

5,4 εκατομμύρια χρήστες και 38 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Μάρτιο

Ο όμιλος Spp Media, κατέγραψε για τον μήνα Μάρτιο 38,324,531 εμφανίσεις και 5,453,841 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 20,888,869 και 2,787,259 συνολικούς χρήστες για τον μήνα Μάρτιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 10,923,619 συνολικές εμφανίσεις και 1,555,802 χρήστες για τον μήνα Μάρτιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,959,084 συνολικές εμφανίσεις και 770,559 χρήστες για τον μήνα Μάρτιο.

Για περισσότερες πληροφορίες παρακαλώ επικοινωνήστε με το Βασίλειο Μπίτη, Data Analyst, email: bitisv@sppmedia.com, τηλ.: 22472440.

ADSTORE ANALYTICS MARCH 2023			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	38,324,531	14,363,176	5,453,841
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	31,812,488	12,758,476	4,343,061
LIFESTYLE (must, gastronomos, athena recipes, Wiz guide)	6,512,043	1,604,700	1,110,780
ENGLISH (Knews, Wiz English)	303,491	147,180	130,967
ADSTORE DISPLAY IMPRESSIONS 98,073,790			
Η επισκεψιμότητα των Knews & Wiz English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			

Total users
2,787,259

Event count
20,888,869

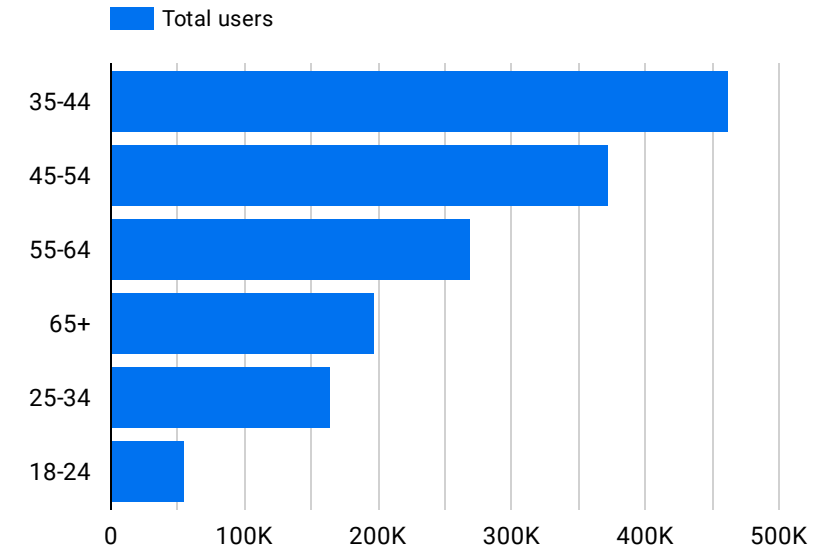
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts	174,938
2.	Shoppers/Shoppers by Store Type/Superstore Shoppers	143,786
3.	Technology/Mobile Enthusiasts	85,182
4.	Media & Entertainment/Comics & Animation Fans	68,688
5.	Vehicles & Transportation	43,873
6.	Banking & Finance	41,133
7.	Food & Dining/Frequently Dines Out/Diners by Meal	24,194

1 - 28 / 28 < >

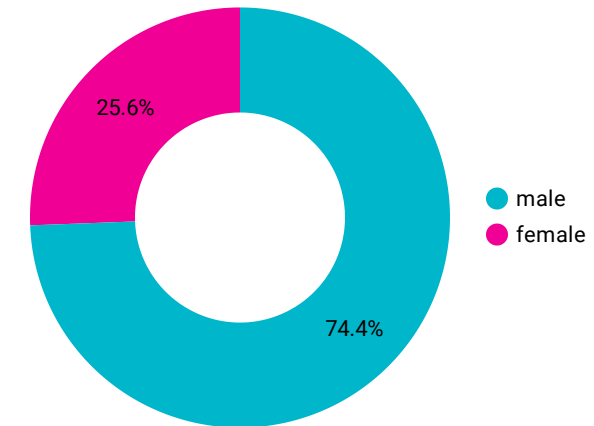
Event name		Event count ▾	Total users
1.	page_view	6,652,374	2,770,003
2.	session_start	3,987,739	2,774,330
3.	user_engagement	3,911,150	1,367,230
4.	first_visit	2,776,201	2,762,589
5.	screen_view	1,665,460	5,554
6.	scroll	702,082	356,851
7.	article_view	410,259	4,686
8.	SPLASH_AD	216,977	5,505
9.	KYPIEΣ	149,963	3,498

