

Το adstore παρέδωσε 77 εκατομμύρια εμφανίσεις διαφημίσεων Η ΚΑΘΗΜΕΡΙΝΗ και το 24SPORTS&NEWS στο επίκεντρο του ενδιαφέροντος

Ο συνολικός αριθμός των εμφανίσεων για το μήνα Μάρτιο ανέρχεται στα 30,549,028.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν 16,534,337 συνολικές εμφανίσεις για το μήνα Μάρτιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 9,381,427 συνολικές εμφανίσεις για το μήνα Μάρτιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 3,322,501 συνολικές εμφανίσεις για το μήνα Μάρτιο.

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 MARCH 2024			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	30,549,028	4,644,810	2,454,652
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	25,915,764	3,716,259	1,926,176
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	4,633,264	928,551	528,476
ENGLISH (Knews, WiZ English)	1,055,779	320,805	193,500
ADSTORE DISPLAY IMPRESSIONS		77,266,483	
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 **527,248** Event count **16,534,337** Sessions **1,974,766**

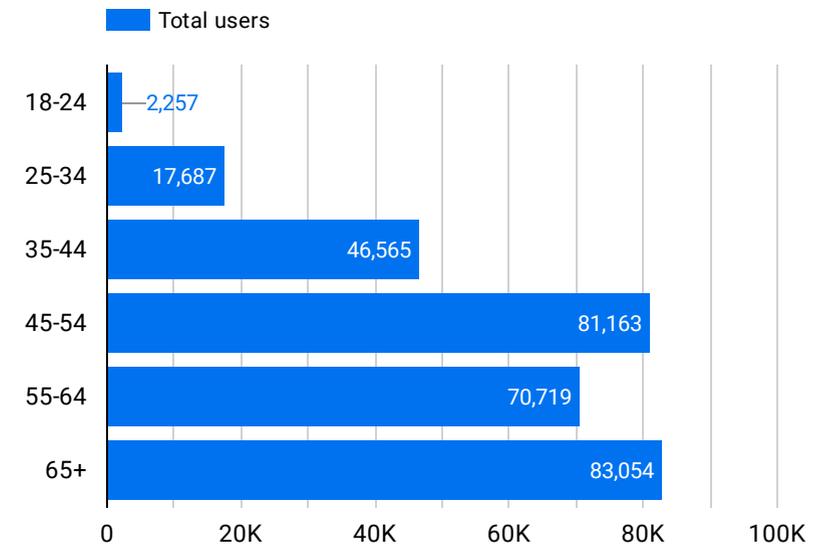
Interests	Total users
1. Technology/Social Media Enthusiasts	155,016
2. Lifestyles & Hobbies/Shutterbugs	154,304
3. Sports & Fitness/Sports Fans/Soccer Fans	134,500
4. News & Politics/Avid News Readers/Entertainment News Enthusias...	133,932
5. Media & Entertainment/Movie Lovers	105,207
6. Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	102,853
7. Media & Entertainment/Light TV Viewers	97,639
8. Media & Entertainment/Music Lovers	95,540
9. Travel/Travel Buffs/Luxury Travelers	84,624
10. Media & Entertainment/Music Lovers/Pop Music Fans	74,636

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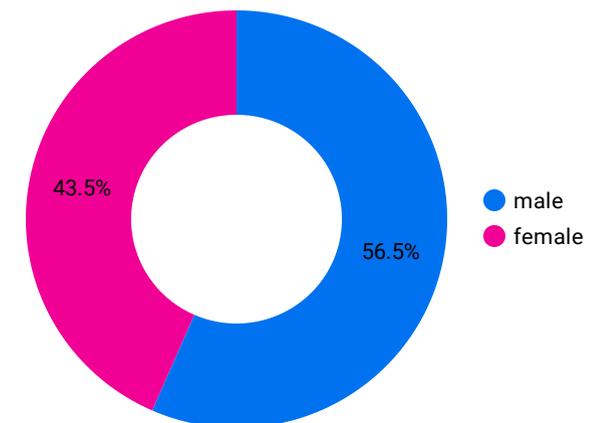
Event name	Event count	Total users
1. page_view	5,535,188	522,939
2. user_engagement	3,400,541	310,940
3. session_start	2,578,733	520,545
4. screen_view	1,463,030	5,533
5. first_visit	1,401,435	567,707
6. video_start	712,014	40,814
7. article_view	373,773	4,530
8. scroll	364,288	101,194
9. SPLASH_AD	193,513	5,490
10. KYPIEΣ	144,629	3,410

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Users By Age:



Users By Gender:



Total users **1,398,928** Event count **9,381,427** Sessions **1,741,493**

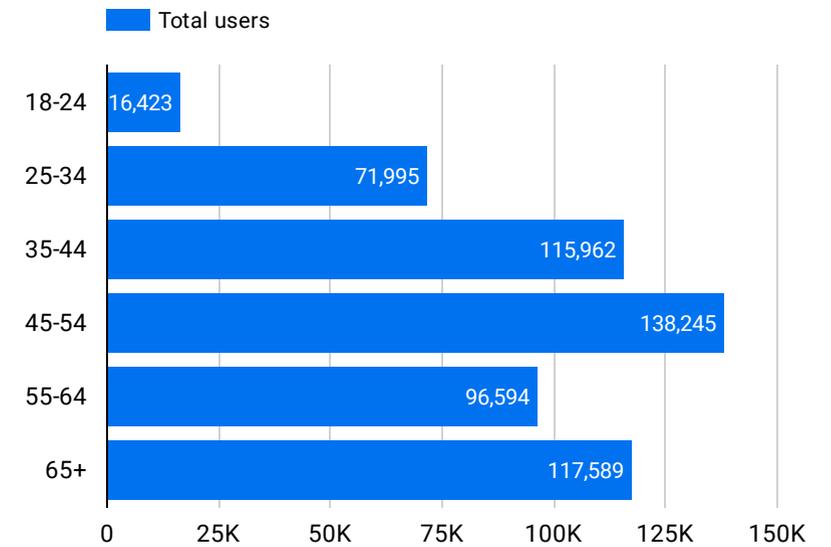
Interests	Total users
1. Lifestyles & Hobbies/Shutterbugs	345,972
2. Technology/Social Media Enthusiasts	329,115
3. Travel/Travel Buffs/Luxury Travelers	299,923
4. Sports & Fitness/Sports Fans/Soccer Fans	258,862
5. News & Politics/Avid News Readers/Entertainment News Enthusias...	258,248
6. Media & Entertainment/Movie Lovers	216,251
7. Media & Entertainment/Music Lovers	188,101
8. Media & Entertainment/TV Lovers	185,728
9. News & Politics/Avid News Readers	182,414
10. Media & Entertainment/Light TV Viewers	173,823

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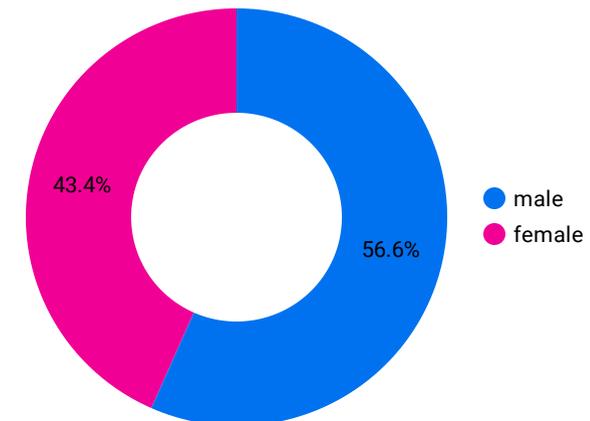
Event name	Event count	Total users
1. page_view	2,664,477	1,347,560
2. session_start	1,754,923	1,386,981
3. user_engagement	1,544,293	615,344
4. first_visit	1,384,866	1,356,815
5. screen_view	896,664	6,306
6. serviceLoadTimeEvent	390,909	3,762
7. listLoadTimeEvent	143,403	3,589
8. scroll	125,598	73,255
9. Πρώτη	124,326	3,797
10. SPLASH_AD	109,912	6,237

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Users By Age:



Users By Gender:



Total users
273,515

Event count
3,322,501

Sessions
632,313

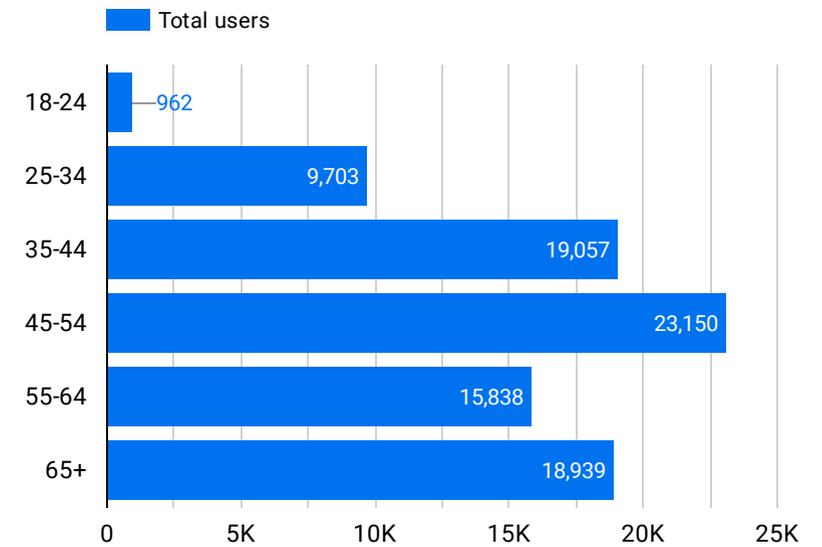
	Interests	Total users
1.	Lifestyles & Hobbies/Shutterbugs	57,282
2.	Technology/Social Media Enthusiasts	57,273
3.	Travel/Travel Buffs/Luxury Travelers	53,600
4.	Sports & Fitness/Sports Fans/Soccer Fans	45,473
5.	News & Politics/Avid News Readers/Entertainment News Enthusias...	44,090
6.	Media & Entertainment/Movie Lovers	37,011
7.	Media & Entertainment/Music Lovers	34,033
8.	News & Politics/Avid News Readers	33,793
9.	Media & Entertainment/Light TV Viewers	31,010
10.	Media & Entertainment/TV Lovers	30,365

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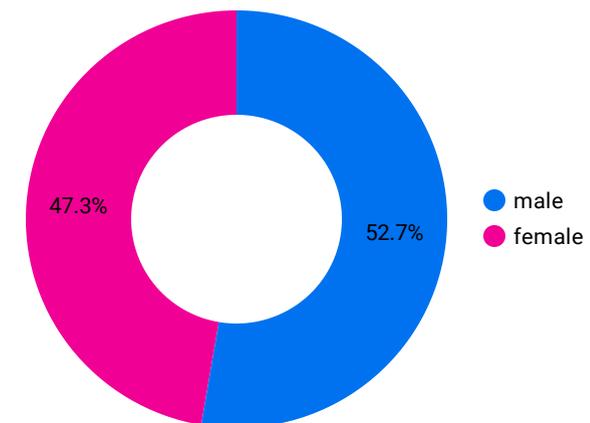
	Event name	Event count	Total users
1.	page_view	1,191,818	272,253
2.	user_engagement	778,331	181,859
3.	session_start	641,736	272,438
4.	video_start	356,161	18,476
5.	first_visit	257,827	255,132
6.	scroll	77,737	38,177
7.	click	12,439	6,468
8.	screen_view	4,536	426
9.	video_progress	1,279	601
10.	os_update	143	134

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Users By Age:



Users By Gender:



Total users
213,797

Event count
1,077,973

Sessions
241,457

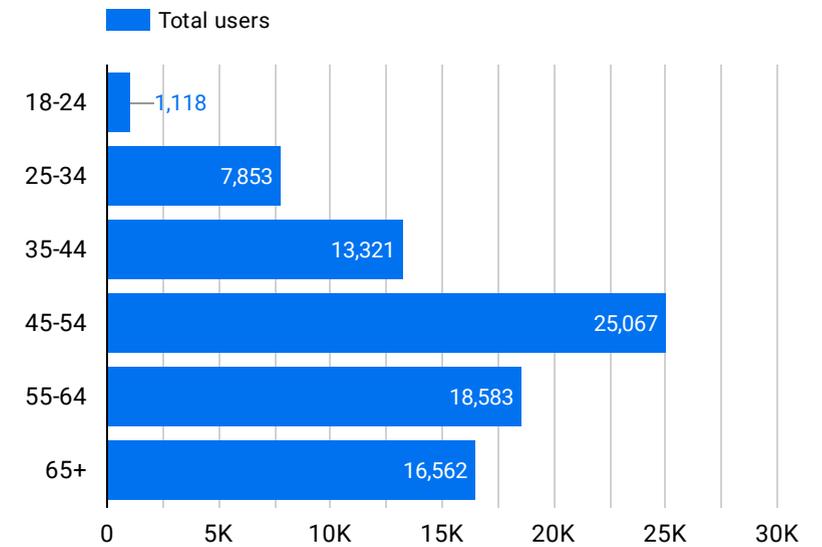
	Interests	Total users
1.	Lifestyles & Hobbies/Shutterbugs	59,772
2.	Technology/Social Media Enthusiasts	59,000
3.	News & Politics/Avid News Readers/Entertainment News Enthusias...	55,055
4.	Media & Entertainment/Movie Lovers	44,830
5.	Media & Entertainment/Light TV Viewers	38,343
6.	Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	36,717
7.	Media & Entertainment/Music Lovers	36,390
8.	Sports & Fitness/Sports Fans/Soccer Fans	36,113
9.	Media & Entertainment/Music Lovers/Pop Music Fans	32,889
10.	Travel/Travel Buffs/Luxury Travelers	30,896

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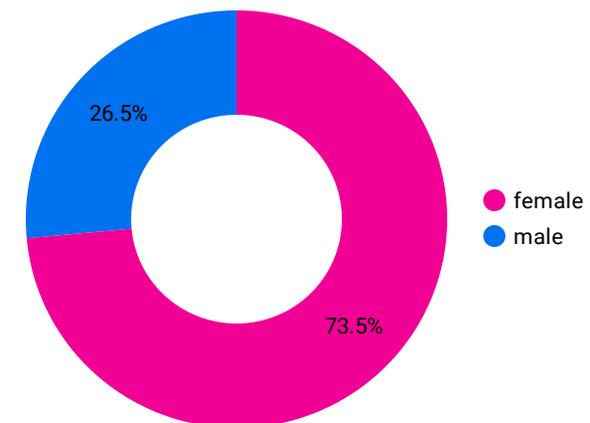
	Event name	Event count	Total users
1.	page_view	404,013	213,288
2.	session_start	254,806	213,200
3.	first_visit	216,098	207,205
4.	user_engagement	166,691	95,660
5.	scroll	31,782	21,367
6.	click	4,360	2,796
7.	ShareaholicShare	220	40
8.	file_download	3	3

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Users By Age:



Users By Gender:



Total users
26,883

Event count
147,906

Sessions
37,912

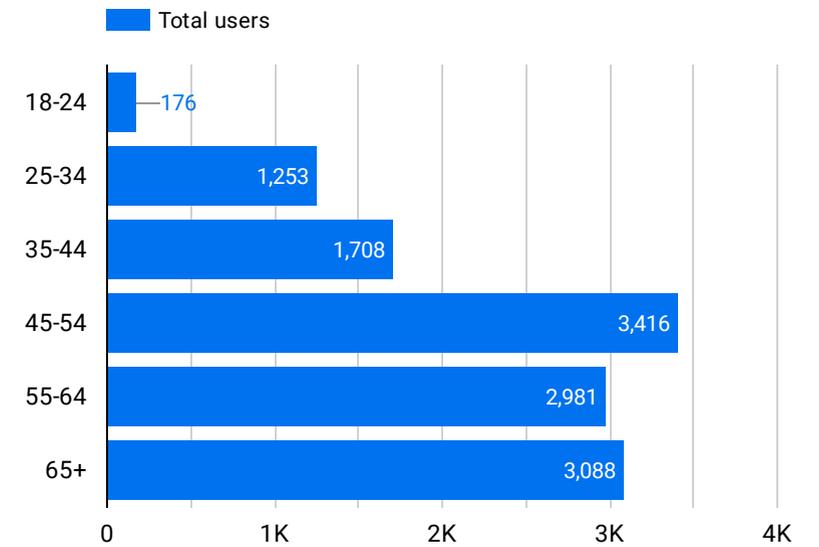
Interests	Total users
1. Food & Dining/Cooking Enthusiasts/Aspiring Chefs	8,983
2. Lifestyles & Hobbies/Shutterbugs	8,585
3. Technology/Social Media Enthusiasts	8,575
4. News & Politics/Avid News Readers/Entertainment News Enthusias...	7,262
5. Media & Entertainment/Movie Lovers	6,038
6. Media & Entertainment/Music Lovers	5,363
7. Travel/Travel Buffs	5,356
8. Media & Entertainment/Light TV Viewers	5,029
9. Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	4,760
10. Shoppers/Shopping Enthusiasts	4,426

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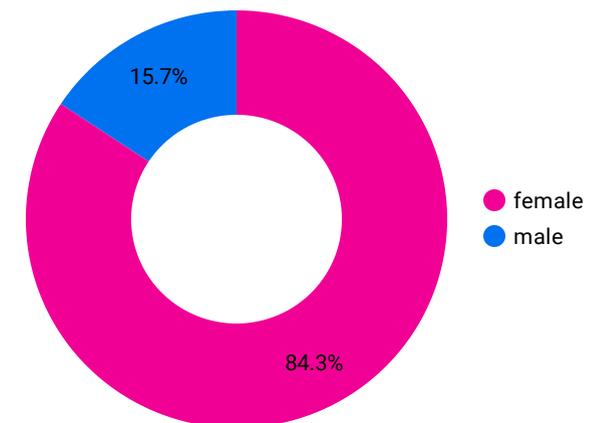
Event name	Event count	Total users
1. session_start	38,139	26,834
2. page_view	37,493	26,823
3. first_visit	37,419	26,818
4. user_engagement	25,364	17,934
5. scroll	8,729	4,877
6. form_start	607	331
7. click	153	83
8. form_submit	2	2

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Users By Age:



Users By Gender:



Total users
14,281

Event count
84,884

Sessions
16,869

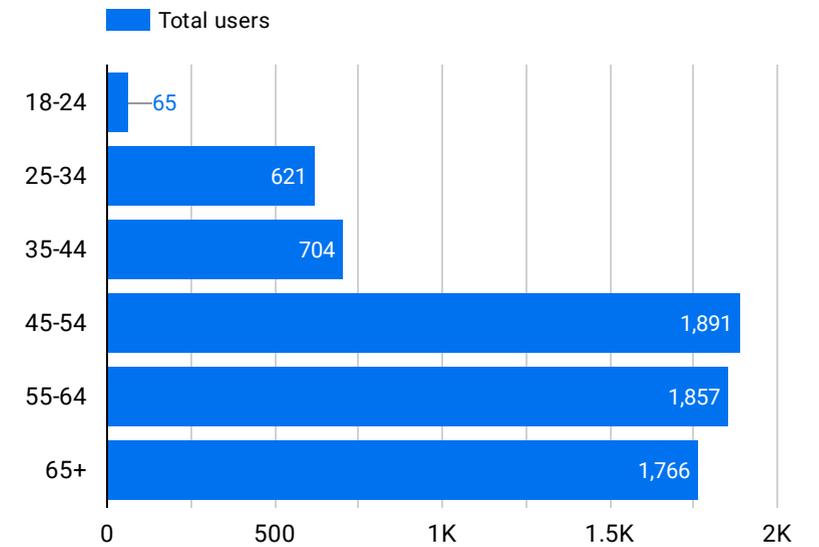
	Interests	Total users
1.	Technology/Social Media Enthusiasts	5,135
2.	Lifestyles & Hobbies/Shutterbugs	5,120
3.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	4,858
4.	News & Politics/Avid News Readers/Entertainment News Enthusias...	4,068
5.	Media & Entertainment/Movie Lovers	3,615
6.	Media & Entertainment/Music Lovers	3,347
7.	Sports & Fitness/Sports Fans/Soccer Fans	3,119
8.	Media & Entertainment/Light TV Viewers	3,045
9.	Travel/Travel Buffs	3,026
10.	Media & Entertainment/TV Lovers/Game, Reality & Talk Show Fans	2,936

