

## Το adstore παρέδωσε 80 εκατομμύρια εμφανίσεις διαφημίσεων Η ΚΑΘΗΜΕΡΙΝΗ και το 24SPORTS&NEWS στο επίκεντρο του ενδιαφέροντος

Ο όμιλος Spp Media, κατέγραψε για το μήνα Νοέμβριο 30,173,828 εμφανίσεις.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 15,167,314 για το μήνα Νοέμβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 10,268,191 συνολικές εμφανίσεις για το μήνα Νοέμβριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 3,772,477 συνολικές εμφανίσεις για το μήνα Νοέμβριο.

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 NOVEMBER 2023			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	30,173,828	5,709,794	4,061,591
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	25,435,505	4,649,534	3,339,824
<b>LIFESTYLE</b> (must, gastronomos, athena recipes, WiZ guide)	4,738,323	1,060,260	721,767
<b>ENGLISH</b> (Knews, WiZ English)	1,096,322	334,661	153,625
<b>ADSTORE DISPLAY IMPRESSIONS</b>		<b>80,775,942</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 **1,863,292**    Event count **15,167,314**    Sessions **2,718,833**

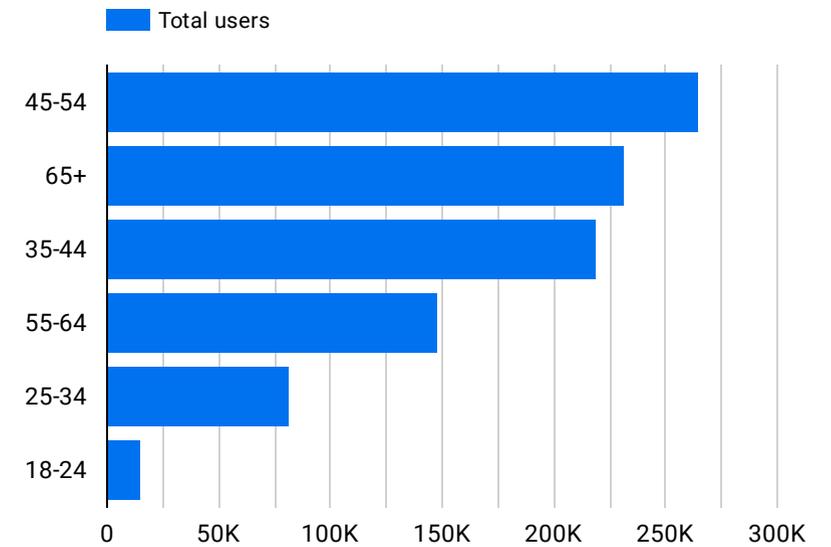
Interests	Total users
1. Sports & Fitness/Sports Fans/Soccer Fans	737,073
2. Travel/Travel Buffs/Luxury Travelers	556,612
3. News & Politics/Avid News Readers	552,596
4. Lifestyles & Hobbies/Shutterbugs	472,243
5. Technology/Social Media Enthusiasts	467,538
6. News & Politics/Avid News Readers/Entertainment News Enthusias...	326,504
7. Media & Entertainment/Music Lovers	314,237
8. Media & Entertainment/Movie Lovers	298,748
9. Media & Entertainment/TV Lovers	279,425
10. Media & Entertainment/Light TV Viewers	274,799

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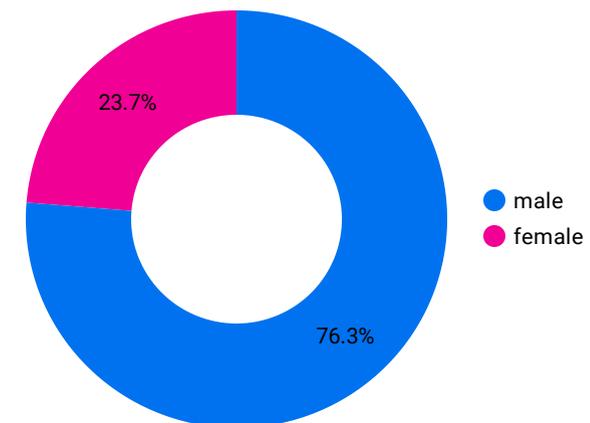
Event name	Event count	Total users
1. page_view	4,658,148	1,855,122
2. user_engagement	2,864,101	947,462
3. session_start	2,681,466	1,859,389
4. first_visit	1,795,688	1,797,931
5. screen_view	1,332,837	5,465
6. video_start	528,181	211,561
7. article_view	341,777	4,474
8. scroll	341,093	171,539
9. SPLASH_AD	179,516	5,421
10. KYPIEΣ	134,269	3,412

