

Το adstore παρέδωσε 94 εκατομμύρια εμφανίσεις διαφημίσεων Η ΚΑΘΗΜΕΡΙΝΗ και το 24SPORTS&NEWS στο επίκεντρο του ενδιαφέροντος

Ο όμιλος Spp Media, κατέγραψε για το μήνα Οκτώβριο 39,842,523 εμφανίσεις.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 20,859,858 για το μήνα Οκτώβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 13,355,702 συνολικές εμφανίσεις για το μήνα Οκτώβριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,484,878 συνολικές εμφανίσεις για το μήνα Οκτώβριο.

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 OCTOBER 2023			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	39,842,523	7,834,660	5,582,308
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	34,215,560	6,585,531	4,715,100
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	5,626,963	1,249,129	867,208
ENGLISH (Knews, WiZ English)	1,619,974	492,766	240,047
ADSTORE DISPLAY IMPRESSIONS		94,814,731	
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 **2,694,671** Event count **20,859,858** Sessions **3,950,160**

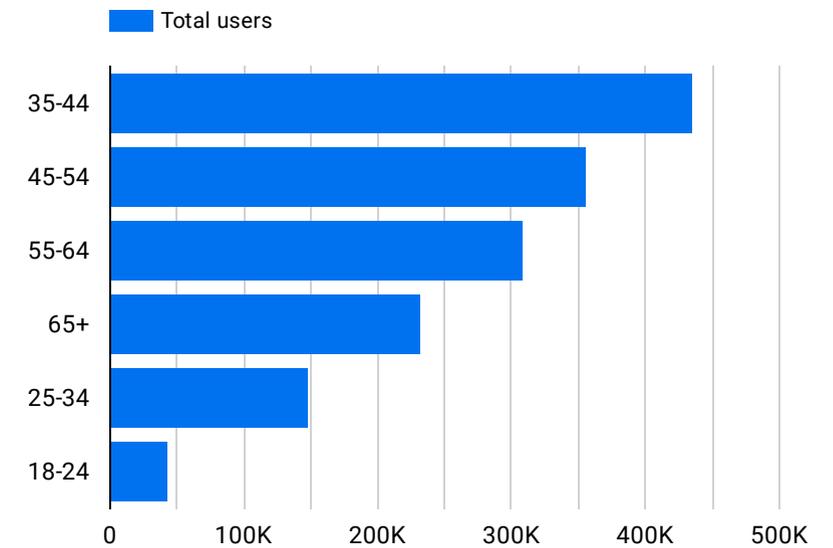
Interests		Total users ▾
1.	Sports & Fitness/Sports Fans/Soccer Fans	1,026,165
2.	Travel/Travel Buffs/Luxury Travelers	911,016
3.	Lifestyles & Hobbies/Shutterbugs	848,011
4.	Technology/Social Media Enthusiasts	834,671
5.	News & Politics/Avid News Readers	761,569
6.	News & Politics/Avid News Readers/Entertainment News Enthusias...	566,957
7.	Media & Entertainment/Music Lovers	512,128

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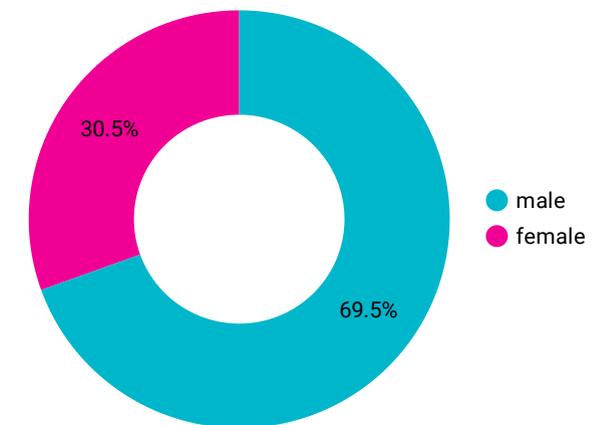
Event name		Event count ▾	Total users
1.	page_view	6,597,153	2,687,453
2.	user_engagement	3,919,924	1,353,528
3.	session_start	3,913,031	2,690,507
4.	first_visit	2,633,297	2,600,720
5.	screen_view	1,658,237	5,905
6.	scroll	509,808	267,440
7.	video_start	416,730	169,926
8.	article_view	416,313	4,887
9.	SPLASH_AD	220,333	5,850