1 - 100 / 119 < >

Users By Ages



Users By Gender



Total users
1,555,802

Event count
10,923,619

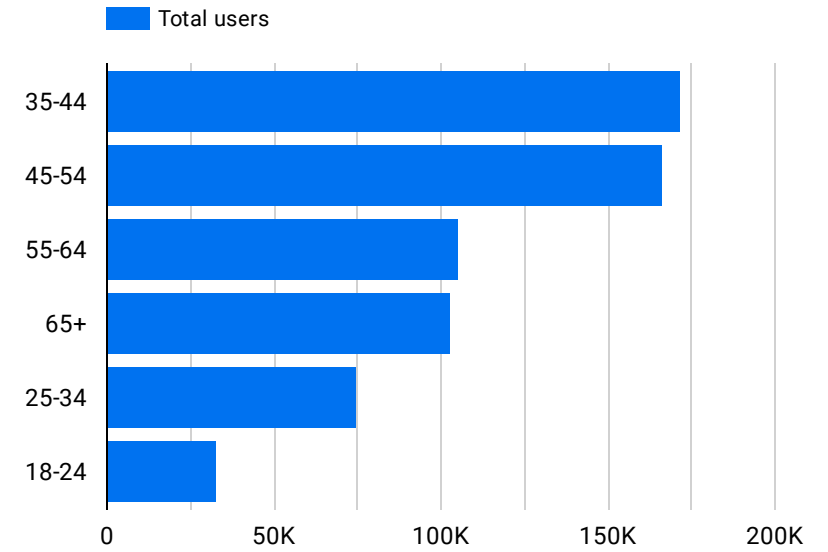
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts	85,682
2.	Shoppers/Shoppers by Store Type/Supers...	65,479
3.	Technology/Mobile Enthusiasts	60,990
4.	Media & Entertainment/Comics & Animati...	32,594
5.	Banking & Finance	14,706
6.	Vehicles & Transportation	14,298
7.	Food & Dining/Frequently Dines Out/Diner...	12,061

1 - 20 / 20 < >

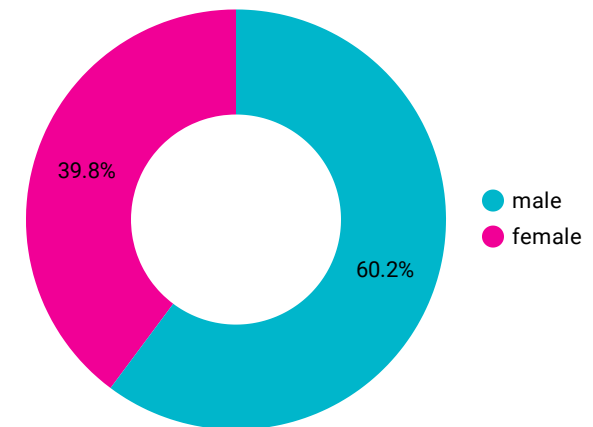
Event name		Event count ▾	Total users
1.	page_view	3,225,113	1,543,582
2.	session_start	2,051,182	1,549,959
3.	user_engagement	1,861,062	641,660
4.	first_visit	1,531,995	1,526,953
5.	screen_view	1,215,529	7,282
6.	scroll	281,451	142,133
7.	article_view	179,723	5,699
8.	Πρώτη	161,129	4,404
9.	SPLASH_AD	153,248	7,206

