

Το adstore παρέδωσε 93 εκατομμύρια εμφανίσεις διαφημίσεων Η ΚΑΘΗΜΕΡΙΝΗ και το 24SPORTS&NEWS στο επίκεντρο του ενδιαφέροντος

Ο όμιλος Spp Media, κατέγραψε για το μήνα Σεπτέμβριο 39,551,944 εμφανίσεις.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 22,516,552 για το μήνα Σεπτέμβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 11,068,579 συνολικές εμφανίσεις για το μήνα Σεπτέμβριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,941,855 συνολικές εμφανίσεις για το μήνα Σεπτέμβριο.

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 SEPTEMBER 2023			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	39,551,944	7,736,408	5,277,395
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	33,585,131	6,291,118	4,355,114
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	5,966,813	1,445,290	922,281
ENGLISH (Knews, WiZ English)	1,149,903	345,438	168,399
ADSTORE DISPLAY IMPRESSIONS		93,903,720	
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 **2,825,861** Event count **22,516,552** Sessions **4,211,776**

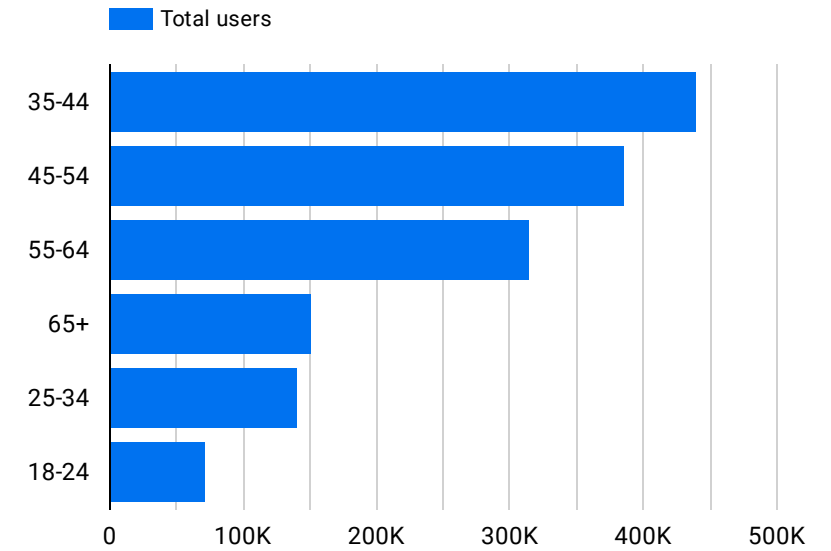
Interests		Total users ▾
1.	Travel/Travel Buffs/Luxury Travelers	1,154,488
2.	Sports & Fitness/Sports Fans/Soccer Fans	1,129,372
3.	News & Politics/Avid News Readers	956,505
4.	Lifestyles & Hobbies/Shutterbugs	805,272
5.	Technology/Social Media Enthusiasts	784,297
6.	Media & Entertainment/TV Lovers	514,880
7.	Media & Entertainment/Music Lovers	451,204

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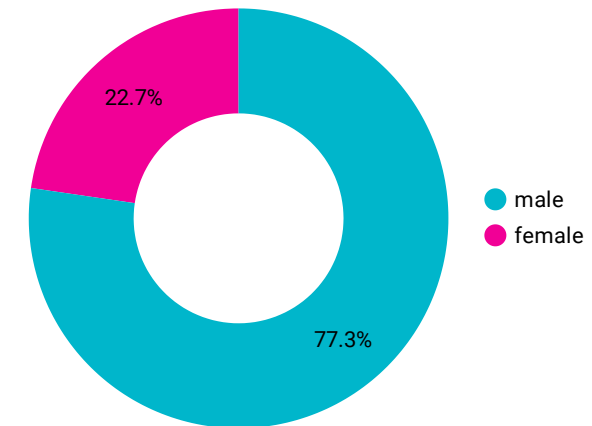
Event name		Event count ▾	Total users
1.	page_view	7,196,185	2,818,396
2.	user_engagement	4,472,470	1,439,037
3.	session_start	4,164,367	2,820,261
4.	first_visit	2,753,519	2,738,456
5.	screen_view	1,922,597	5,794
6.	scroll	560,158	264,187
7.	article_view	498,140	4,944
8.	SPLASH_AD	249,947	5,735
9.	KYPIEΣ	186,853	3,673