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Users By Ages



Users By Gender



Total users **2,020,429** Event count **13,355,702** Sessions **2,635,371**

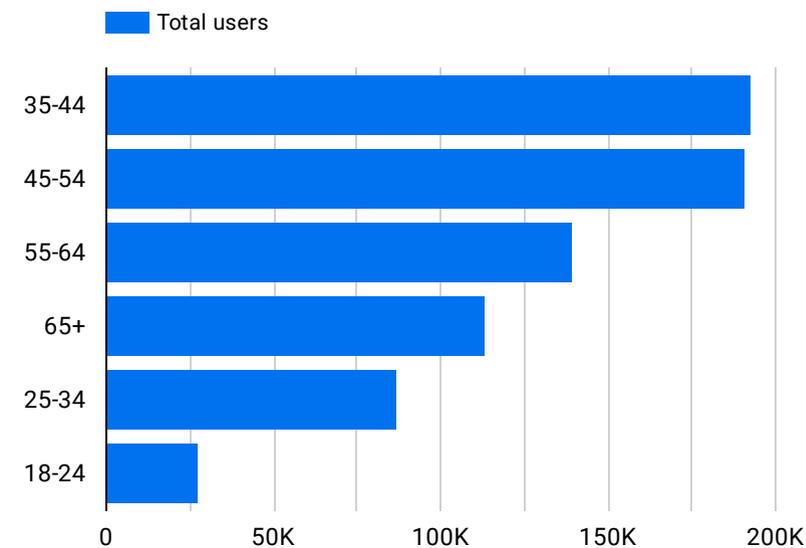
Interests		Total users ▾
1.	Lifestyles & Hobbies/Shutterbugs	424,811
2.	Technology/Social Media Enthusiasts	414,833
3.	Travel/Travel Buffs/Luxury Travelers	379,832
4.	Sports & Fitness/Sports Fans/Soccer Fans	338,389
5.	News & Politics/Avid News Readers/Enter...	302,755
6.	News & Politics/Avid News Readers	259,167
7.	Media & Entertainment/Movie Lovers	255,019

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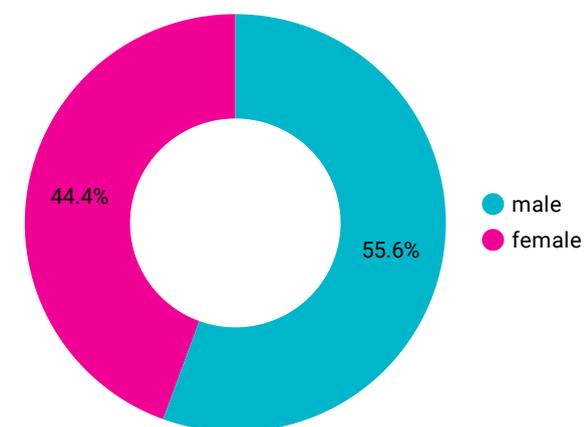
Event name		Event count ▾	Total users
1.	page_view	4,066,687	2,010,651
2.	session_start	2,576,525	2,018,175
3.	first_visit	1,980,833	1,959,093
4.	user_engagement	1,969,162	775,140
5.	screen_view	1,195,714	7,217
6.	serviceLoadTimeEvent	526,618	4,270
7.	listLoadTimeEvent	192,191	4,112
8.	Πρώτη	171,083	4,358
9.	scroll	162,449	96,227