1 - 100 / 126 < >

Users By Ages



Users By Gender



Total users **770,559** Event count **4,959,084** Sessions **1,170,610**

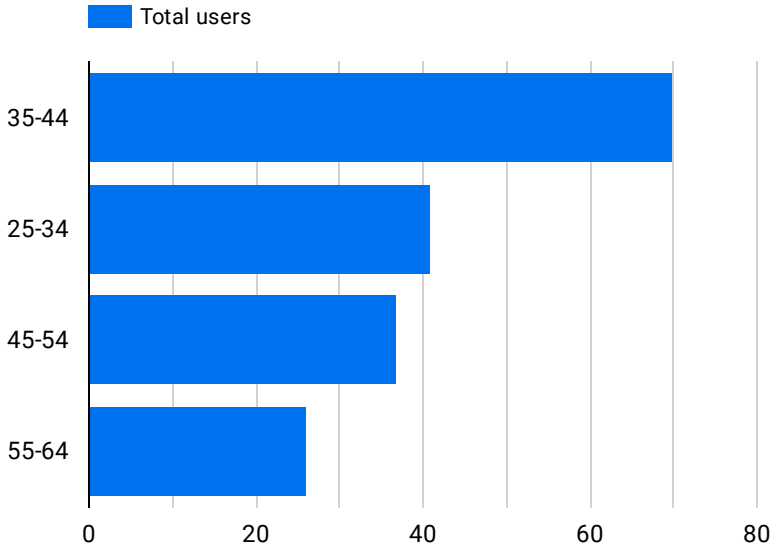
Interests		Total users
1.	Shoppers	158
2.	Media & Entertainment/Comics & Animati...	155
3.	Technology/Mobile Enthusiasts	147
4.	Food & Dining/Cooking Enthusiasts	141

1 - 4 / 4 < >

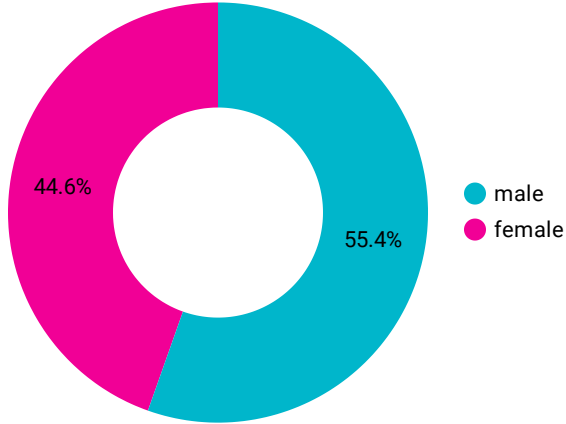
Event name		Event count	Total users
1.	page_view	1,815,820	765,804
2.	session_start	1,164,739	764,772
3.	user_engagement	1,030,708	434,090
4.	first_visit	771,376	748,831
5.	scroll	152,603	71,836
6.	click	18,530	10,096
7.	screen_view	3,036	316
8.	notification_receive	1,134	130
9.	app_exception	484	45

1 - 26 / 26 < >

Users By Ages



Users By Gender



Total users
289,648

Event count
1,464,115

Sessions
377,103

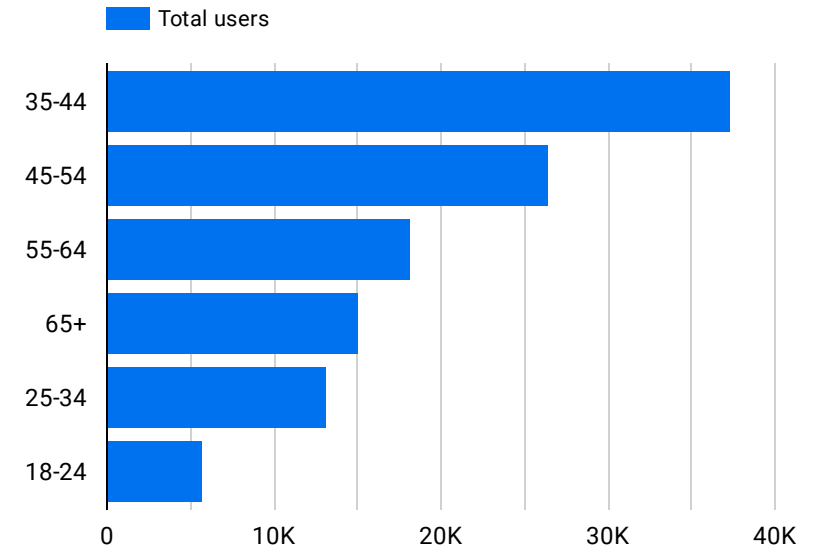
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts	23,101
2.	Shoppers/Shoppers by Store Type/Supers...	16,868
3.	Technology/Mobile Enthusiasts	7,874
4.	Vehicles & Transportation	5,867
5.	Banking & Finance	4,247
6.	Media & Entertainment/Comics & Animati...	4,068
7.	Food & Dining/Frequently Dines Out/Diner...	4,023