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**Users By Age:**



**Users By Gender:**



Total users **1,476,532**    Event count **10,268,191**    Sessions **1,930,701**

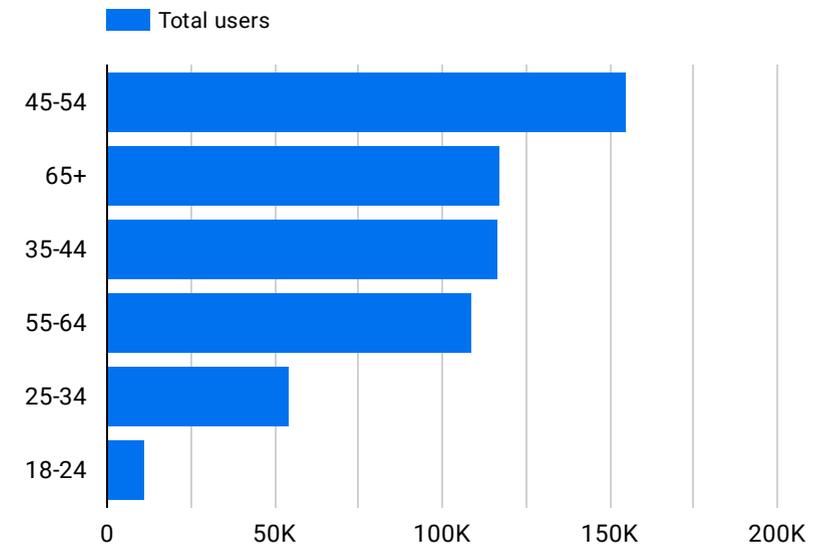
Interests	Total users
1. Lifestyles & Hobbies/Shutterbugs	326,242
2. Technology/Social Media Enthusiasts	318,827
3. Travel/Travel Buffs/Luxury Travelers	308,861
4. Sports & Fitness/Sports Fans/Soccer Fans	291,001
5. News & Politics/Avid News Readers	230,318
6. News & Politics/Avid News Readers/Entertainment News Enthusias...	224,525
7. Media & Entertainment/Movie Lovers	203,795
8. Media & Entertainment/TV Lovers	193,133
9. Media & Entertainment/Light TV Viewers	177,640
10. Media & Entertainment/Music Lovers	174,738

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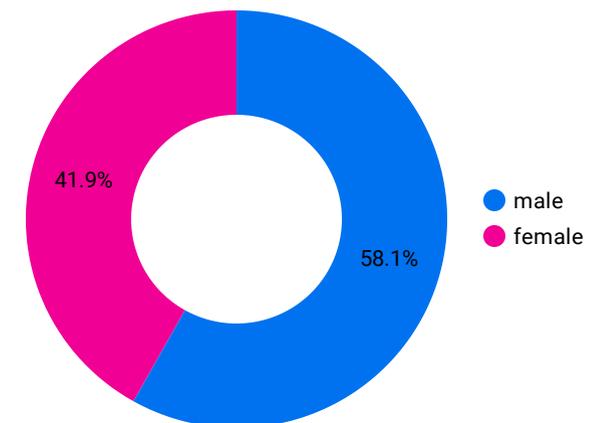
Event name	Event count	Total users
1. page_view	3,044,486	1,466,166
2. session_start	1,931,540	1,473,727
3. user_engagement	1,621,218	620,586
4. first_visit	1,447,698	1,430,913
5. screen_view	970,208	6,871
6. serviceLoadTimeEvent	426,183	4,131
7. listLoadTimeEvent	157,016	3,956
8. Πρώτη	138,295	4,196
9. scroll	137,888	78,032
10. SPLASH_AD	128,097	6,795

