

## 1,2 εκατομμύρια χρήστες και 24 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Νοέμβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Νοέμβριο 24,623,743 εμφανίσεις και 1,206,051 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 13,425,884 και 370,698 συνολικούς χρήστες για τον μήνα Νοέμβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 6,671,788 συνολικές εμφανίσεις και 313,044 χρήστες για τον μήνα Νοέμβριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 3,819,868 συνολικές εμφανίσεις και 145,139 χρήστες για τον μήνα Νοέμβριο.

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

### ADSTORE ANALYTICS NOVEMBER 2022

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	24,623,743	2,226,595	1,206,051
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	20,097,672	1,049,033	683,742
<b>LIFESTYLE</b> (must, gastronomos, athena recipes, WiZ guide)	4,526,071	1,177,562	522,309
<b>ENGLISH</b> (Knews, WiZ English)	262,940	56,238	35,810

### ADSTORE DISPLAY IMPRESSIONS 86,036,734

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  
**370,698**

Event count  
**13,425,884**

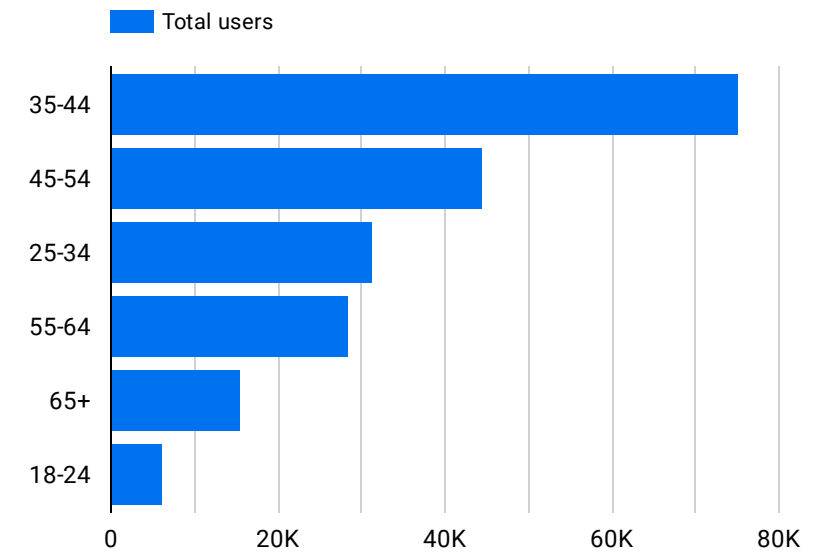
Interests		Total users ▾
1.	News & Politics/Avid News Readers	122,587
2.	Media & Entertainment/TV Lovers	122,572
3.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	110,755
4.	Sports & Fitness/Sports Fans	109,340
5.	Beauty & Wellness/Frequently Visits Salons	96,589
6.	Sports & Fitness/Sports Fans/Soccer Fans	93,593
7.	News & Politics/Avid News Readers/Entertainment News Enthusias...	83,252

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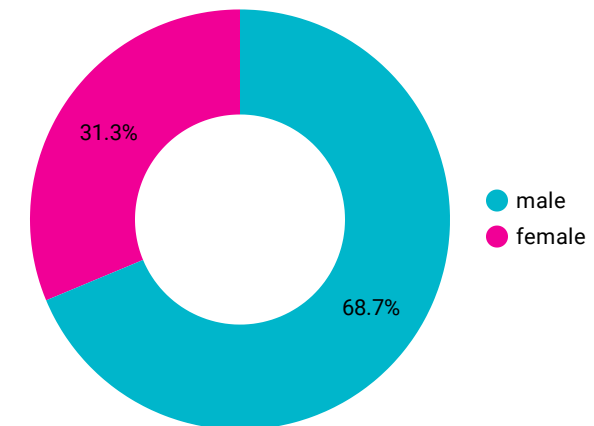
Event name		Event count ▾	Total users
1.	page_view	5,463,322	364,994
2.	user_engagement	2,900,703	256,533
3.	session_start	1,675,292	370,176
4.	screen_view	1,515,690	5,635
5.	scroll	572,475	85,023
6.	article_view	383,023	4,691
7.	first_visit	231,234	228,862
8.	SPLASH_AD	200,749	5,532
9.	KYPIEΣ	140,406	3,518

