

29.7 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 29,696,257 εμφανίσεις και 1,468,543 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 16,836,094 και συνολικούς χρήστες 600,648 με αύξηση κατά 11.3% στους συνολικούς χρήστες για τον μήνα Νοέμβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 10,110,284 και συνολικούς χρήστες 330,112.

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

ADSTORE ANALYTICS NOVEMBER 2020			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	29,696,257	13,936,397	1,468,543
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	26,946,378	12,570,035	930,760
LIFESTYLE (must, gastronomos, wiz guide, athena recipes)	2,749,879	1,366,362	537,783
ENGLISH (Knews & Wiz English)	457,871	118,020	61,135
ADSTORE DISPLAY IMPRESSIONS 104,483,170			
<p>Η επισκεψιμότητα των Knews & Wiz English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.</p>			

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL
PEOPLE

KNEWS



24NEWS

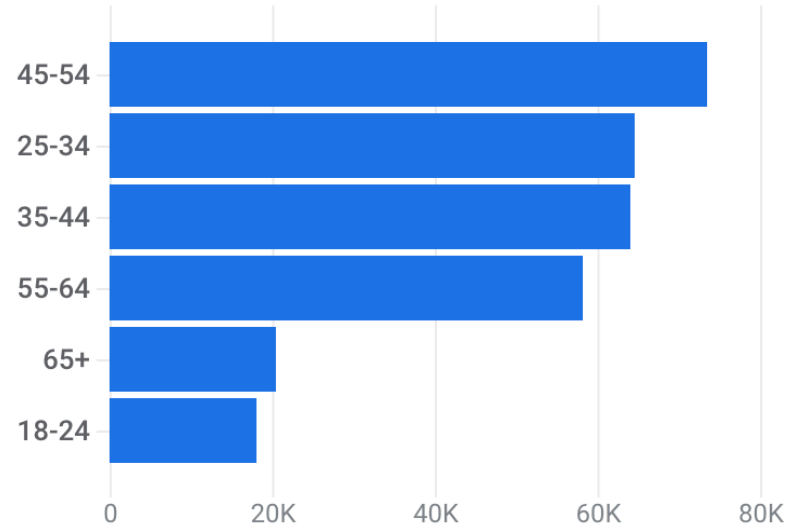
wizguide



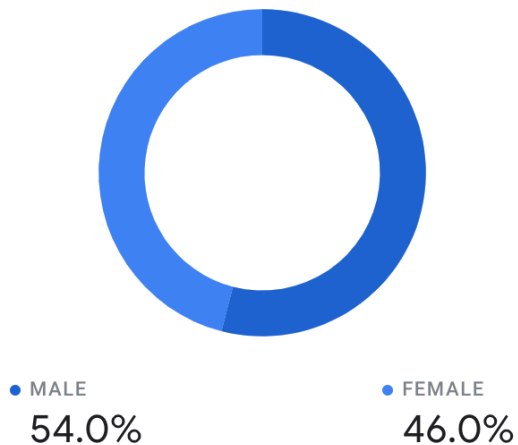
24Sports & News - Website

Event name	Event count	Total users
Totals	16,836,094 100% of total	600,648 100% of total
1 page_view	6,579,344	588,406
2 user_engagement	5,049,209	353,496
3 session_start	2,087,791	591,659
4 screen_view	1,467,256	5,092
5 first_visit	401,667	397,041
6 article_view	372,102	3,905
7 scroll	254,871	38,982
8 SPLASH_AD	199,310	4,757
9 KYPIEZ	140,488	3,008

Users by Age



Users by Gender



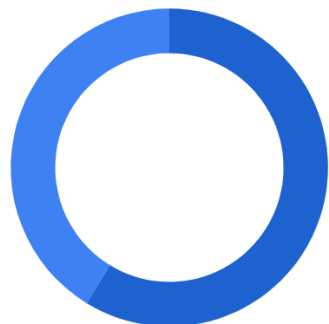
Users by Interests

INTERESTS	USERS
Food & Dining... Minute Chefs	164K
Lifestyles & H...ng Enthusiasts	163K
Media & Enter...ent/TV Lovers	155K
News & Politi... News Readers	138K
Sports & Fitness/Sports Fans	109K
News & Politic...s Enthusiasts	104K
Media & Entert...alk Show Fans	101K



