

26 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Απρίλιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Απρίλιο 26,435,192 εμφανίσεις και 1,114,917 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 15,715,935 και 469,713 συνολικούς χρήστες για τον μήνα Απρίλιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 6,314,727 συνολικές εμφανίσεις και 253,870 χρήστες για τον μήνα Απρίλιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 3,922,517 συνολικές εμφανίσεις και 121,437 χρήστες για τον μήνα Απρίλιο.

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

ADSTORE ANALYTICS APRIL 2022

| Adstore Total: | PAGEVIEWS/EVENTS | SESSIONS | USERS |
|--|------------------|------------|-----------|
| | 26.435.192 | 11.598.670 | 1.114.917 |
| SEGMENT | PAGEVIEWS/EVENTS | SESSIONS | USERS |
| NEWS (Kathimerini, 24sports&news) | 22.030.662 | 11.478.827 | 723.583 |
| LIFESTYLE (must, gastronomos, athena recipes, WiZ guide) | 4.404.530 | 119.843 | 391.334 |
| ENGLISH (Knews, WiZ English) | 332.748 | 102.203 | 68.917 |

ADSTORE DISPLAY IMPRESSIONS 79,803,484

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
469,713

Event count
15,715,935

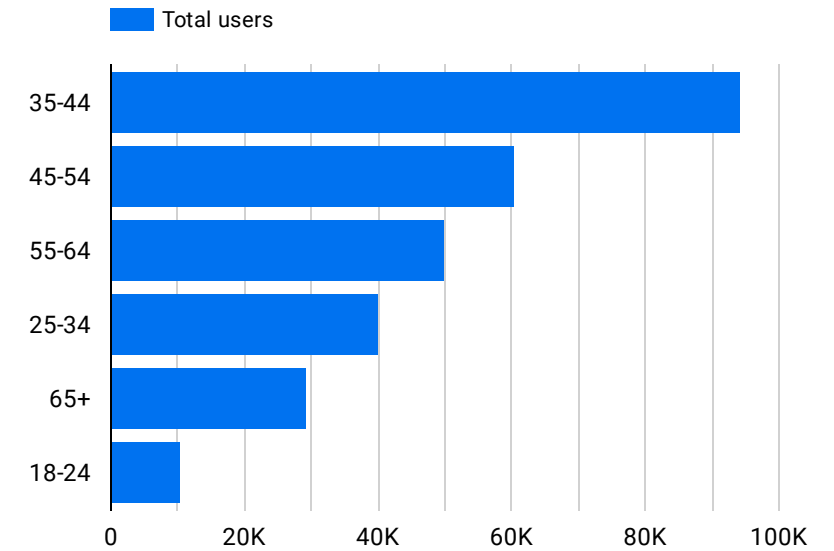
| Interests | | Total users ▾ |
|-----------|---|---------------|
| 1. | Media & Entertainment/TV Lovers | 179,870 |
| 2. | News & Politics/Avid News Readers | 165,478 |
| 3. | Food & Dining/Cooking Enthusiasts/30 Minute Chefs | 163,761 |
| 4. | Sports & Fitness/Sports Fans | 125,085 |
| 5. | Lifestyles & Hobbies/Green Living Enthusiasts | 123,906 |
| 6. | Beauty & Wellness/Frequently Visits Salons | 111,853 |
| 7. | Shoppers/Value Shoppers | 109,313 |

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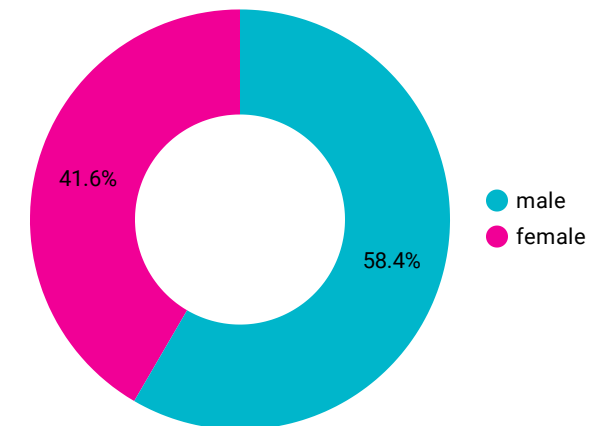
| Event name | | Event count ▾ | Total users |
|------------|-----------------|---------------|-------------|
| 1. | page_view | 6,528,670 | 465,181 |
| 2. | user_engagement | 3,507,144 | 307,857 |
| 3. | session_start | 2,247,054 | 467,044 |
| 4. | screen_view | 1,540,019 | 5,408 |
| 5. | scroll | 476,412 | 109,774 |
| 6. | article_view | 382,320 | 4,609 |
| 7. | first_visit | 276,320 | 275,572 |
| 8. | SPLASH_AD | 205,395 | 5,344 |
| 9. | KYPIEΣ | 146,196 | 3,361 |

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Users By Ages



Users By Gender



Total users
253,870

Event count
6,314,727

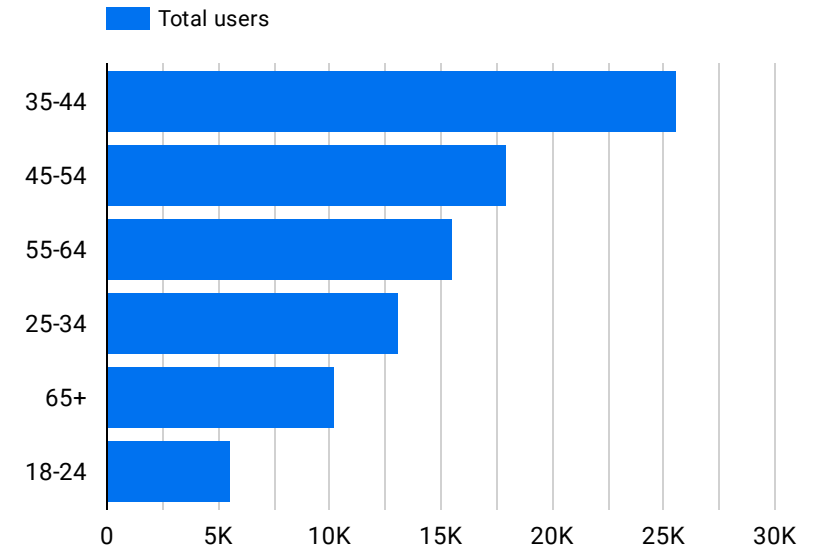
| Interests | | Total users ▾ |
|-----------|---|---------------|
| 1. | Food & Dining/Cooking Enthusiasts/30 M... | 58,650 |
| 2. | News & Politics/Avid News Readers | 57,060 |
| 3. | Media & Entertainment/TV Lovers | 52,740 |
| 4. | Lifestyles & Hobbies/Green Living Entusi... | 44,870 |
| 5. | Sports & Fitness/Sports Fans | 41,513 |
| 6. | Shoppers/Value Shoppers | 40,283 |
| 7. | Sports & Fitness/Health & Fitness Buffs | 39,829 |

1 - 100 / 118 < >

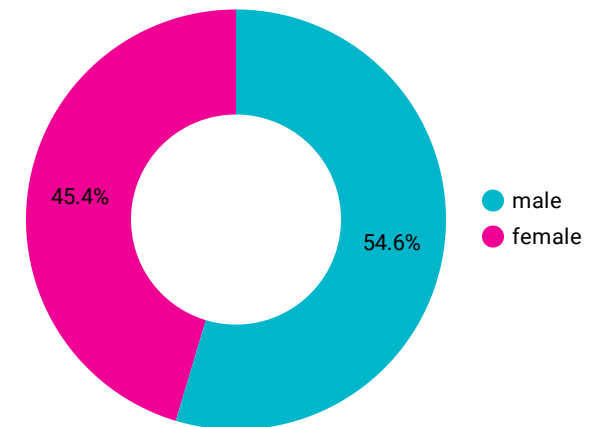
| Event name | Event count ▾ | Total users |
|--------------------|---------------|-------------|
| 1. page_view | 2,477,427 | 247,099 |
| 2. user_engagement | 1,345,640 | 156,842 |
| 3. screen_view | 932,634 | 6,511 |
| 4. session_start | 706,891 | 249,596 |
| 5. first_visit | 188,811 | 186,459 |
| 6. article_view | 155,618 | 5,112 |
| 7. Πρώτη | 127,179 | 3,971 |
| 8. SPLASH_AD | 116,722 | 6,452 |
| 9. scroll | 95,308 | 25,533 |

1 - 100 / 113 < >

Users By Ages



Users By Gender



Total users
121,437

Event count
3,922,517

Sessions
770,111

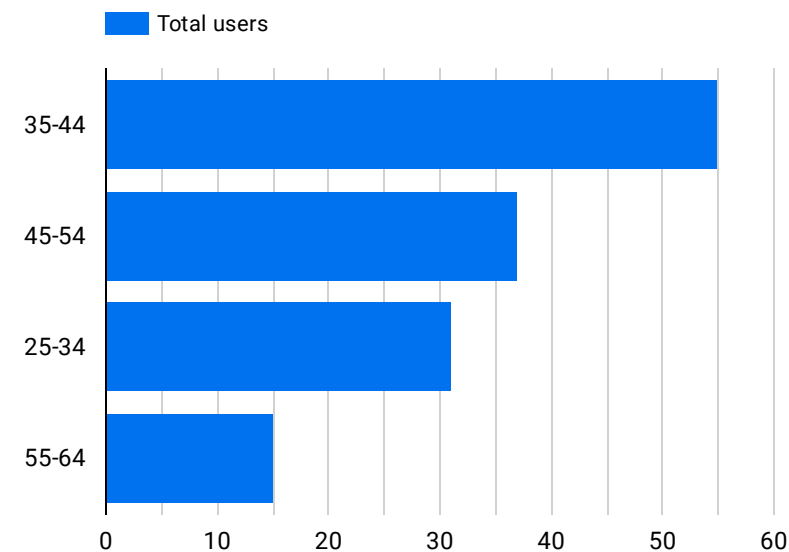
| | Interests | Total users |
|----|---|-------------|
| 1. | Media & Entertainment/Comics & Animati... | 138 |
| 2. | Shoppers | 138 |
| 3. | Technology/Mobile Enthusiasts | 128 |
| 4. | Food & Dining/Cooking Enthusiasts | 126 |
| 5. | Travel/Travel Buffs | 118 |
| 6. | Technology/Technophiles | 113 |
| 7. | Food & Dining/Foodies | 107 |

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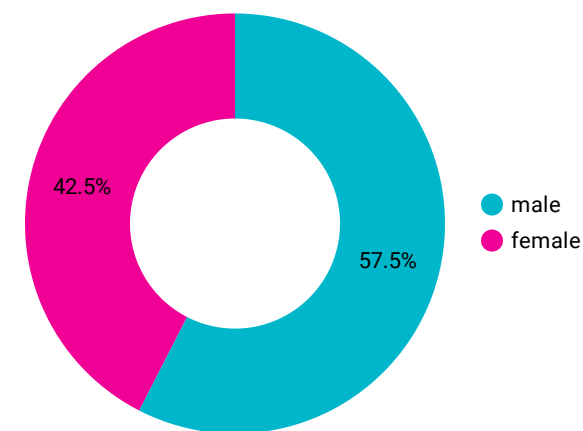
| | Event name | Event count | Total users |
|----|-----------------|-------------|-------------|
| 1. | page_view | 2,031,495 | 121,024 |
| 2. | user_engagement | 851,507 | 79,054 |
| 3. | session_start | 774,649 | 120,788 |
| 4. | scroll | 158,766 | 27,586 |
| 5. | first_visit | 88,730 | 88,698 |
| 6. | click | 14,193 | 5,903 |
| 7. | screen_view | 2,702 | 325 |
| 8. | os_update | 111 | 107 |
| 9. | first_open | 76 | 76 |

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Users By Ages



Users By Gender

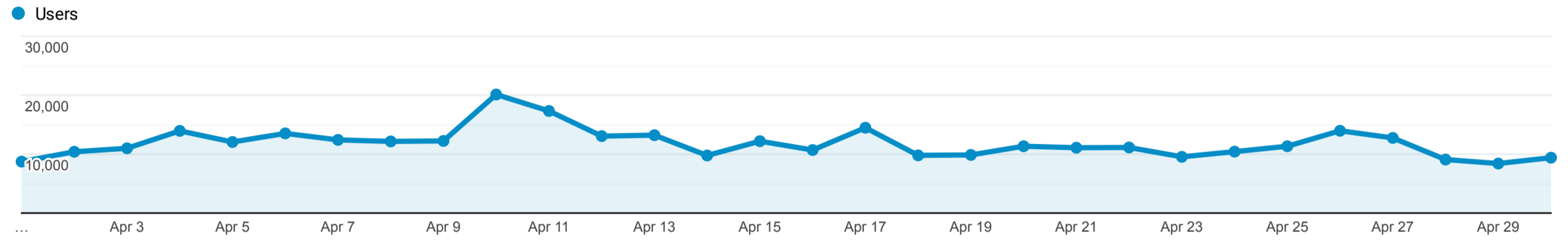


Audience Overview

Apr 1, 2022 - Apr 30, 2022

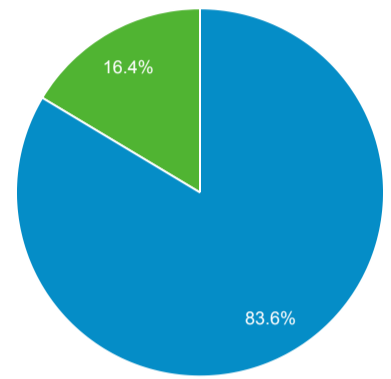
All Users
100.00% Users

Overview



| | | | |
|-----------------------------|--------------------------------|--|--|
| Users 273,667 | New Users 240,527 | Sessions 387,088 | Number of Sessions per User 1.41 |
| Pageviews 634,712 | Pages / Session 1.64 | Avg. Session Duration 00:01:28 | Bounce Rate 85.67% |

■ New Visitor ■ Returning Visitor



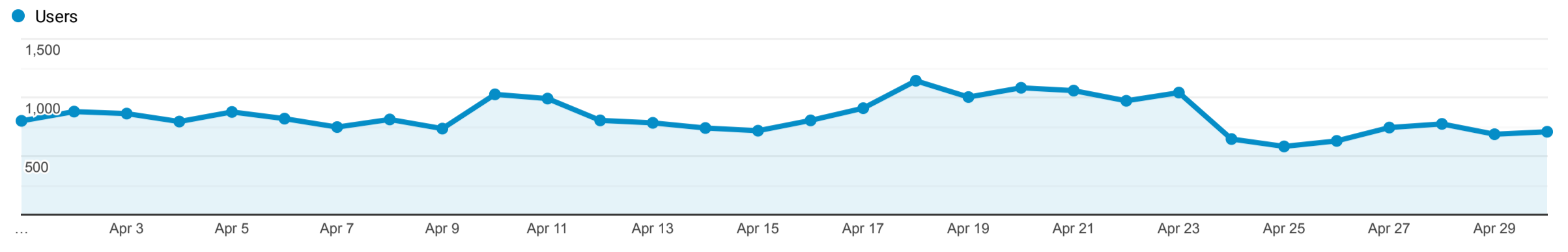
| Language | Users | % Users |
|-----------|---------|---------|
| 1. en | 129,110 | 47.01% |
| 2. el-gr | 62,223 | 22.65% |
| 3. en-gb | 35,175 | 12.81% |
| 4. el | 17,810 | 6.48% |
| 5. en-us | 17,116 | 6.23% |
| 6. el-cy | 7,259 | 2.64% |
| 7. en-cy | 3,055 | 1.11% |
| 8. el-gb | 508 | 0.18% |
| 9. en-au | 385 | 0.14% |
| 10. de-de | 366 | 0.13% |

Audience Overview

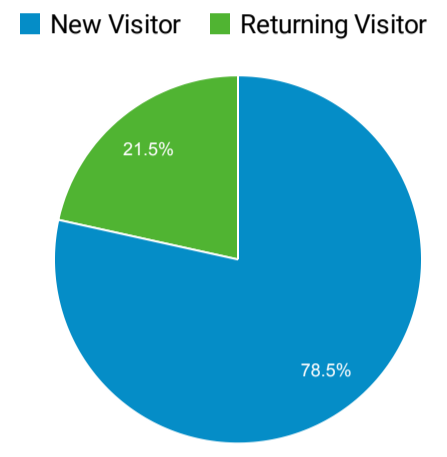
Apr 1, 2022 - Apr 30, 2022

All Users
100.00% Users

Overview



| | | | |
|----------------------------|--------------------------------|--|--|
| Users 21,135 | New Users 18,101 | Sessions 28,834 | Number of Sessions per User 1.36 |
| Pageviews 68,029 | Pages / Session 2.36 | Avg. Session Duration 00:02:53 | Bounce Rate 72.22% |



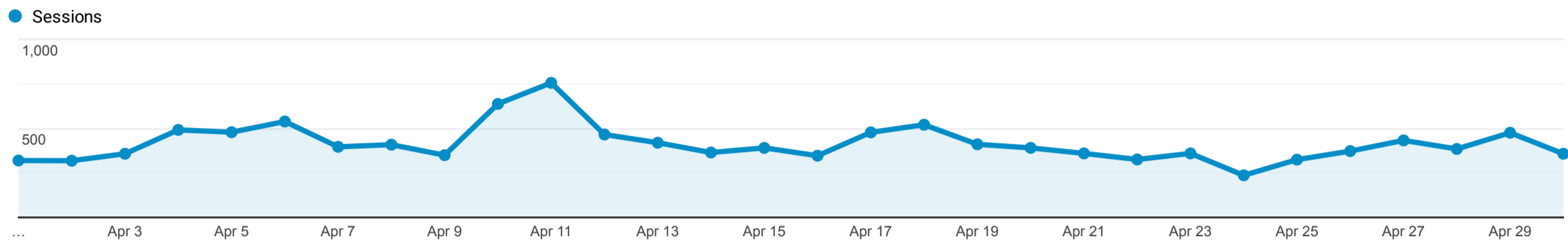
| Language | Users | % Users |
|----------|-------|---------|
| 1. el-gr | 8,124 | 38.35% |
| 2. el | 5,275 | 24.90% |
| 3. en-gb | 3,701 | 17.47% |
| 4. en-us | 2,674 | 12.62% |
| 5. el-cy | 568 | 2.68% |
| 6. en-cy | 220 | 1.04% |
| 7. de-de | 92 | 0.43% |
| 8. c | 72 | 0.34% |
| 9. en-au | 69 | 0.33% |
| 10. en | 62 | 0.29% |

Audience Overview

Apr 1, 2022 - Apr 30, 2022

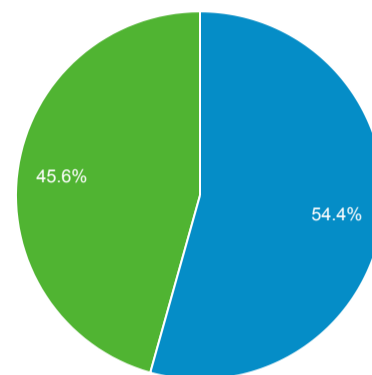
All Users
100.00% Sessions

Overview



| | | | |
|--|------------------------------|---------------------------------|--------------------------------|
| Sessions 12,420 | Users 8,235 | Pageviews 26,896 | Pages / Session 2.17 |
| Avg. Session Duration 00:02:44 | Bounce Rate 81.10% | % New Sessions 54.32% | |

■ New Visitor ■ Returning Visitor



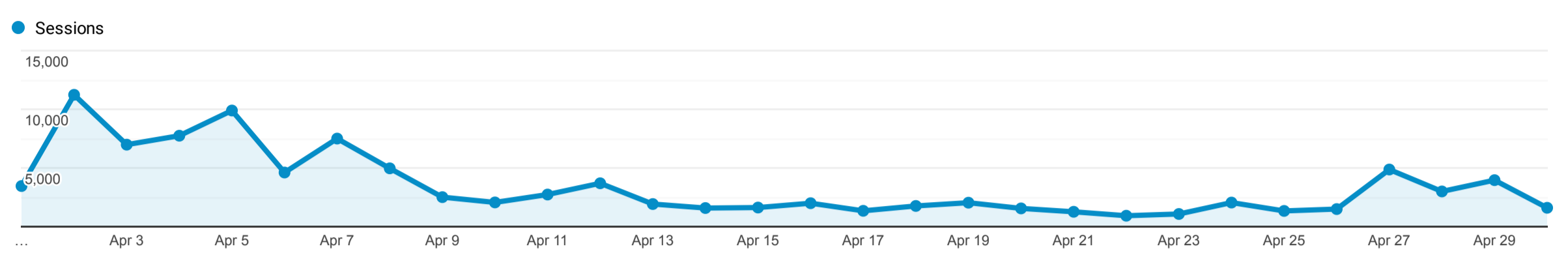
| Language | Sessions | % Sessions |
|-----------|----------|------------|
| 1. el-gr | 4,067 | 32.75% |
| 2. en-us | 4,041 | 32.54% |
| 3. en-gb | 1,557 | 12.54% |
| 4. el | 1,281 | 10.31% |
| 5. el-cy | 994 | 8.00% |
| 6. en | 83 | 0.67% |
| 7. el-gb | 60 | 0.48% |
| 8. en-cy | 57 | 0.46% |
| 9. en-au | 34 | 0.27% |
| 10. de-de | 32 | 0.26% |

Audience Overview

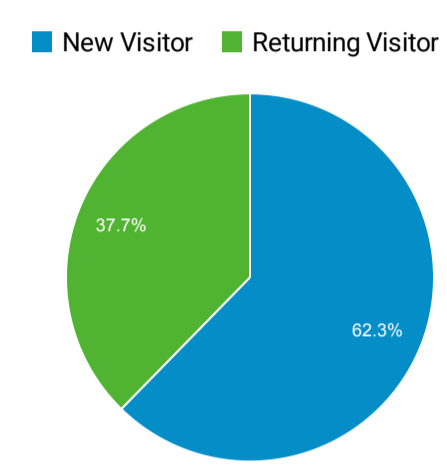
Apr 1, 2022 - Apr 30, 2022

All Users
100.00% Sessions

Overview



| | | | |
|--|------------------------------|---------------------------------|--------------------------------|
| Sessions 102,203 | Users 68,917 | Pageviews 332,748 | Pages / Session 3.26 |
| Avg. Session Duration 00:06:54 | Bounce Rate 69.86% | % New Sessions 62.16% | |



| Language | Sessions | % Sessions |
|-----------|----------|------------|
| 1. en-gb | 45,383 | 44.40% |
| 2. en-us | 35,494 | 34.73% |
| 3. en-ca | 5,841 | 5.72% |
| 4. fr-fr | 1,479 | 1.45% |
| 5. en-au | 1,144 | 1.12% |
| 6. de-de | 1,118 | 1.09% |
| 7. en-cy | 1,018 | 1.00% |
| 8. el-gr | 931 | 0.91% |
| 9. en | 766 | 0.75% |
| 10. ru-ru | 558 | 0.55% |