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## Users By Ages



## Users By Gender



Total users  
**313,044**

Event count  
**6,671,788**

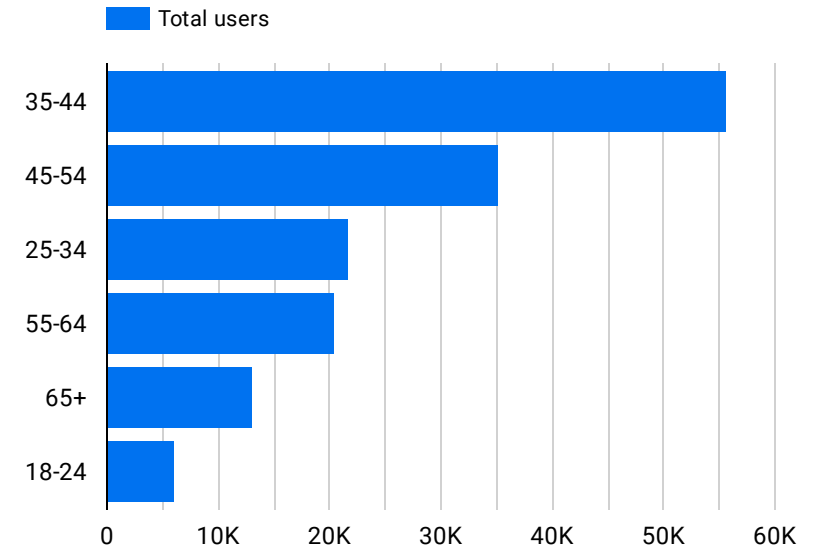
Interests		Total users ▾
1.	News & Politics/Avid News Readers	99,536
2.	Food & Dining/Cooking Enthusiasts/30 M...	92,707
3.	Media & Entertainment/TV Lovers	92,481
4.	Sports & Fitness/Sports Fans	72,809
5.	Lifestyles & Hobbies/Green Living Enthusi...	72,672
6.	News & Politics/Avid News Readers/Enter...	71,172
7.	Beauty & Wellness/Frequently Visits Salons	70,045

1 - 100 / 133 < >

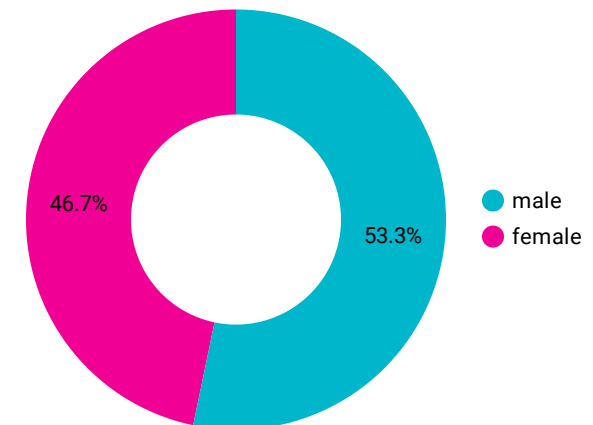
Event name		Event count ▾	Total users
1.	page_view	2,660,991	305,551
2.	user_engagement	1,317,490	208,815
3.	screen_view	853,030	6,560
4.	session_start	850,850	312,710
5.	scroll	244,116	39,840
6.	first_visit	225,320	224,924
7.	article_view	129,655	4,725
8.	Πρώτη	113,939	3,992
9.	SPLASH_AD	106,458	6,545

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## Users By Ages



## Users By Gender



Total users  
**145,139**

Event count  
**3,819,868**

Sessions  
**722,052**

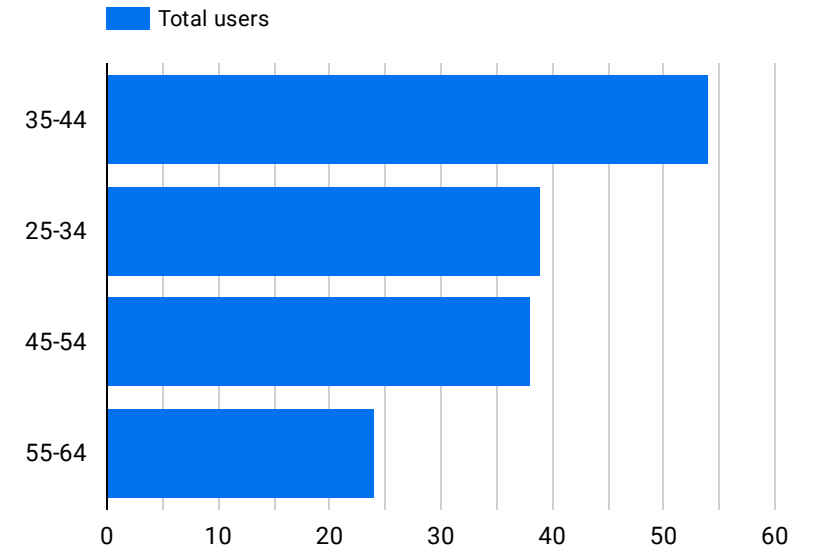
Interests		Total users ▾
1.	Media & Entertainment/Comics & Animati...	145
2.	Shoppers	143
3.	Technology/Mobile Enthusiasts	136
4.	Food & Dining/Cooking Enthusiasts	132
5.	Sports & Fitness/Health & Fitness Buffs	115
6.	Travel/Travel Buffs	113
7.	Technology/Technophiles	110

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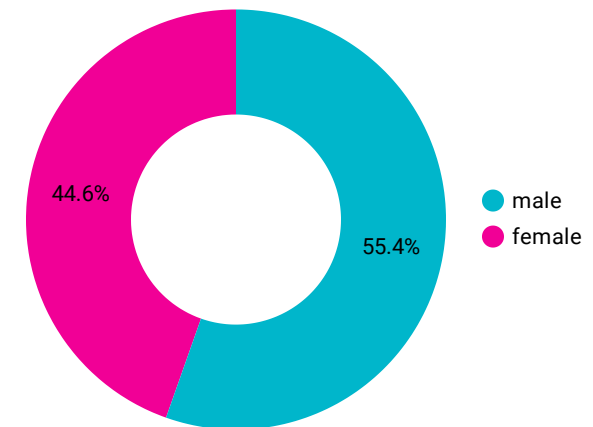
Event name		Event count ▾	Total users
1.	page_view	1,997,657	144,509
2.	user_engagement	763,450	98,122
3.	session_start	727,624	144,637
4.	scroll	202,386	40,266
5.	first_visit	104,489	104,143
6.	click	19,407	7,007
7.	screen_view	3,070	352
8.	notification_receive	689	79
9.	app_exception	293	33

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## Users By Ages



## Users By Gender

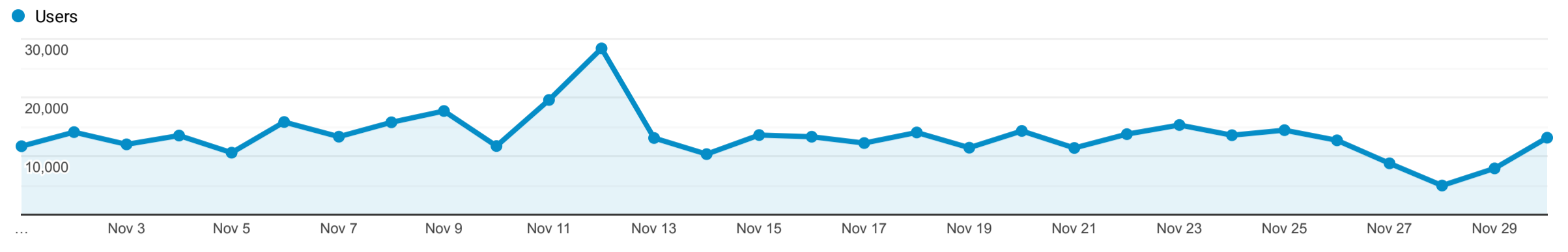


**Audience Overview**

Nov 1, 2022 - Nov 30, 2022

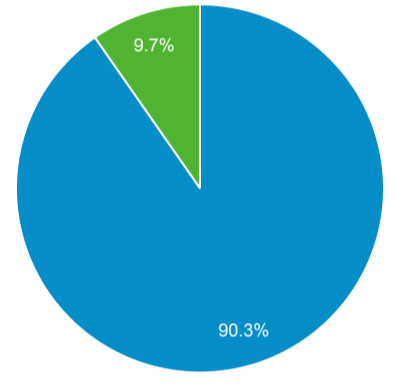
All Users  
100.00% Users

**Overview**



<b>Users</b> 348,046	<b>New Users</b> 325,244	<b>Sessions</b> 424,089	<b>Number of Sessions per User</b> 1.22
<b>Pageviews</b> 629,270	<b>Pages / Session</b> 1.48	<b>Avg. Session Duration</b> 00:01:06	<b>Bounce Rate</b> 89.43%

■ New Visitor ■ Returning Visitor



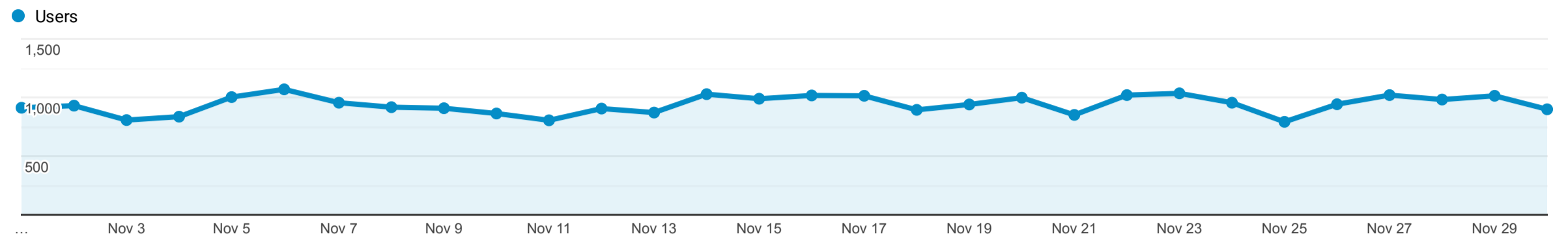
Language	Users	% Users
1. en	216,936	62.17%
2. el-gr	63,126	18.09%
3. en-gb	32,952	9.44%
4. el	13,140	3.77%
5. en-us	13,095	3.75%
6. el-cy	4,357	1.25%
7. en-cy	2,163	0.62%
8. de-de	628	0.18%
9. en-au	463	0.13%
10. el-gb	414	0.12%

**Audience Overview**

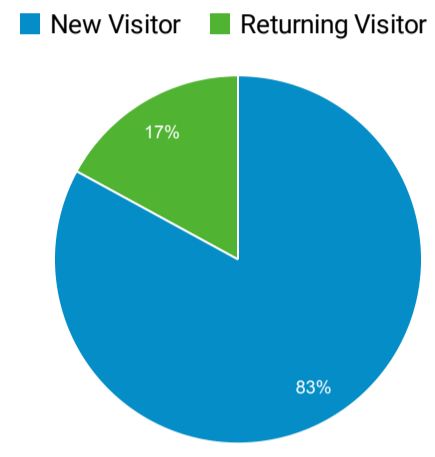
Nov 1, 2022 - Nov 30, 2022

**All Users**  
100.00% Users

**Overview**



<b>Users</b> 24,388	<b>New Users</b> 22,407	<b>Sessions</b> 31,421	<b>Number of Sessions per User</b> 1.29
<b>Pageviews</b> 63,431	<b>Pages / Session</b> 2.02	<b>Avg. Session Duration</b> 00:01:48	<b>Bounce Rate</b> 75.90%



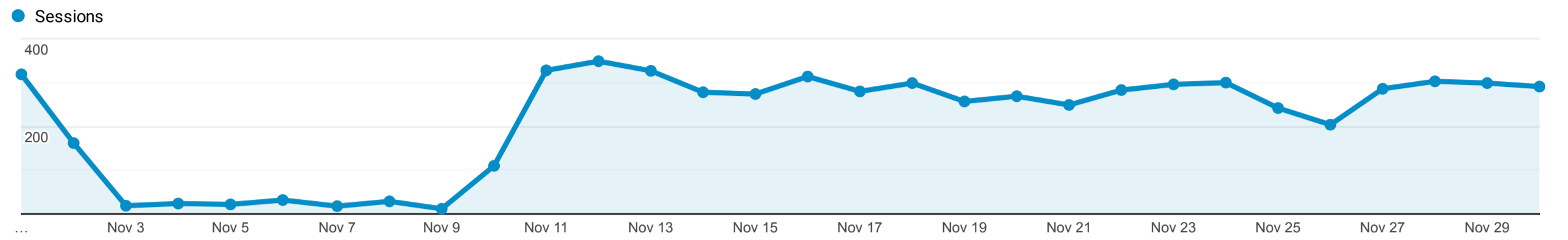
Language	Users	% Users
1. el-gr	9,654	39.29%
2. el	7,447	30.31%
3. en-gb	3,597	14.64%
4. en-us	2,506	10.20%
5. el-cy	530	2.16%
6. en-cy	201	0.82%
7. de-de	98	0.40%
8. en	82	0.33%
9. en-au	64	0.26%
10. el-gb	31	0.13%