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Users By Ages



Users By Gender



Total users **1,529,253** Event count **11,068,579** Sessions **2,079,342**

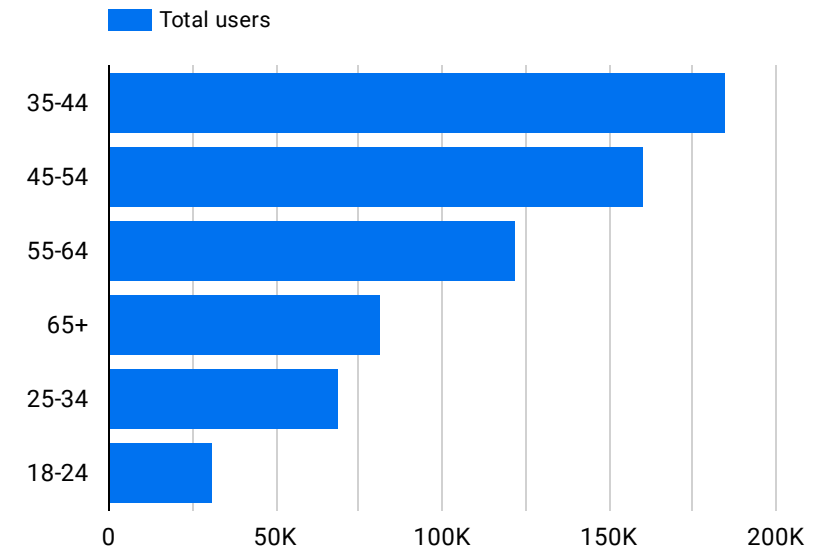
Interests		Total users
1.	Travel/Travel Buffs/Luxury Travelers	384,948
2.	Lifestyles & Hobbies/Shutterbugs	382,018
3.	Technology/Social Media Enthusiasts	361,279
4.	Sports & Fitness/Sports Fans/Soccer Fans	310,034
5.	News & Politics/Avid News Readers	263,322
6.	News & Politics/Avid News Readers/Enter...	234,531
7.	Media & Entertainment/TV Lovers	216,127

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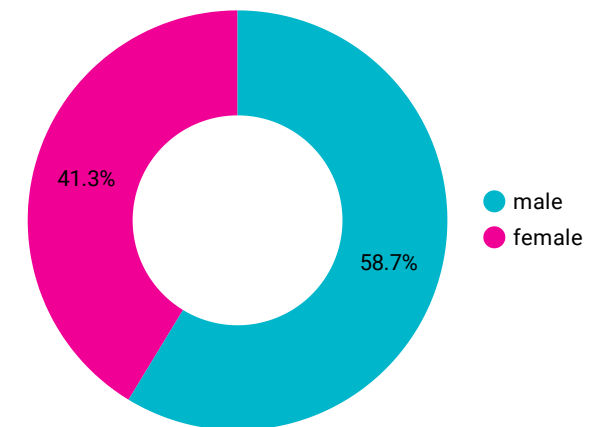
Event name	Event count	Total users
1. page_view	3,223,585	1,520,029
2. session_start	2,019,556	1,526,796
3. user_engagement	1,731,525	640,521
4. first_visit	1,508,536	1,486,806
5. screen_view	1,200,807	7,043
6. serviceLoadTimeEvent	460,824	4,215
7. listLoadTimeEvent	173,887	4,048
8. scroll	163,605	88,205
9. Πρώτη	153,758	4,306

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Users By Ages



Users By Gender



Total users **724,572** Event count **4,941,855** Sessions **1,192,802**

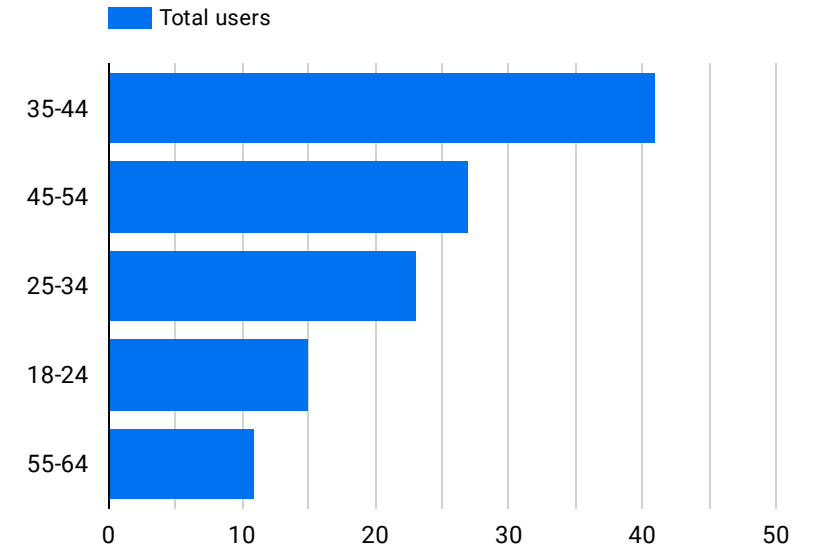
Interests		Total users ▾
1.	Media & Entertainment/Gamers/Action G...	107
2.	Media & Entertainment/Gamers/Casual & ...	107
3.	News & Politics/Avid News Readers	107
4.	Media & Entertainment/Comics & Animati...	106
5.	Shoppers	106
6.	Sports & Fitness/Sports Fans/Soccer Fans	106
7.	Sports & Fitness/Health & Fitness Buffs	102

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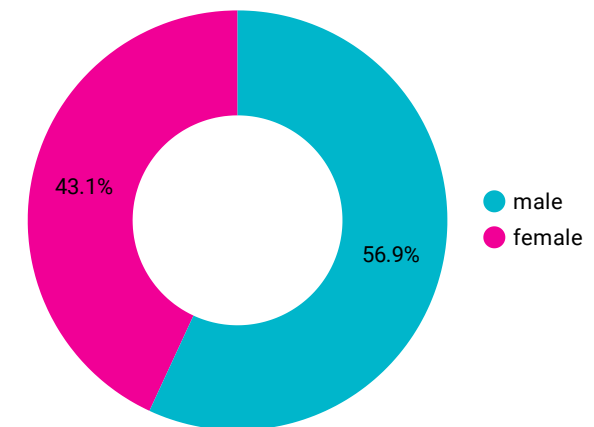
Event name		Event count ▾	Total users
1.	page_view	1,749,847	722,607
2.	user_engagement	1,171,641	466,259
3.	session_start	1,148,788	721,540
4.	first_visit	701,864	703,577
5.	scroll	104,413	55,778
6.	video_start	47,102	21,349
7.	click	13,344	7,595
8.	screen_view	2,725	310
9.	notification_receive	828	110