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Users By Ages



Users By Gender



Total users
640,640

Event count
4,484,878

Sessions
973,826

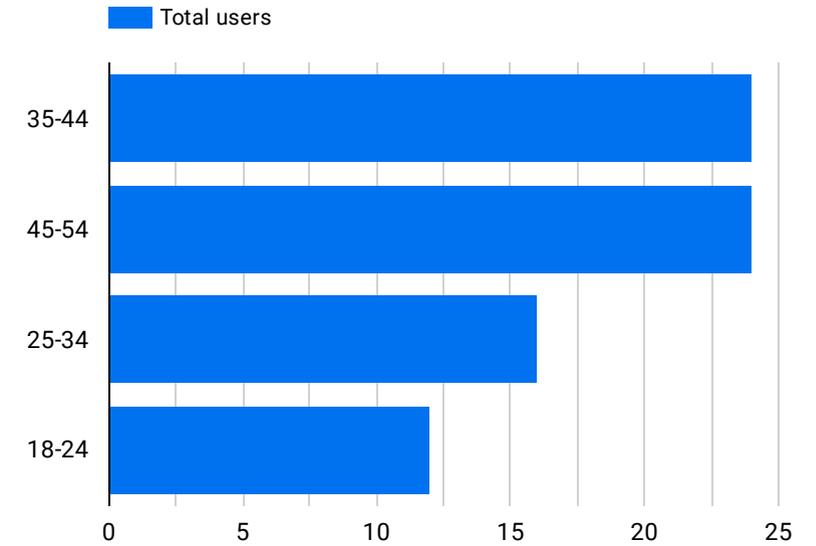
Interests		Total users
1.	Media & Entertainment/Gamers/Casual & ...	75
2.	News & Politics/Avid News Readers	73
3.	Sports & Fitness/Sports Fans/Soccer Fans	73
4.	Media & Entertainment/Gamers/Action G...	72
5.	Shoppers	72
6.	Media & Entertainment/Comics & Animati...	71
7.	Technology/Social Media Enthusiasts	71

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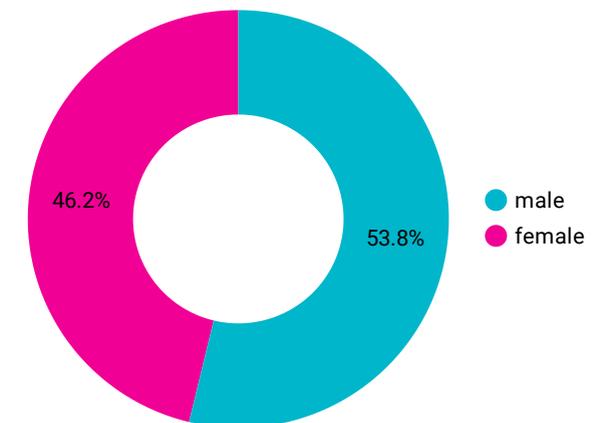
Event name		Event count	Total users
1.	page_view	1,515,946	637,537
2.	session_start	1,000,837	637,056
3.	user_engagement	980,792	402,649
4.	first_visit	622,702	619,512
5.	video_start	254,310	95,946
6.	scroll	92,746	49,293
7.	click	11,738	6,568
8.	screen_view	3,204	347
9.	video_progress	709	479