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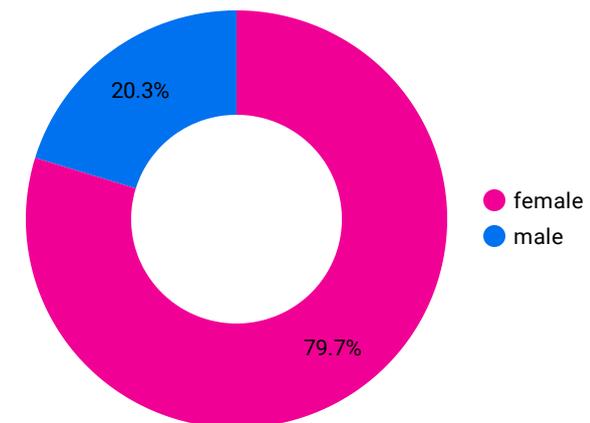
	Event name	Event count	Total users
1.	page_view	29,073	14,243
2.	session_start	16,894	14,244
3.	user_engagement	15,682	10,924
4.	first_visit	13,941	13,652
5.	scroll	8,732	2,079
6.	form_start	375	99
7.	click	125	97
8.	form_submit	38	22
9.	ShareaholicShare	24	16

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Users By Age:



Users By Gender:



Total users
193,500

Event count
1,055,779

Sessions
320,805

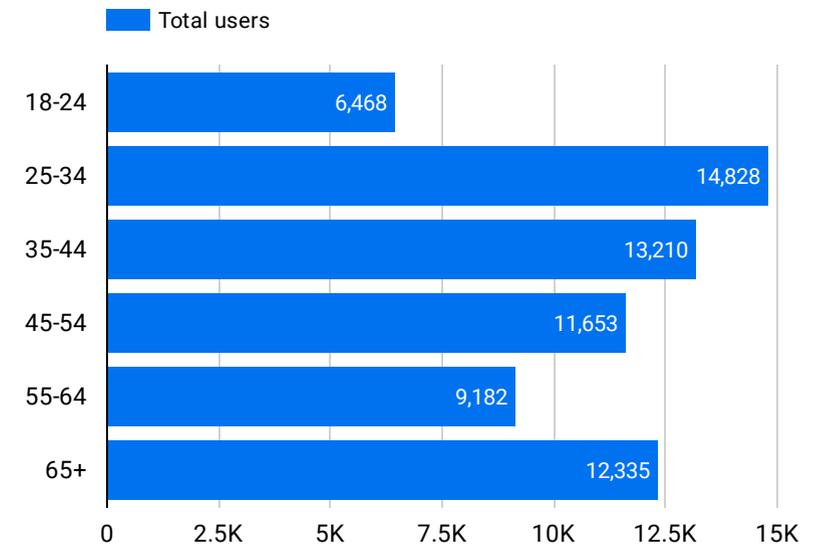
	Interests	Total users
1.	News & Politics/Avid News Readers/Entertainment News Enthusias...	35,332
2.	Banking & Finance/Avid Investors	32,364
3.	Travel/Travel Buffs/Luxury Travelers	29,986
4.	Media & Entertainment/Movie Lovers	28,115
5.	Lifestyles & Hobbies/Shutterbugs	26,371
6.	Technology/Technophiles	25,817
7.	News & Politics/Avid News Readers/Avid Political News Readers	25,665
8.	News & Politics/Avid News Readers/Avid Business News Readers	23,615
9.	Media & Entertainment/TV Lovers	22,425
10.	Sports & Fitness/Sports Fans/Soccer Fans	22,351

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	Event name	Event count	Total users
1.	page_view	322,290	192,968
2.	session_start	320,115	193,010
3.	first_visit	318,323	192,950
4.	user_engagement	84,545	58,582
5.	scroll	8,093	5,359
6.	ShareaholicShare	1,069	187
7.	click	598	495
8.	form_start	353	238
9.	form_submit	232	145
10.	view_search_results	89	68

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Users By Age:



Users By Gender:

