

30 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Απρίλιο

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 17,027,738 για τον μήνα Απρίλιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 8,812,944 συνολικές εμφανίσεις για τον μήνα Απρίλιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 3,824,182 συνολικές εμφανίσεις για τον μήνα Απρίλιο.

Για περισσότερες πληροφορίες παρακαλώ επικοινωνήστε με το Βασίλειο Μπίτη, Data Analyst, email: bitisv@sppmedia.com, τηλ.: 22472440.

** Τα αποτελέσματα του μεγέθους 'USERS' επηρεάζονται στις μετρήσεις του Google Analytics, λόγω της απόρριψης των cookies από τους χρήστες.

ADSTORE ANALYTICS APRIL 2023			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	30,761,656	11,773,142	4,337,630
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	25,840,682	10,543,853	3,479,151
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	4,920,974	1,229,289	858,479
ENGLISH (Knews, WiZ English)	267,519	147,870	137,685
ADSTORE DISPLAY IMPRESSIONS 72,009,948			
Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			

Total users **2,207,984** Event count **17,027,738**

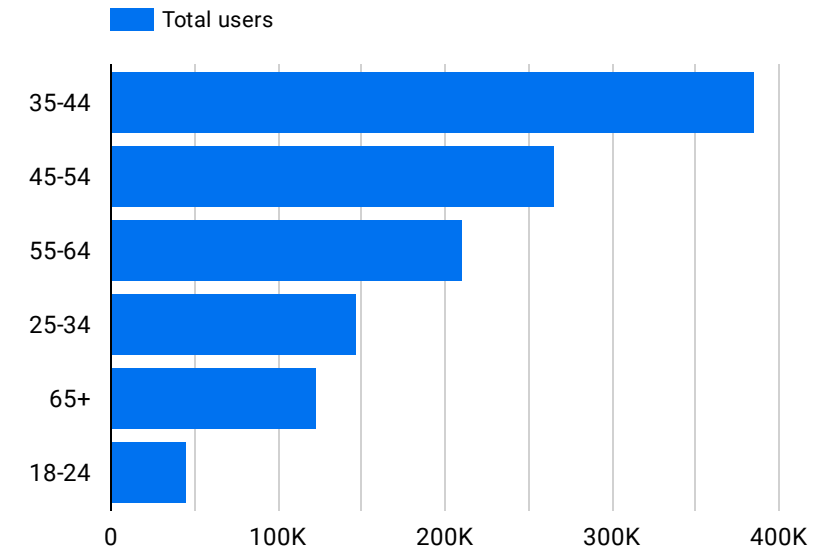
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts	151,521
2.	Shoppers/Shoppers by Store Type/Superstore Shoppers	92,149
3.	Technology/Mobile Enthusiasts	76,406
4.	Vehicles & Transportation	51,610
5.	Media & Entertainment/Comics & Animation Fans	44,632
6.	Food & Dining/Frequently Dines Out/Diners by Meal	32,981
7.	Banking & Finance	21,929

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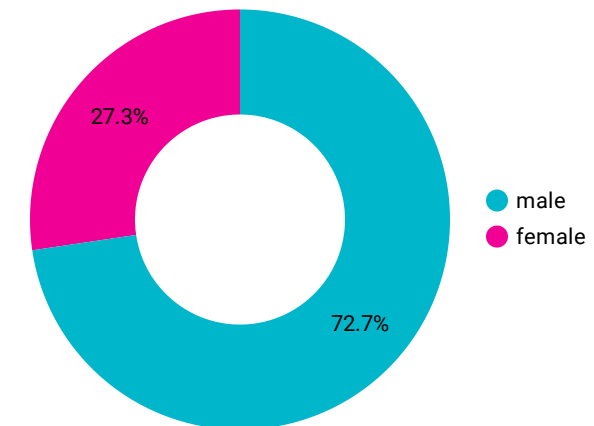
Event name		Event count ▾	Total users
1.	page_view	5,474,483	2,190,881
2.	session_start	3,232,572	2,195,293
3.	user_engagement	3,182,200	1,052,968
4.	first_visit	2,159,407	2,120,244
5.	screen_view	1,441,822	5,493
6.	scroll	502,609	249,843
7.	article_view	358,686	4,535
8.	SPLASH_AD	189,706	5,428
9.	KYPIEΣ	132,343	3,477