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### Users By Age:



### Users By Gender:



Total users  
**535,338**

Event count  
**3,772,477**

Sessions  
**835,379**

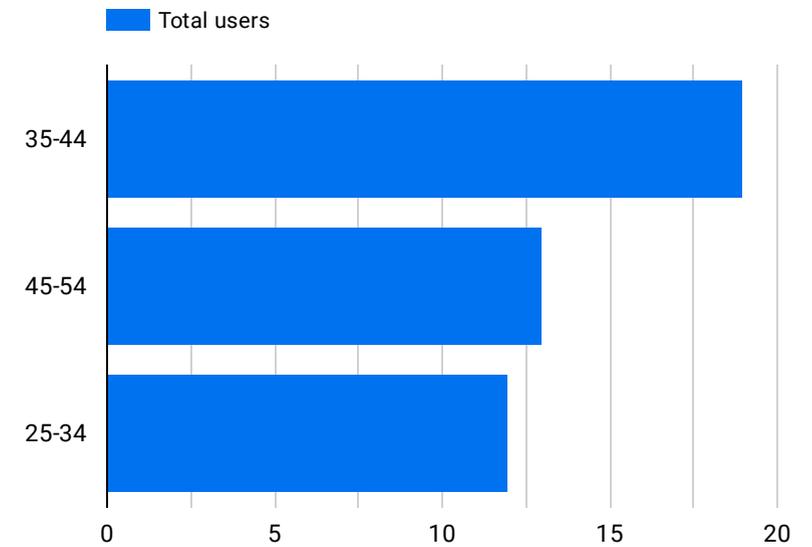
	Interests	Total users
1.	Media & Entertainment/Gamers/Casual & Social Gamers	50
2.	Media & Entertainment/Comics & Animation Fans	46
3.	Media & Entertainment/Gamers/Action Game Fans	46
4.	News & Politics/Avid News Readers	45
5.	Shoppers	45
6.	Sports & Fitness/Health & Fitness Buffs	45
7.	Technology/Social Media Enthusiasts	45
8.	Sports & Fitness/Sports Fans/Soccer Fans	44
9.	Food & Dining/Cooking Enthusiasts	43
10.	Food & Dining/Foodies	43

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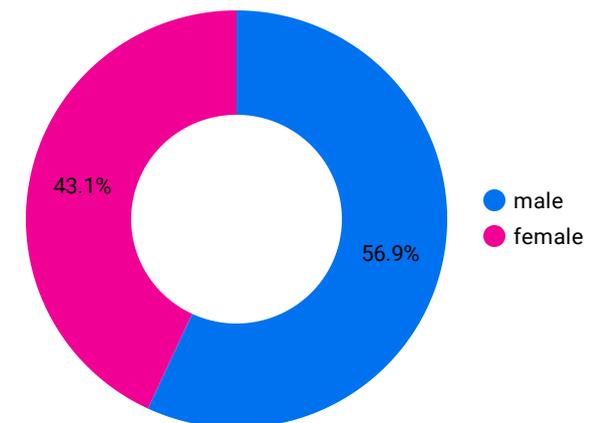
	Event name	Event count	Total users
1.	page_view	1,241,505	532,908
2.	session_start	826,324	532,704
3.	user_engagement	780,796	329,159
4.	first_visit	519,827	518,166
5.	video_start	313,218	120,555
6.	scroll	74,573	42,583
7.	click	11,413	6,616
8.	screen_view	2,848	303
9.	video_progress	750	496
10.	notification_receive	295	70

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## Users By Age:



## Users By Gender:



Total users  
**146,181**

Event count  
**714,856**

Sessions  
**164,743**

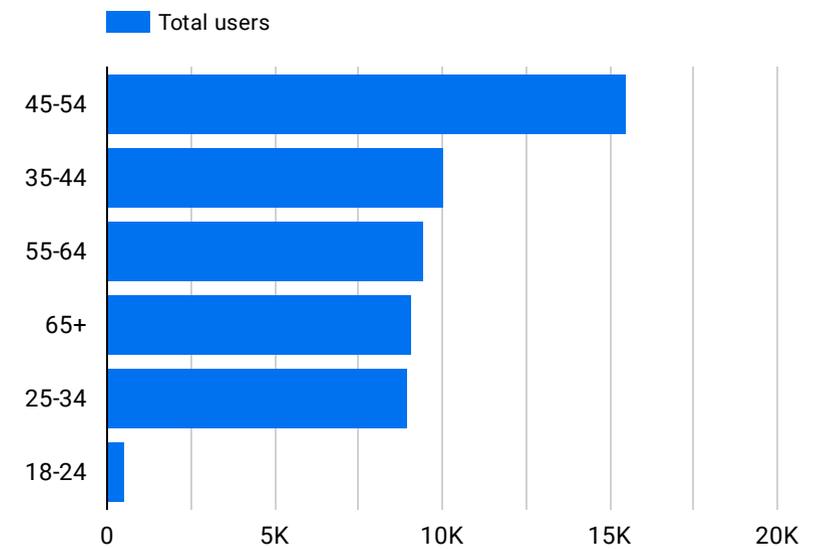
	Interests	Total users
1.	Technology/Social Media Enthusiasts	30,083
2.	Lifestyles & Hobbies/Shutterbugs	29,781
3.	News & Politics/Avid News Readers/Entertainment News Enthusias...	26,797
4.	Media & Entertainment/Movie Lovers	22,746
5.	Media & Entertainment/Light TV Viewers	20,208
6.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	18,615
7.	Media & Entertainment/TV Lovers	18,461
8.	Media & Entertainment/Music Lovers	17,464
9.	Sports & Fitness/Sports Fans/Soccer Fans	17,174
10.	Travel/Travel Buffs/Luxury Travelers	16,849

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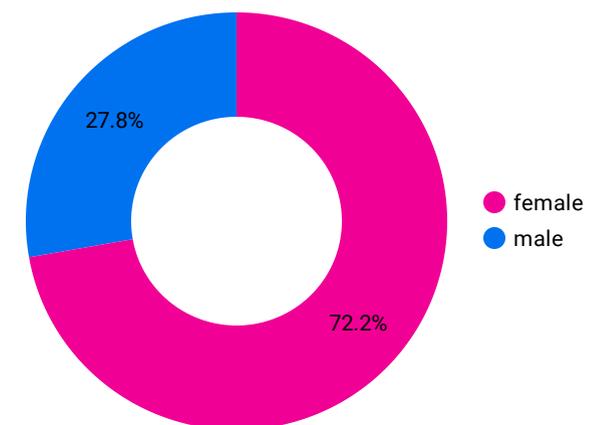
	Event name	Event count	Total users
1.	page_view	261,664	145,803
2.	session_start	166,630	145,778
3.	first_visit	147,974	143,716
4.	user_engagement	114,246	71,558
5.	scroll	21,599	14,583
6.	click	2,738	1,790
7.	file_download	5	4

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## Users By Age:



## Users By Gender:



Total users  
**27,087**

Event count  
**174,601**

Sessions  
**44,676**

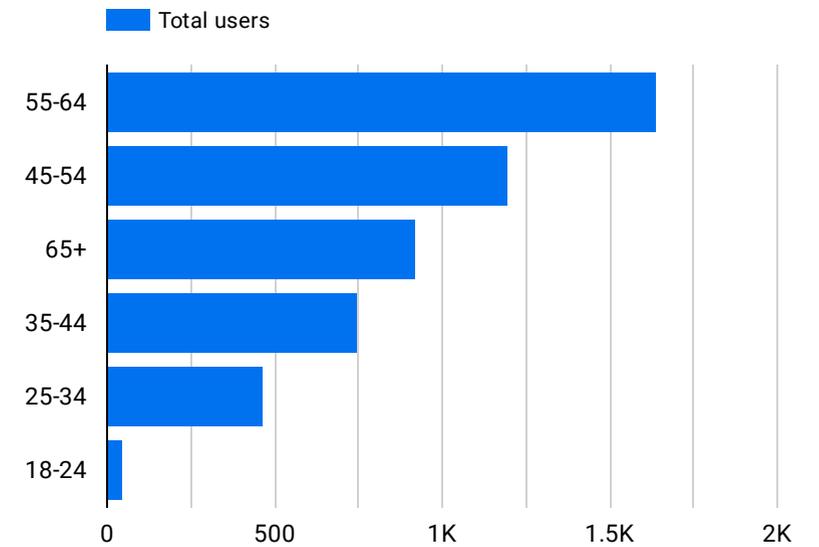
Interests	Total users
1. Technology/Social Media Enthusiasts	3,889
2. Food & Dining/Cooking Enthusiasts/Aspiring Chefs	3,793
3. Lifestyles & Hobbies/Shutterbugs	3,783
4. News & Politics/Avid News Readers/Entertainment News Enthusias...	2,893
5. Media & Entertainment/Movie Lovers	2,821
6. Media & Entertainment/Light TV Viewers	2,490
7. Media & Entertainment/Music Lovers	2,437
8. Media & Entertainment/TV Lovers	2,237
9. Travel/Travel Buffs	2,175
10. Home & Garden/Home Decor Enthusiasts	2,117