**Audience Overview**

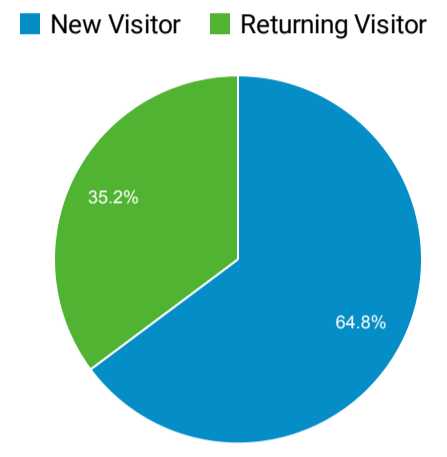
Nov 1, 2022 - Nov 30, 2022

**All Users**  
100.00% Sessions

**Overview**



<b>Sessions</b> 6,445	<b>Users</b> 4,736	<b>Pageviews</b> 13,502	<b>Pages / Session</b> 2.09
<b>Avg. Session Duration</b> 00:02:32	<b>Bounce Rate</b> 80.05%	<b>% New Sessions</b> 64.75%	



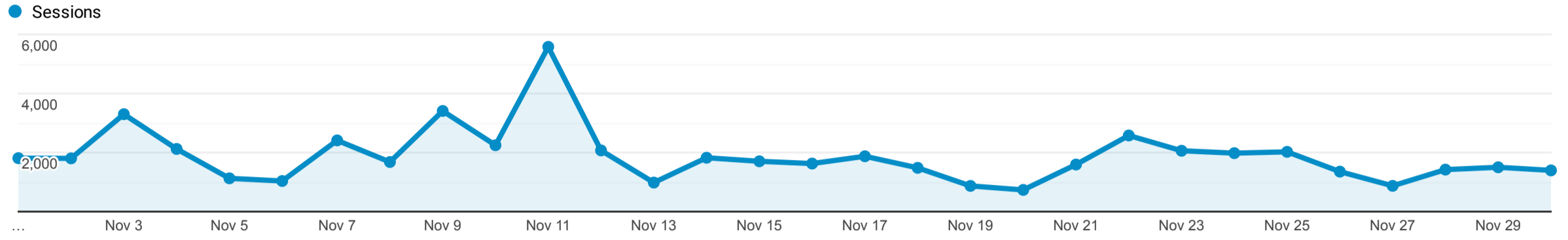
Language	Sessions	% Sessions
1. el-gr	2,314	35.90%
2. en-us	1,749	27.14%
3. el	1,064	16.51%
4. en-gb	724	11.23%
5. el-cy	278	4.31%
6. en	69	1.07%
7. de	27	0.42%
8. en-au	26	0.40%
9. de-de	25	0.39%
10. c	18	0.28%

**Audience Overview**

Nov 1, 2022 - Nov 30, 2022

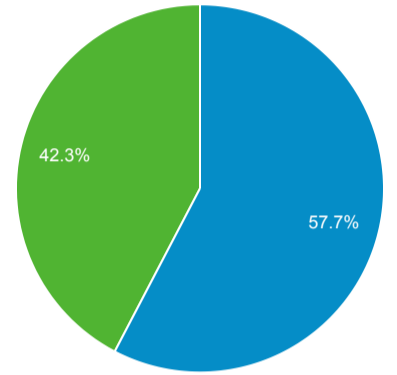
**All Users**  
100.00% Sessions

**Overview**



<b>Sessions</b> 56,238	<b>Users</b> 35,810	<b>Pageviews</b> 262,940	<b>Pages / Session</b> 4.68
<b>Avg. Session Duration</b> 00:10:37	<b>Bounce Rate</b> 65.61%	<b>% New Sessions</b> 57.47%	

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-gb	30,277	53.84%
2. en-us	15,779	28.06%
3. el-gr	891	1.58%
4. de-de	774	1.38%
5. en-cy	768	1.37%
6. en-au	654	1.16%
7. en-ca	510	0.91%
8. en	509	0.91%
9. fr-fr	493	0.88%
10. tr-tr	434	0.77%