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Users By Ages



Users By Gender



Total users
1,271,167

Event count
8,812,944

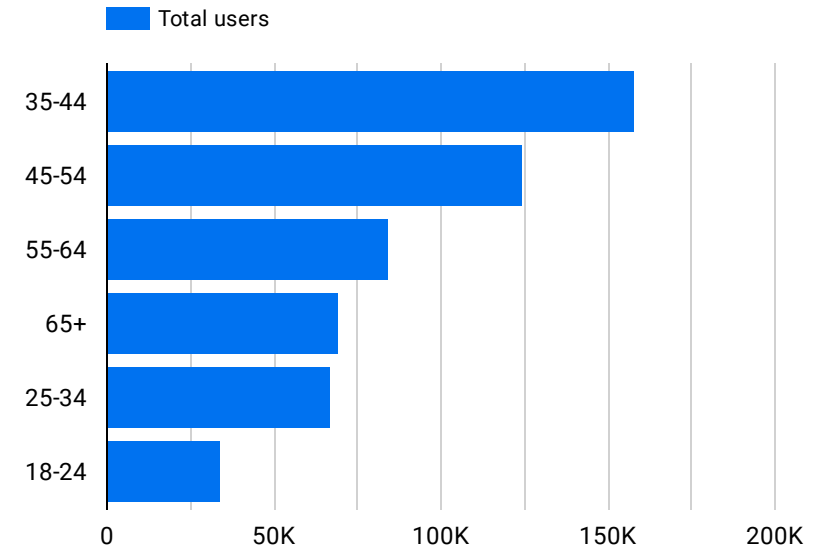
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts	70,388
2.	Technology/Mobile Enthusiasts	45,806
3.	Shoppers/Shoppers by Store Type/Supers...	43,555
4.	Media & Entertainment/Comics & Animati...	25,961
5.	Vehicles & Transportation	18,471
6.	Food & Dining/Frequently Dines Out/Diner...	15,124
7.	Banking & Finance	11,827

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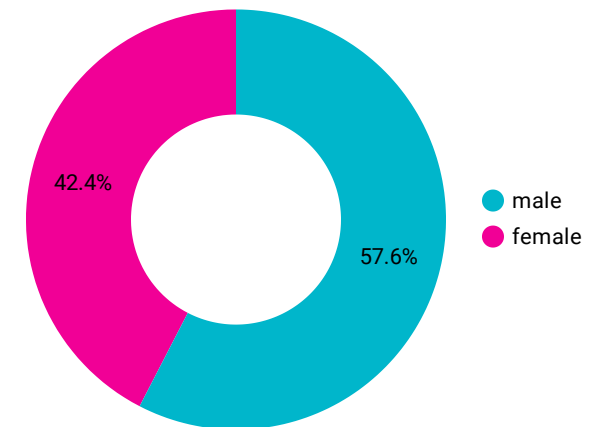
Event name		Event count ▾	Total users
1.	page_view	2,641,220	1,256,604
2.	session_start	1,668,799	1,264,059
3.	user_engagement	1,431,333	508,082
4.	first_visit	1,258,343	1,229,168
5.	screen_view	986,328	6,883
6.	scroll	226,345	109,966
7.	article_view	131,484	5,039
8.	Πρώτη	121,621	4,198
9.	SPLASH_AD	117,976	6,789

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Users By Ages



Users By Gender



Total users
599,080

Event count
3,824,182

Sessions
917,976

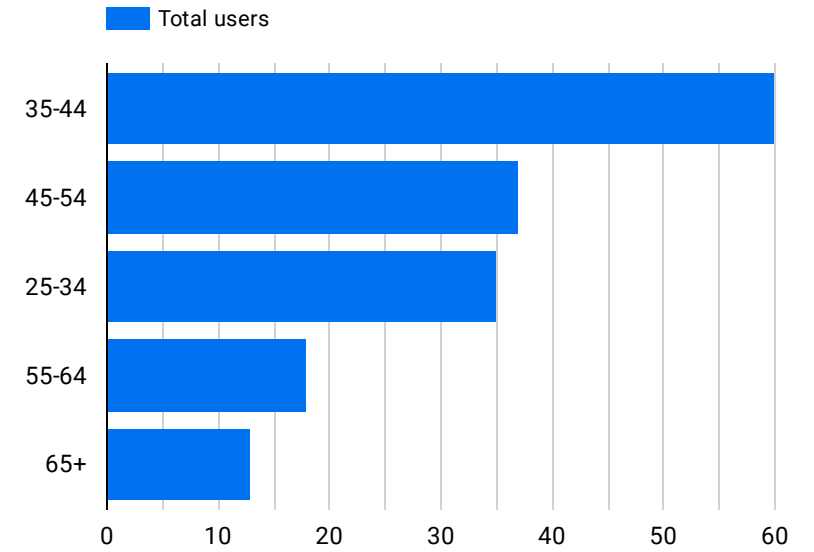
Interests		Total users ▾
1.	Media & Entertainment/Comics & Animati...	150
2.	Shoppers	148
3.	Technology/Mobile Enthusiasts	137
4.	Food & Dining/Cooking Enthusiasts	133