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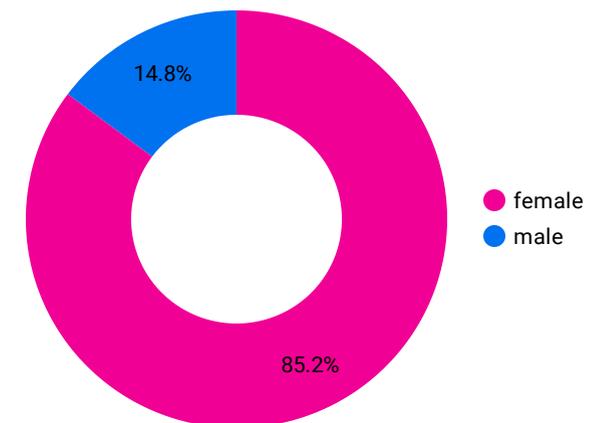
Event name	Event count	Total users
1. page_view	45,998	26,990
2. session_start	44,179	27,000
3. first_visit	43,411	26,989
4. user_engagement	28,578	17,268
5. scroll	11,497	6,662
6. form_start	690	299
7. click	248	110

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### Users By Age:



### Users By Gender:



Total users  
**13,161**

Event count  
**76,389**

Sessions  
**15,462**

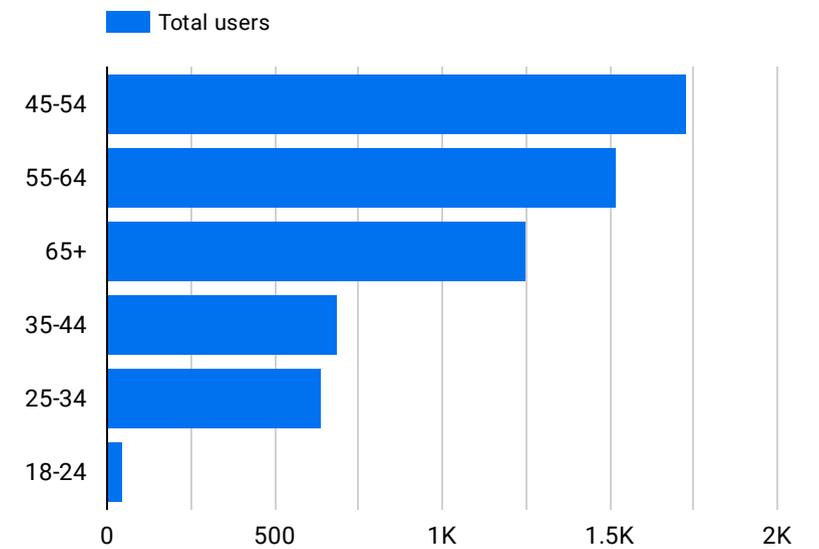
Interests	Total users
1. Food & Dining/Cooking Enthusiasts/Aspiring Chefs	3,890
2. Technology/Social Media Enthusiasts	2,830
3. Lifestyles & Hobbies/Shutterbugs	2,808
4. News & Politics/Avid News Readers/Entertainment News Enthusias...	1,948
5. Media & Entertainment/Movie Lovers	1,918
6. News & Politics/Avid News Readers	1,803
7. Media & Entertainment/Light TV Viewers	1,643
8. Media & Entertainment/TV Lovers	1,629
9. Sports & Fitness/Sports Fans/Soccer Fans	1,587
10. Travel/Travel Buffs	1,551