Event name ▾	+	↓ Event count	Total users
Totals		10,110,284 100% of total	330,112 100% of total
1	page_view	3,224,186	317,528
2	user_engagement	2,712,423	208,141
3	screen_view	1,647,400	9,301
4	session_start	1,104,398	326,654
5	SPLASH_AD	251,663	8,871
6	article_view	240,983	6,971
7	first_visit	235,838	231,971
8	Πρώτη	226,486	5,277
9	scroll	142,422	38,269

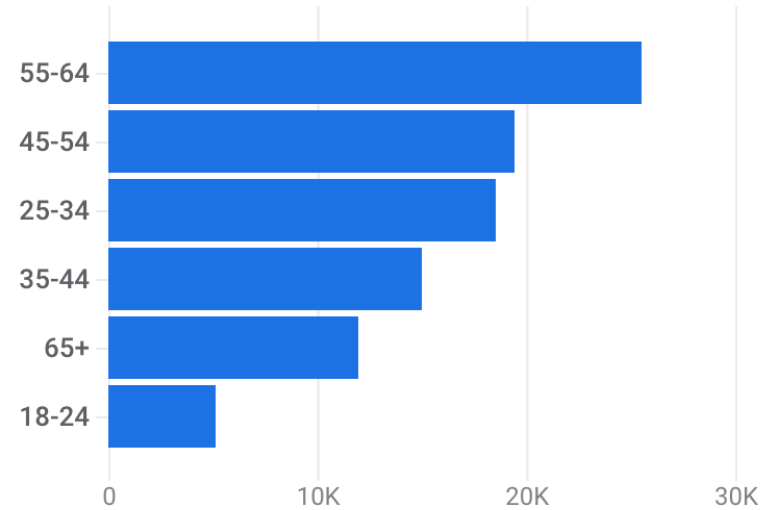
Users ▾ by Gender



MALE
58.7%

FEMALE
41.3%

Users ▾ by Age



Users ▾ by Interests

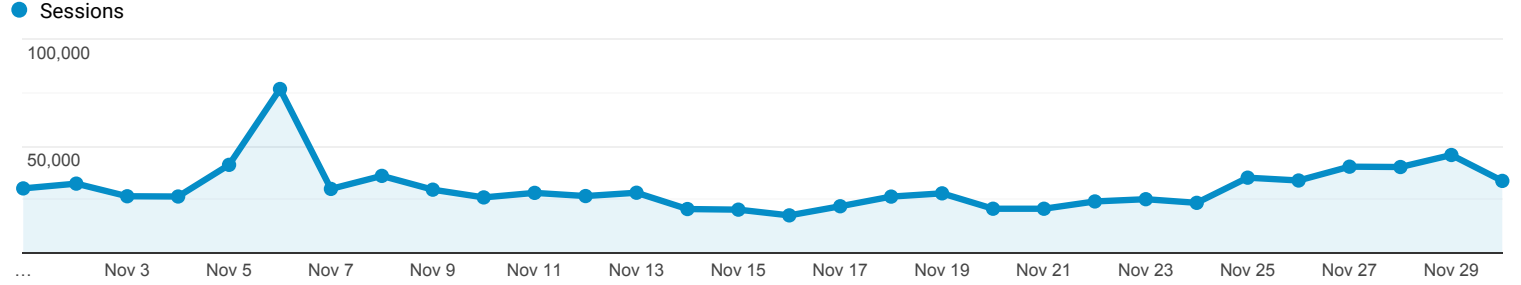
INTERESTS	USERS
Food & Dining... Minute Chefs	53K
News & Politi... News Readers	47K
Media & Enter...ent/TV Lovers	46K
Lifestyles & H...ng Enthusiasts	46K
Sports & Fitne... Fitness Buffs	34K
Travel/Travel Buffs	33K
Sports & Fitness/Sports Fans	33K