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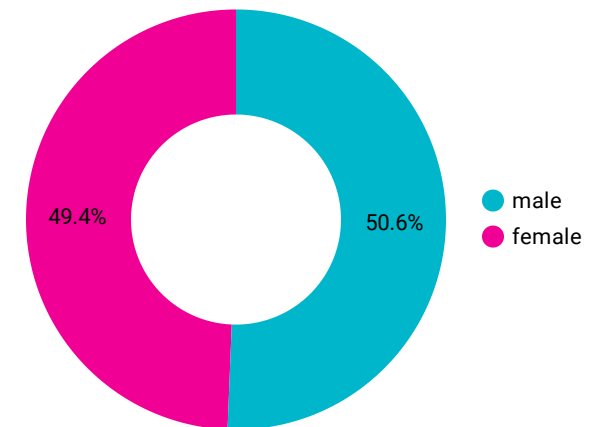
Event name		Event count ▾	Total users
1.	page_view	1,361,714	596,173
2.	session_start	907,778	595,848
3.	user_engagement	848,283	355,655
4.	first_visit	575,642	578,933
5.	scroll	108,740	50,939
6.	click	17,266	8,888
7.	screen_view	3,019	321
8.	notification_receive	777	124
9.	app_exception	322	40

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Users By Ages



Users By Gender



Total users
214,206

Event count
1,016,712

Sessions
260,302

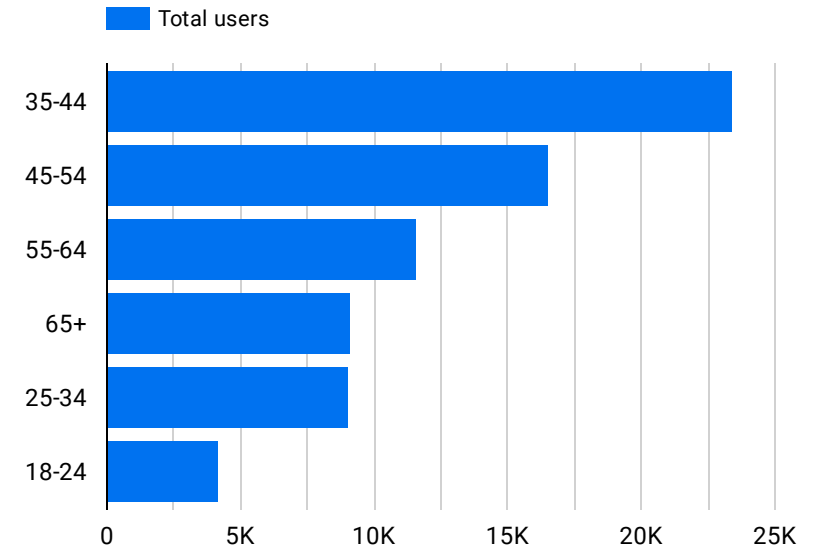
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts	12,836
2.	Shoppers/Shoppers by Store Type/Supers...	7,293
3.	Technology/Mobile Enthusiasts	4,864
4.	Vehicles & Transportation	3,851
5.	Food & Dining/Frequently Dines Out/Diner...	3,211
6.	Media & Entertainment/Comics & Animati...	2,368
7.	Banking & Finance	1,701

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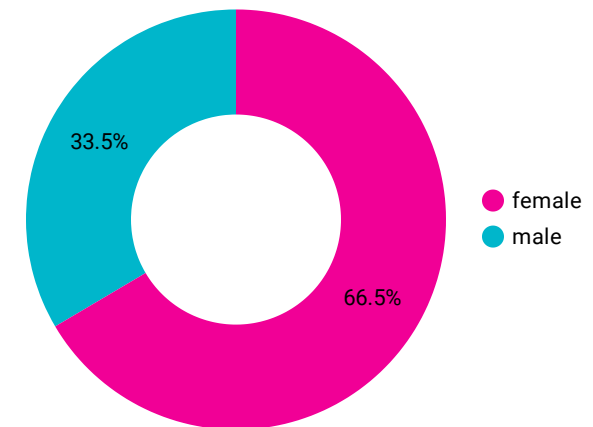
Event name		Event count ▾	Total users
1.	page_view	381,395	211,651
2.	session_start	257,305	211,666
3.	first_visit	208,928	204,815
4.	user_engagement	138,551	79,868
5.	scroll	27,022	19,061
6.	click	3,418	2,546
7.	file_download	88	64
8.	view_search_results	5	3

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Users By Ages



Users By Gender

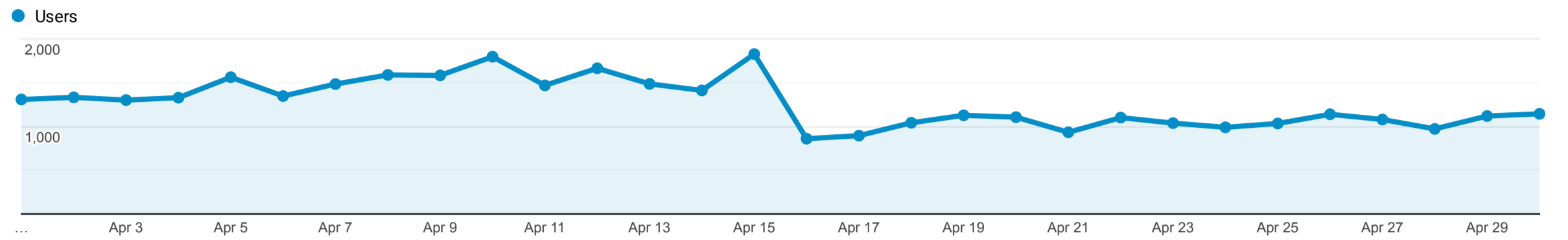


Audience Overview

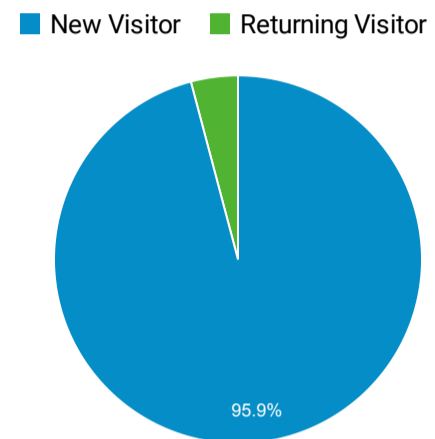
Apr 1, 2023 - Apr 30, 2023

All Users
100.00% Users

Overview



Users 35,963	New Users 35,645	Sessions 39,383	Number of Sessions per User 1.10
Pageviews 56,915	Pages / Session 1.45	Avg. Session Duration 00:00:26	Bounce Rate 92.99%



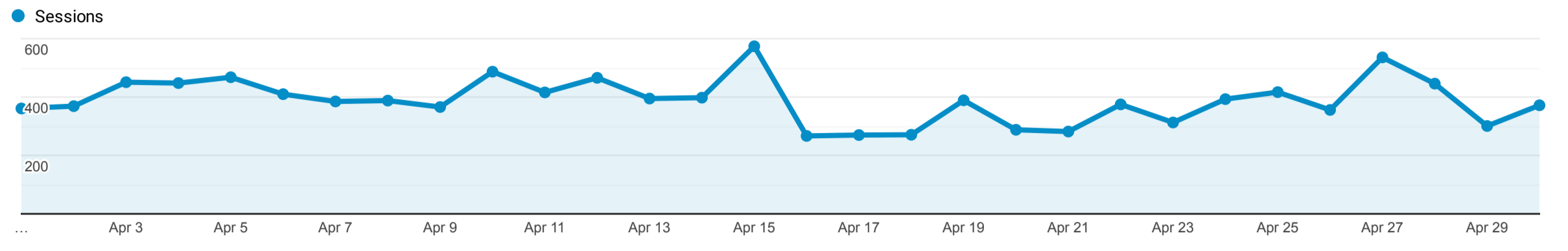
Language	Users	% Users
1. el-gr	12,602	34.74%
2. el	8,442	23.27%
3. en-gb	7,088	19.54%
4. en-us	5,459	15.05%
5. el-cy	1,296	3.57%
6. de-de	326	0.90%
7. en-cy	325	0.90%
8. en-au	104	0.29%
9. en	84	0.23%
10. en-ca	65	0.18%

Audience Overview

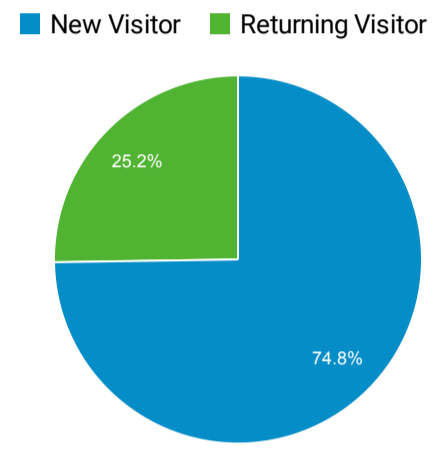
Apr 1, 2023 - Apr 30, 2023

All Users
100.00% Sessions

Overview



Sessions 11,628	Users 9,230	Pageviews 23,165	Pages / Session 1.99
Avg. Session Duration 00:02:23	Bounce Rate 84.58%	% New Sessions 74.73%	



Language	Sessions	% Sessions
1. el-gr	4,523	38.90%
2. el	2,606	22.41%
3. en-us	2,141	18.41%
4. en-gb	1,552	13.35%
5. el-cy	309	2.66%
6. zh-cn	85	0.73%
7. en-cy	55	0.47%
8. en	52	0.45%
9. de-de	42	0.36%
10. en-au	41	0.35%



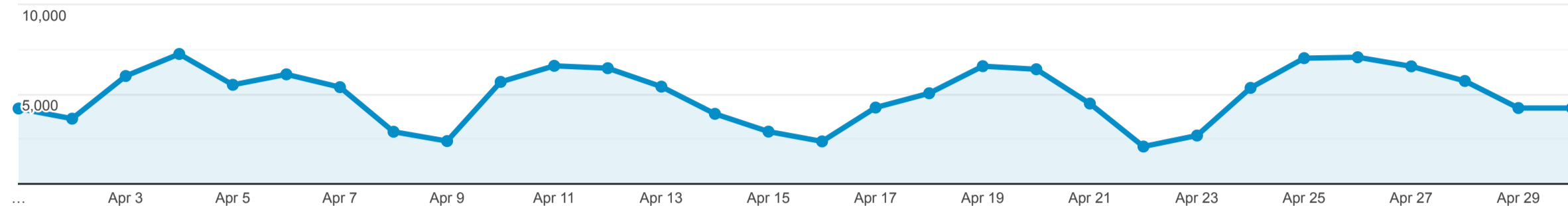
Audience Overview

Apr 1, 2023 - Apr 30, 2023

All Users
100.00% Sessions

Overview

Sessions



Sessions

147,870



Users

137,685



Pageviews

267,519



Pages / Session

1.81



Avg. Session Duration

00:02:15



Bounce Rate

92.79%

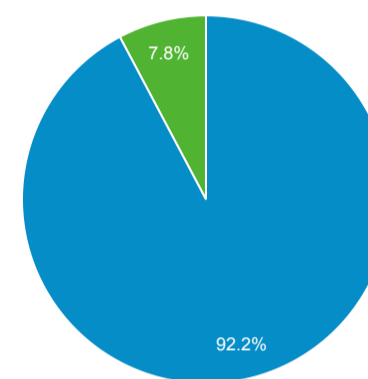


% New Sessions

92.21%



New Visitor Returning Visitor



Language

	Sessions	% Sessions
1. en-us	65,121	44.04%
2. en-gb	51,857	35.07%
3. ru-ru	3,499	2.37%
4. zh-cn	2,382	1.61%
5. el-gr	1,833	1.24%
6. ru	1,819	1.23%
7. en	1,743	1.18%
8. en-ca	1,461	0.99%
9. tr-tr	1,421	0.96%
10. de-de	1,259	0.85%