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Users By Ages



Users By Gender



Total users **189,909** Event count **908,661** Sessions **220,823**

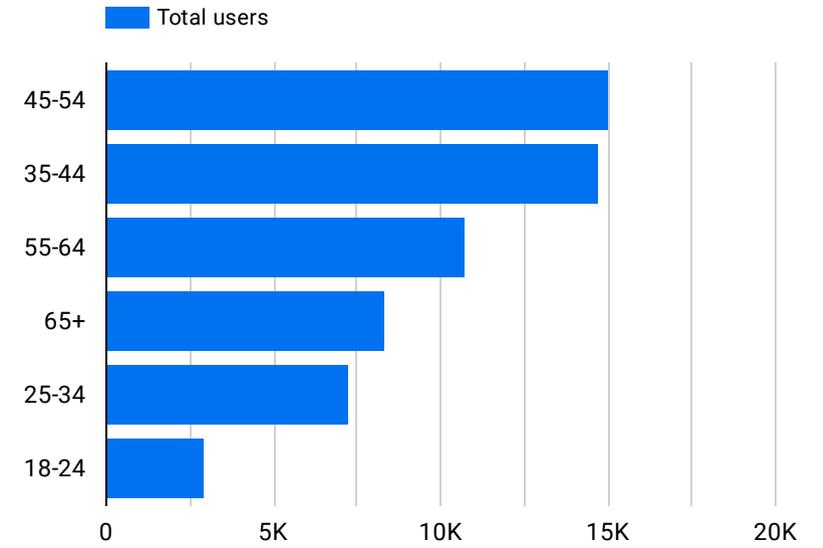
Interests		Total users ▾
1.	Lifestyles & Hobbies/Shutterbugs	33,202
2.	Technology/Social Media Enthusiasts	32,827
3.	News & Politics/Avid News Readers/Enter...	28,608
4.	Media & Entertainment/Movie Lovers	22,184
5.	Sports & Fitness/Sports Fans/Soccer Fans	20,761
6.	Travel/Travel Buffs/Luxury Travelers	20,758
7.	Media & Entertainment/Music Lovers	20,460

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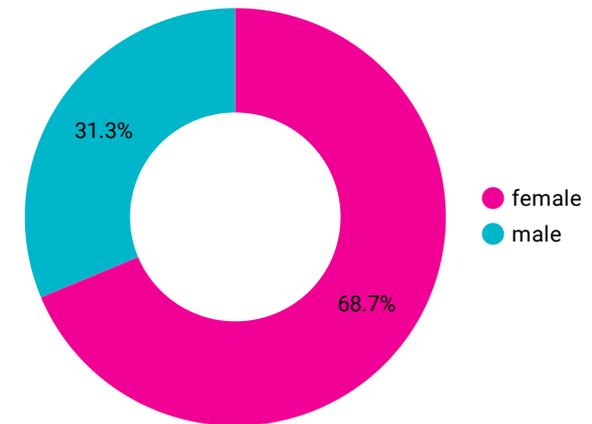
Event name	Event count ▾	Total users
1. page_view	347,317	189,546
2. session_start	214,546	189,570
3. first_visit	189,772	187,463
4. user_engagement	130,226	80,367
5. scroll	23,619	15,565
6. click	3,178	2,207
7. file_download	2	2
8. view_search_results	1	1