Audience Overview

All Users
100.00% Sessions

Nov 1, 2020 - Nov 30, 2020

Overview



Sessions
919,030

Users
295,756

Pageviews
1,352,020

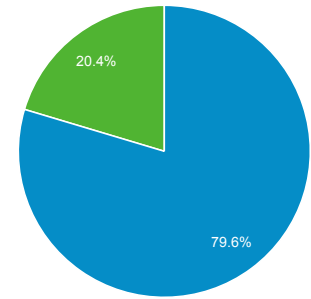
Pages / Session
1.47

Avg. Session Duration
00:01:27

Bounce Rate
84.68%

% New Sessions
20.36%

■ Returning Visitor ■ New Visitor



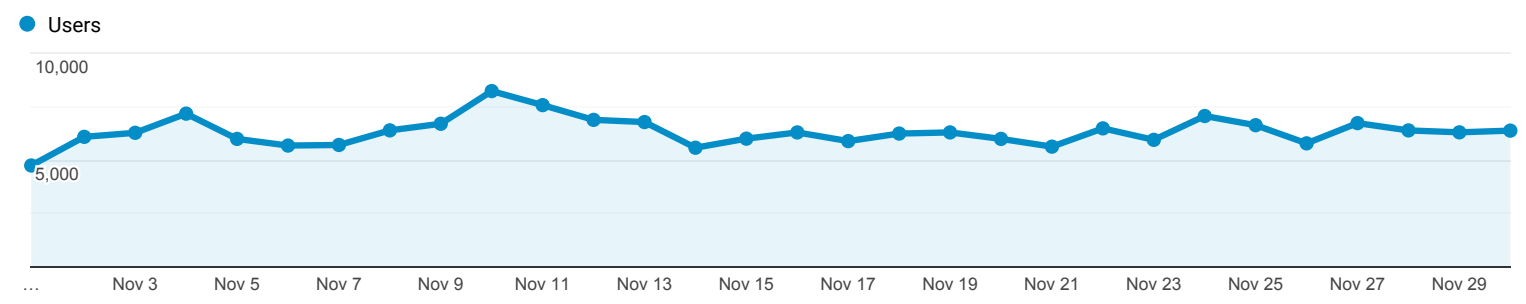
Language	Sessions	% Sessions
1. el-gr	442,745	48.18%
2. en-gb	152,360	16.58%
3. en-us	129,163	14.05%
4. el-cy	108,469	11.80%
5. en-cy	37,466	4.08%
6. el	24,757	2.69%
7. el-gb	7,354	0.80%
8. de-de	1,838	0.20%
9. en-au	1,742	0.19%
10. en-gr	1,668	0.18%

Audience Overview

All Users
100.00% Users

Nov 1, 2020 - Nov 30, 2020

Overview



Users
139,589

New Users
117,954

Sessions
219,117

Number of Sessions per User
1.57

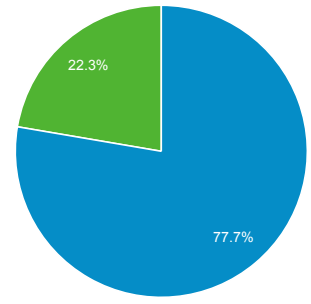
Pageviews
475,249

Pages / Session
2.17

Avg. Session Duration
00:02:48

Bounce Rate
73.42%

■ New Visitor ■ Returning Visitor



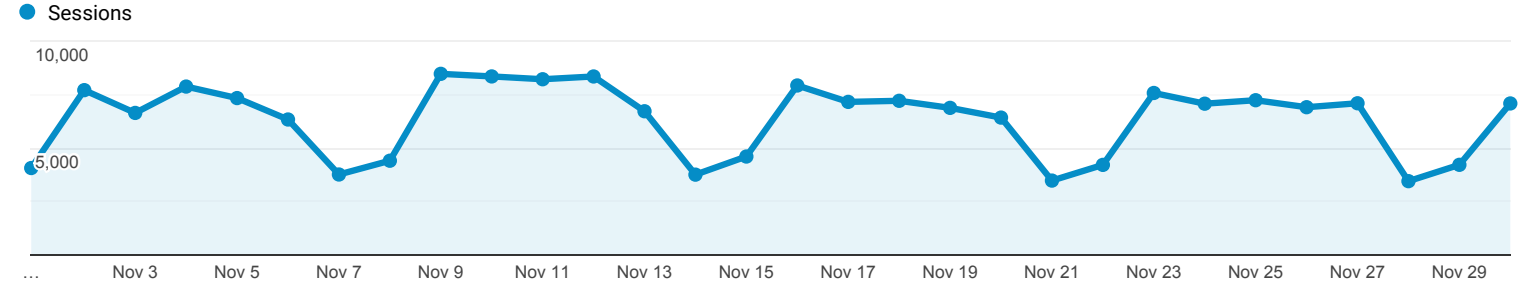
Language	Users	% Users
1. el-gr	63,721	45.01%
2. el	26,192	18.50%
3. en-gb	22,634	15.99%
4. en-us	19,332	13.66%
5. el-cy	4,318	3.05%
6. en-cy	1,844	1.30%
7. en	656	0.46%
8. de-de	498	0.35%
9. el-gb	251	0.18%
10. en-au	246	0.17%

Audience Overview

All Users
100.00% Sessions

Nov 1, 2020 - Nov 30, 2020

Overview



Sessions
190,679

Users
75,869

Pageviews
816,826

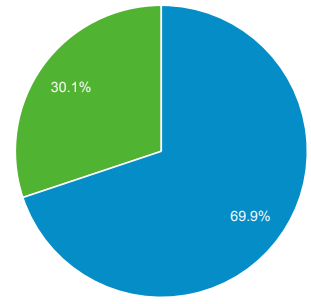
Pages / Session
4.28

Avg. Session Duration
00:08:56

Bounce Rate
62.82%

% New Sessions
30.08%

■ Returning Visitor ■ New Visitor



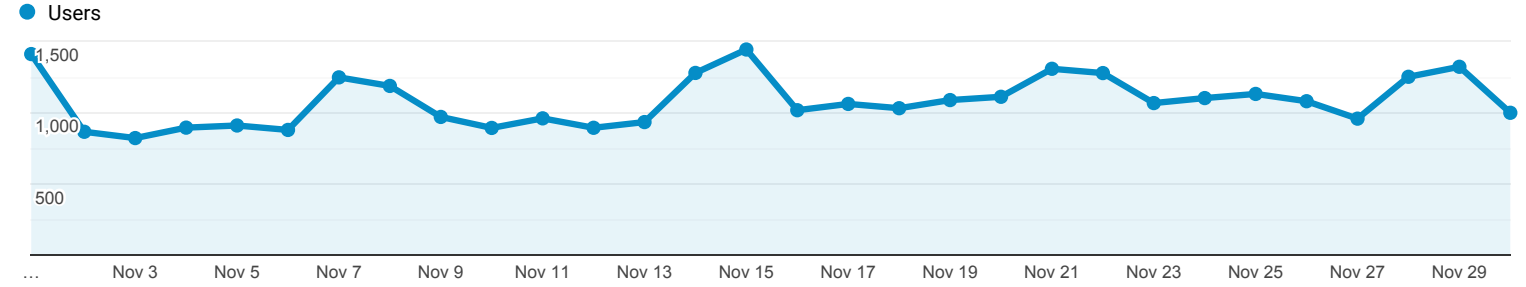
Language	Sessions	% Sessions
1. en-us	92,969	48.76%
2. en-gb	41,029	21.52%
3. el-gr	34,176	17.92%
4. el	8,360	4.38%
5. el-cy	4,535	2.38%
6. en-cy	3,617	1.90%
7. en	2,103	1.10%
8. de-de	451	0.24%
9. en-au	356	0.19%
10. fr-fr	355	0.19%