1 - 38 / 38 < >

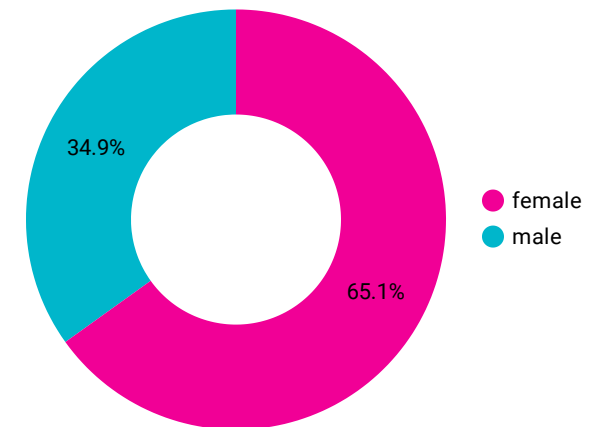
Event name		Event count ▾	Total users
1.	page_view	554,333	285,433
2.	session_start	367,067	285,318
3.	first_visit	279,383	272,872
4.	user_engagement	212,142	119,665
5.	scroll	44,908	29,044
6.	click	6,267	4,792
7.	file_download	8	4
8.	view_search_results	7	4

1 - 8 / 8 < >

Users By Ages



Users By Gender

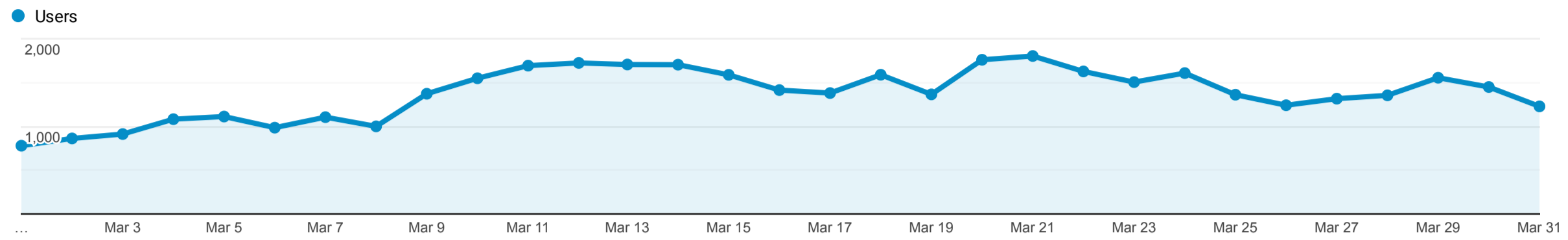


Audience Overview

Mar 1, 2023 - Mar 31, 2023

All Users
100.00% Users

Overview



Users 41,033	New Users 39,725	Sessions 44,388	Number of Sessions per User 1.08
Pageviews 64,323	Pages / Session 1.45	Avg. Session Duration 00:00:28	Bounce Rate 90.92%



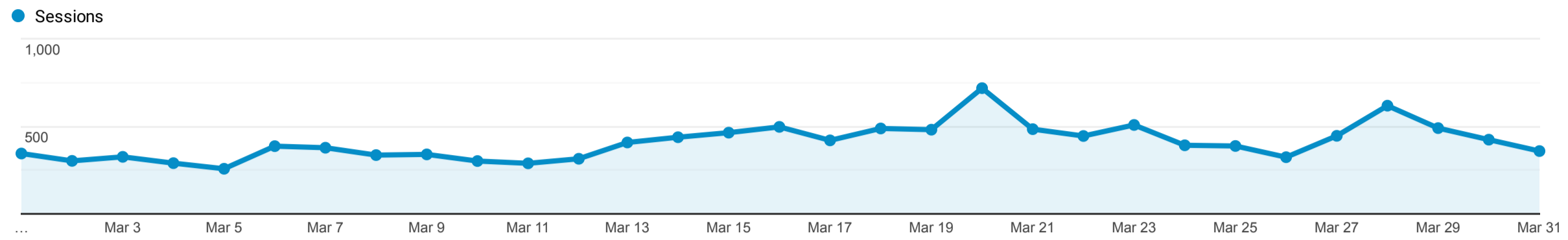
Language	Users	% Users
1. el-gr	14,346	35.13%
2. el	10,497	25.71%
3. en-gb	6,894	16.88%
4. en-us	6,462	15.82%
5. el-cy	1,094	2.68%
6. en-cy	429	1.05%
7. de-de	287	0.70%
8. en	148	0.36%
9. en-au	97	0.24%
10. it-it	81	0.20%

Audience Overview

Mar 1, 2023 - Mar 31, 2023

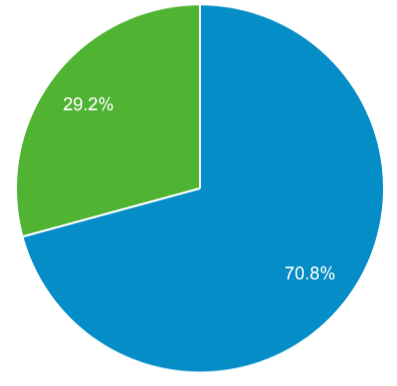
All Users
100.00% Sessions

Overview



Sessions 12,599	Users 9,540	Pageviews 24,521	Pages / Session 1.95
Avg. Session Duration 00:02:09	Bounce Rate 81.28%	% New Sessions 70.74%	

■ New Visitor ■ Returning Visitor



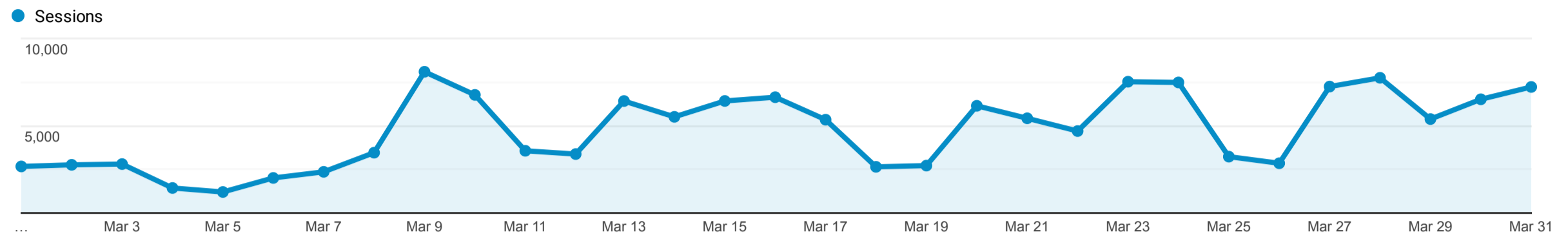
Language	Sessions	% Sessions
1. el-gr	4,690	37.23%
2. el	2,945	23.37%
3. en-us	2,788	22.13%
4. en-gb	1,306	10.37%
5. el-cy	462	3.67%
6. de-de	58	0.46%
7. en	47	0.37%
8. en-cy	46	0.37%
9. en-au	38	0.30%
10. de	34	0.27%

Audience Overview

Mar 1, 2023 - Mar 31, 2023

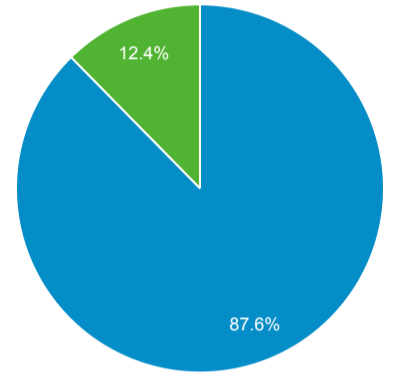
All Users
100.00% Sessions

Overview



Sessions 147,180	Users 130,967	Pageviews 303,491	Pages / Session 2.06
Avg. Session Duration 00:03:01	Bounce Rate 88.94%	% New Sessions 87.58%	

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-gb	58,486	39.74%
2. en-us	56,281	38.24%
3. zh-cn	2,792	1.90%
4. en	2,327	1.58%
5. en-au	2,249	1.53%
6. tr-tr	2,061	1.40%
7. el-gr	2,037	1.38%
8. de-de	1,992	1.35%
9. ru-ru	1,294	0.88%
10. en-ca	1,195	0.81%