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Users By Ages



Users By Gender

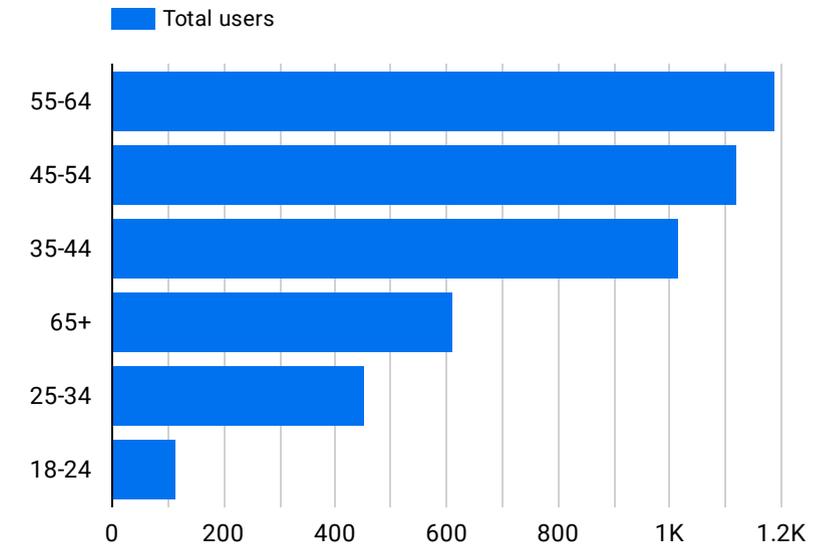


Total users
24,430

Event count
158,026

Sessions
40,265

Users By Ages



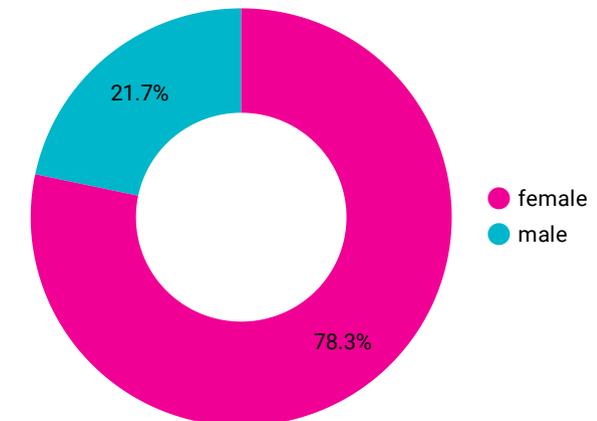
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/Aspir...	3,502
2.	Technology/Social Media Enthusiasts	3,373
3.	Lifestyles & Hobbies/Shutterbugs	3,353
4.	News & Politics/Avid News Readers/Enter...	2,680
5.	Media & Entertainment/Movie Lovers	2,393
6.	Media & Entertainment/Music Lovers	2,202
7.	Media & Entertainment/Light TV Viewers	2,103

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Event name		Event count ▾	Total users
1.	session_start	40,874	24,344
2.	page_view	40,323	24,322
3.	first_visit	40,133	24,317
4.	user_engagement	26,470	15,593
5.	scroll	9,351	4,792
6.	form_start	663	313
7.	click	210	102

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Users By Gender



Total users
12,229

Event count
75,398

Sessions
14,215

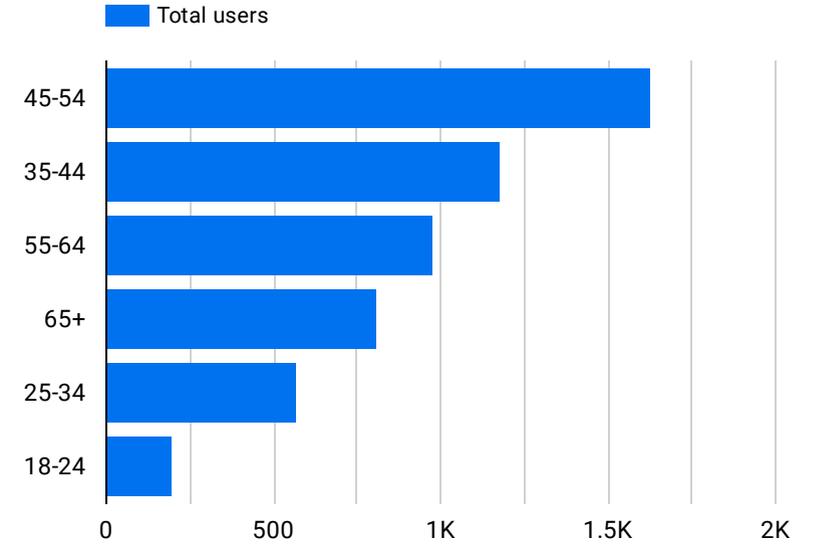
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/Aspir...	3,258
2.	Technology/Social Media Enthusiasts	2,501
3.	Lifestyles & Hobbies/Shutterbugs	2,487
4.	News & Politics/Avid News Readers/Enter...	1,739
5.	Media & Entertainment/Movie Lovers	1,599
6.	News & Politics/Avid News Readers	1,587
7.	Media & Entertainment/TV Lovers	1,467