Audience Overview

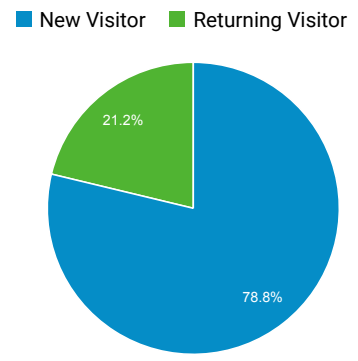
All Users
100.00% Users

Nov 1, 2020 - Nov 30, 2020

Overview



Users 26,569	New Users 23,264	Sessions 37,536
Number of Sessions per User 1.41	Pageviews 105,784	Pages / Session 2.82
Avg. Session Duration 00:02:08	Bounce Rate 71.95%	



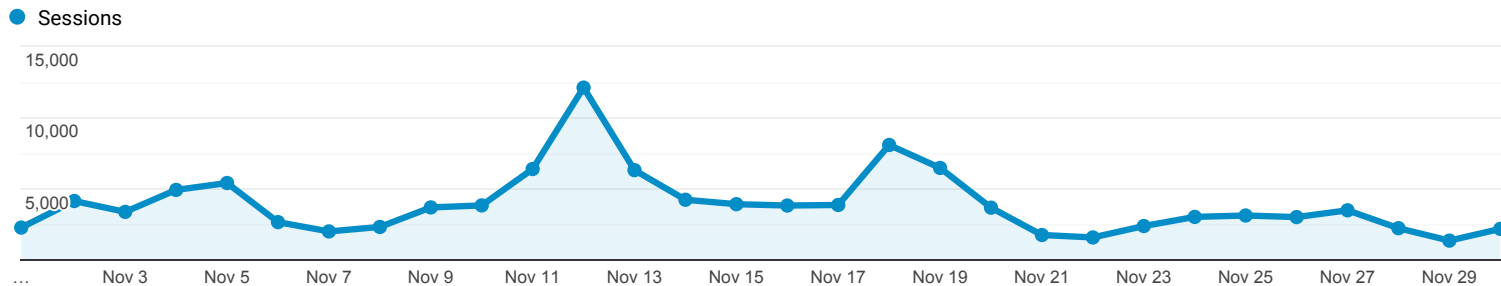
Language	Users	% Users
1. el-gr	11,172	41.80%
2. el	5,872	21.97%
3. en-gb	4,619	17.28%
4. en-us	3,052	11.42%
5. el-cy	952	3.56%
6. en-cy	299	1.12%
7. en	120	0.45%
8. de-de	108	0.40%
9. en-au	70	0.26%
10. de	54	0.20%

Audience Overview

All Users
100.00% Sessions

Nov 1, 2020 - Nov 30, 2020

Overview



Sessions
118,020

Users
61,135

Pageviews
457,871

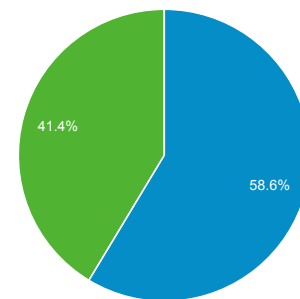
Pages / Session
3.88

Avg. Session Duration
00:08:05

Bounce Rate
62.01%

% New Sessions
41.26%

■ Returning Visitor ■ New Visitor



Language	Sessions	% Sessions
1. en-gb	69,255	58.68%
2. en-us	26,906	22.80%
3. de-de	2,580	2.19%
4. en-cy	2,316	1.96%
5. el-gr	1,716	1.45%
6. en	1,310	1.11%
7. en-ca	936	0.79%
8. en-au	865	0.73%
9. ru-ru	735	0.62%
10. nl-nl	716	0.61%