%
8. en-au	344	0.88%
9. ru-ru	306	0.78%
10. nl-nl	259	0.66%