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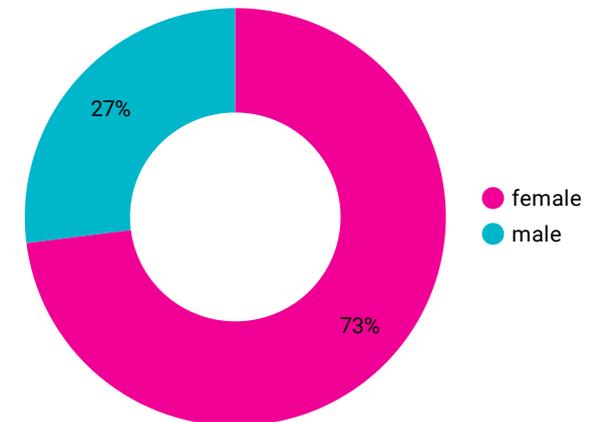
Event name	Event count ▾	Total users
1. page_view	27,530	12,200
2. session_start	14,266	12,190
3. user_engagement	13,272	8,924
4. first_visit	11,968	11,744
5. scroll	7,877	2,048
6. form_start	324	83
7. click	112	87
8. form_submit	49	27

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Users By Ages



Users By Gender



Total users **240,047** Event count **1,619,974** Sessions **492,766**

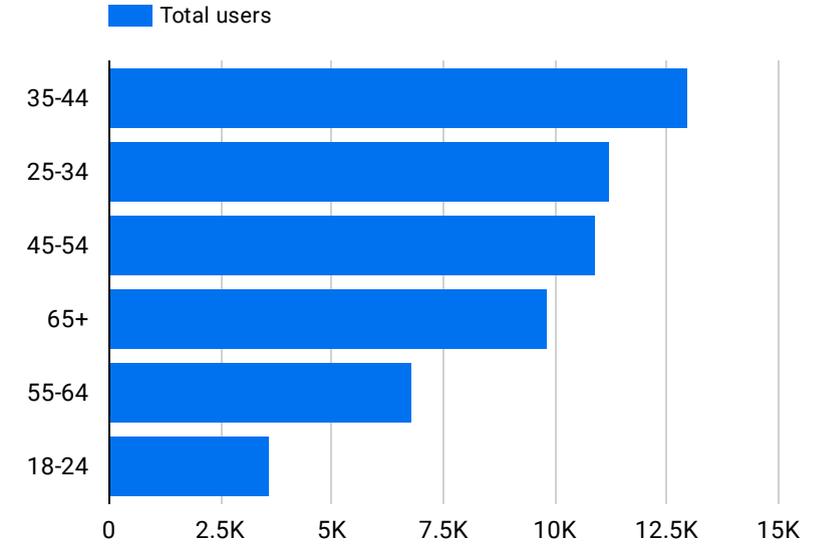
Interests		Total users ▾
1.	Travel/Travel Buffs/Luxury Travelers	29,101
2.	Banking & Finance/Avid Investors	26,627
3.	Media & Entertainment/Movie Lovers	25,871
4.	News & Politics/Avid News Readers/Enter...	24,460
5.	Media & Entertainment/TV Lovers	22,743
6.	Technology/Technophiles	22,728
7.	News & Politics/Avid News Readers/Avid ...	22,682

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Event name		Event count ▾	Total users
1.	page_view	496,712	239,704
2.	session_start	495,870	239,557
3.	first_visit	493,065	239,553
4.	user_engagement	121,353	77,776
5.	scroll	11,468	6,569
6.	click	671	561
7.	form_start	398	265
8.	form_submit	290	174
9.	view_search_results	136	69

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Users By Ages



Users By Gender