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Users By Ages



Users By Gender



Total users **165,364** Event count **814,216** Sessions **201,726**

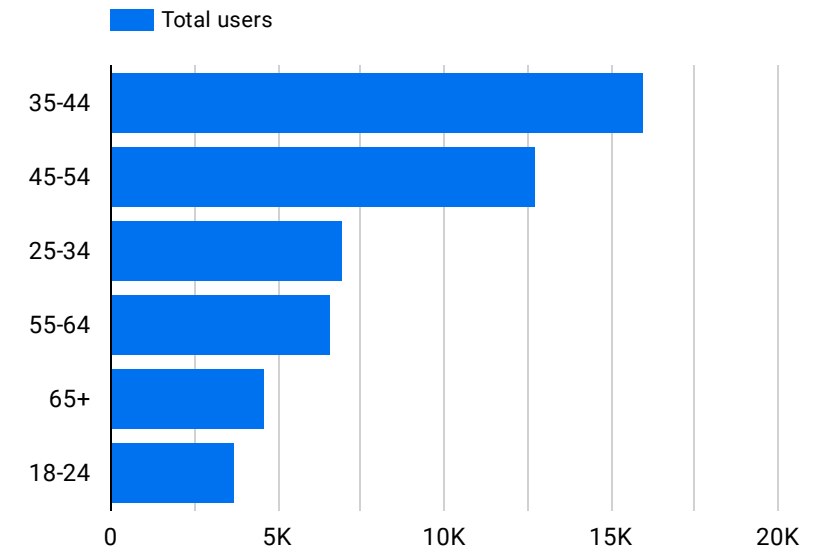
Interests		Total users ▾
1.	Lifestyles & Hobbies/Shutterbugs	29,134
2.	Technology/Social Media Enthusiasts	28,009
3.	News & Politics/Avid News Readers/Enter...	22,803
4.	Travel/Travel Buffs/Luxury Travelers	20,491
5.	Media & Entertainment/Movie Lovers	18,259
6.	Food & Dining/Cooking Enthusiasts/Aspir...	17,981
7.	Media & Entertainment/TV Lovers	17,910

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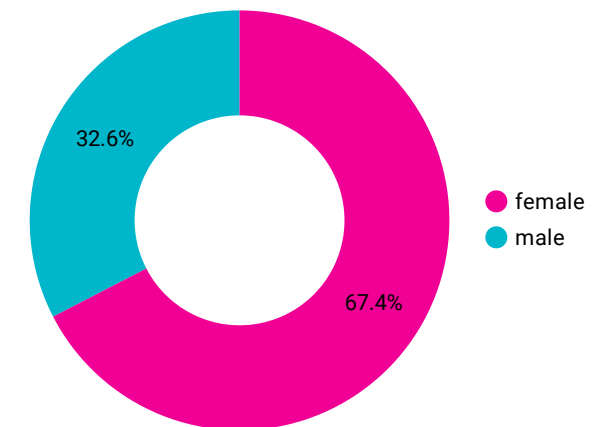
Event name		Event count ▾	Total users
1.	page_view	303,224	164,946
2.	session_start	192,900	164,972
3.	first_visit	163,856	160,717
4.	user_engagement	128,204	74,470
5.	scroll	23,056	14,465
6.	click	2,970	2,126
7.	view_search_results	6	6

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Users By Ages



Users By Gender



Total users
23,748

Event count
155,632

Sessions
40,412

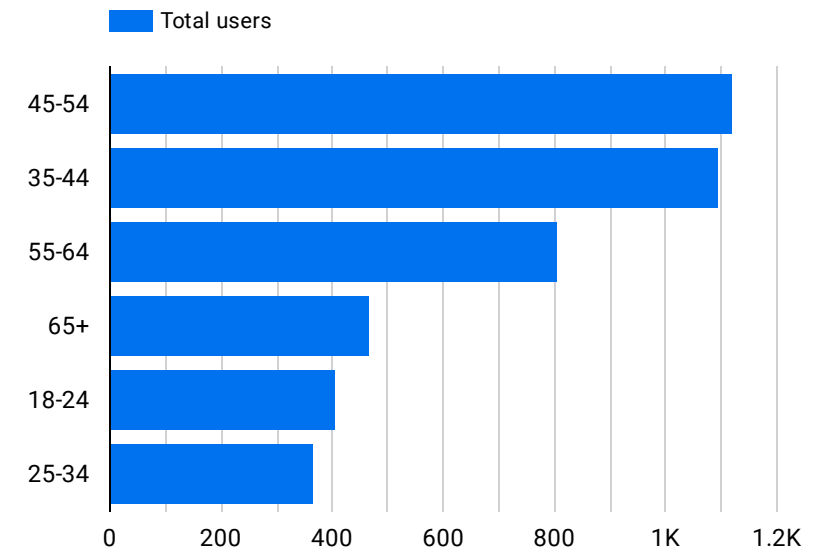
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/Aspir...	3,352
2.	Technology/Social Media Enthusiasts	3,225
3.	Lifestyles & Hobbies/Shutterbugs	3,204
4.	News & Politics/Avid News Readers/Enter...	2,603
5.	Media & Entertainment/Movie Lovers	2,386
6.	Travel/Travel Buffs/Beachbound Travelers	2,360
7.	Media & Entertainment/TV Lovers	2,235

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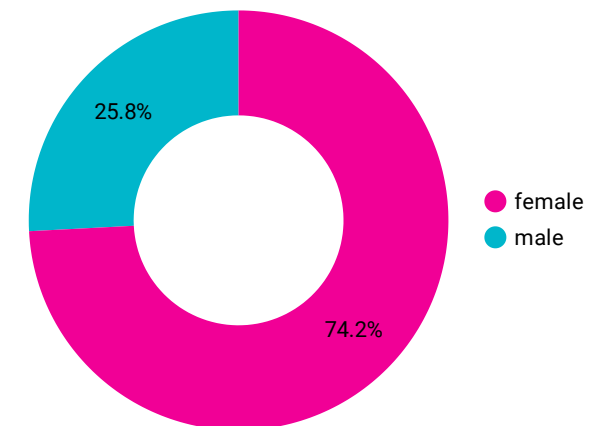
Event name		Event count ▾	Total users
1.	page_view	41,336	23,681
2.	session_start	39,792	23,684
3.	first_visit	39,102	23,677
4.	user_engagement	25,408	15,054
5.	scroll	9,123	4,837
6.	form_start	590	283
7.	click	280	105

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Users By Ages



Users By Gender



Total users **8,597** Event count **55,110** Sessions **10,350**

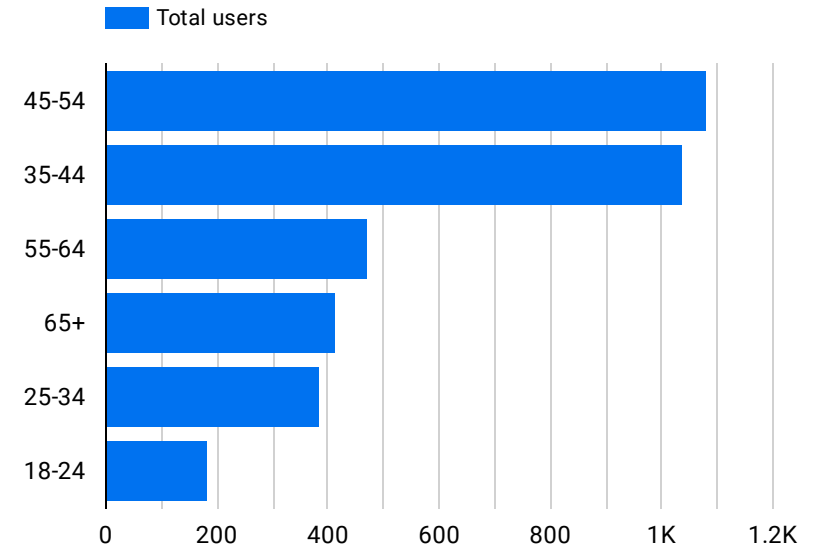
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/Aspir...	2,281
2.	Technology/Social Media Enthusiasts	1,730
3.	Lifestyles & Hobbies/Shutterbugs	1,715
4.	News & Politics/Avid News Readers	1,164
5.	News & Politics/Avid News Readers/Enter...	1,115
6.	Sports & Fitness/Sports Fans/Soccer Fans	1,026
7.	Media & Entertainment/Movie Lovers	990

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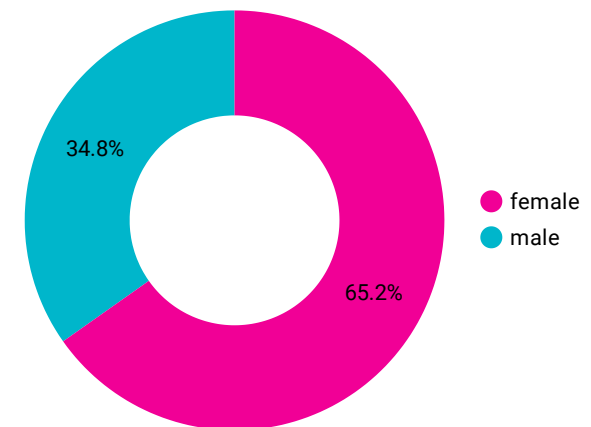
Event name		Event count ▾	Total users
1.	page_view	19,733	8,568
2.	session_start	10,312	8,566
3.	user_engagement	8,950	6,159
4.	first_visit	8,587	8,254
5.	scroll	7,228	1,808
6.	form_start	167	60
7.	click	119	92
8.	form_submit	14	12

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Users By Ages



Users By Gender



Total users **168,399** Event count **1,149,903** Sessions **345,438**

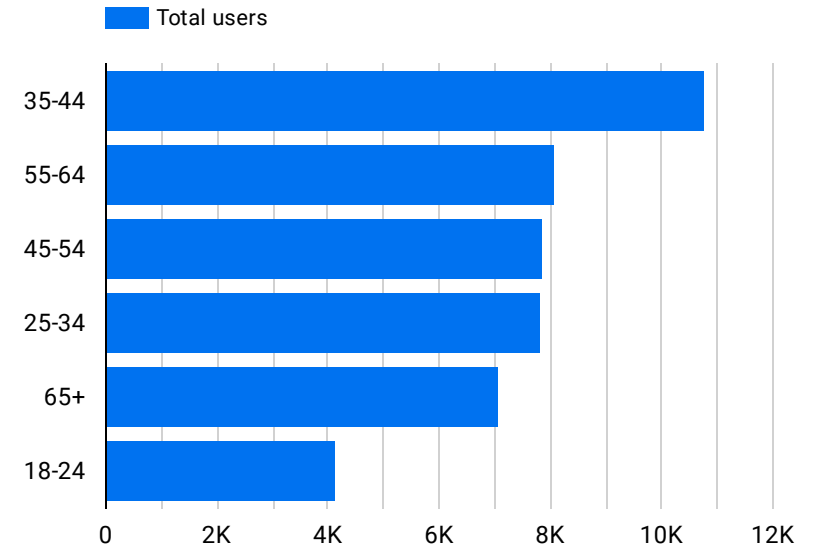
Interests	Total users
1. Travel/Travel Buffs/Luxury Travelers	25,435
2. Media & Entertainment/Movie Lovers	24,055
3. Banking & Finance/Avid Investors	22,112
4. Media & Entertainment/TV Lovers	21,644
5. Lifestyles & Hobbies/Shutterbugs	21,333
6. Media & Entertainment/Light TV Viewers	20,660
7. News & Politics/Avid News Readers/Enter...	19,889

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Event name	Event count	Total users
1. page_view	351,368	168,014
2. session_start	348,304	167,973
3. first_visit	346,402	167,973
4. user_engagement	91,895	52,935
5. scroll	10,319	5,776
6. click	838	668
7. form_start	407	240
8. form_submit	296	158

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Users By Ages



Users By Gender