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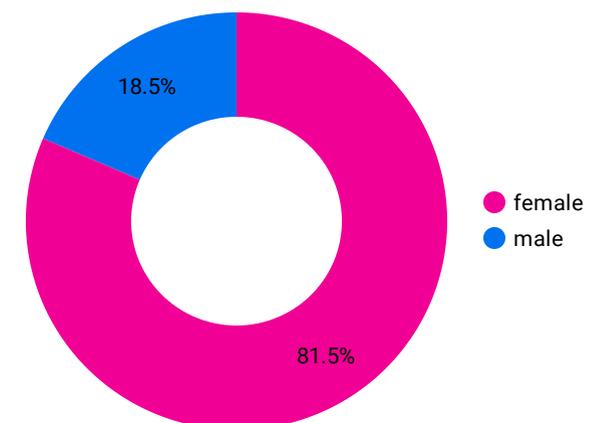
Event name	Event count	Total users
1. page_view	25,965	13,144
2. session_start	15,514	13,148
3. user_engagement	14,527	9,832
4. first_visit	12,960	12,700
5. scroll	6,938	2,142
6. form_start	323	90
7. click	110	79
8. form_submit	52	26

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## Users By Age:



## Users By Gender:



Total users  
**153,625**

Event count  
**1,096,322**

Sessions  
**334,661**

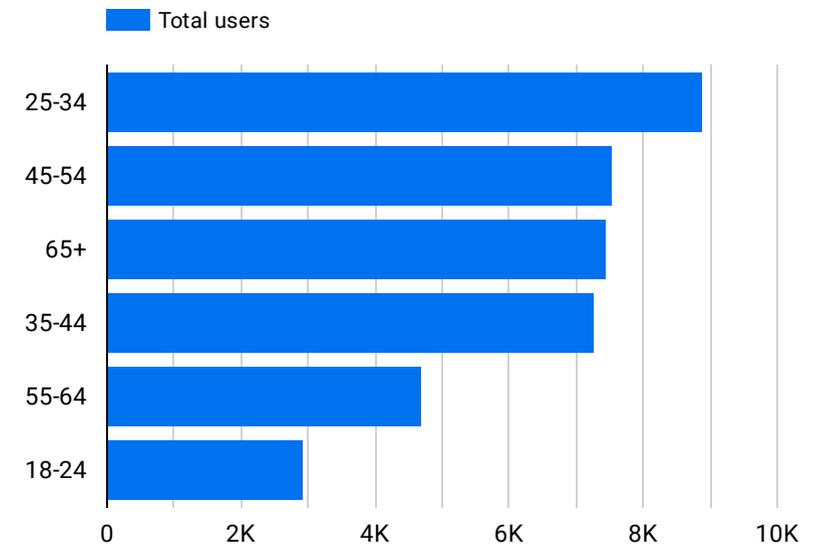
Interests	Total users
1. Travel/Travel Buffs/Luxury Travelers	22,492
2. Banking & Finance/Avid Investors	20,146
3. News & Politics/Avid News Readers/Entertainment News Enthusias...	18,651
4. Media & Entertainment/Movie Lovers	18,385
5. News & Politics/Avid News Readers/Avid Political News Readers	17,437
6. Technology/Technophiles	16,292
7. Lifestyles & Hobbies/Shutterbugs	15,929
8. Media & Entertainment/TV Lovers	15,416
9. Sports & Fitness/Sports Fans/Soccer Fans	15,136
10. Media & Entertainment/Light TV Viewers	14,727

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Event name	Event count	Total users
1. page_view	340,697	153,179
2. session_start	332,890	153,185
3. first_visit	331,024	153,140
4. user_engagement	83,489	47,475
5. scroll	6,897	4,216
6. click	626	504
7. form_start	358	207
8. form_submit	281	144

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### Users By Age:



### Users By Gender:

