

1.2 εκατομμύριο χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Φεβρουάριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Φεβρουάριο 30,765,622 εμφανίσεις και 1,200,602 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 20,011,694 και 520,817 συνολικούς χρήστες για τον μήνα Φεβρουάριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 8,131,311 και συνολικούς χρήστες 289,809.

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

ADSTORE ANALYTICS FEBRUARY 2021			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	30,765,622	14,977,813	1,200,602
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	28,143,005	13,706,519	810,626
LIFESTYLE (must, gastronomos, wiz guide, athena recipes)	2,622,617	1,271,294	389,976
ENGLISH (Knews + Wiz english)	223,427	53,507	24,738
ADSTORE DISPLAY IMPRESSIONS 110,949,695			
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



24NEWS

wizguide

Total users
520,817

Event count
20,011,694

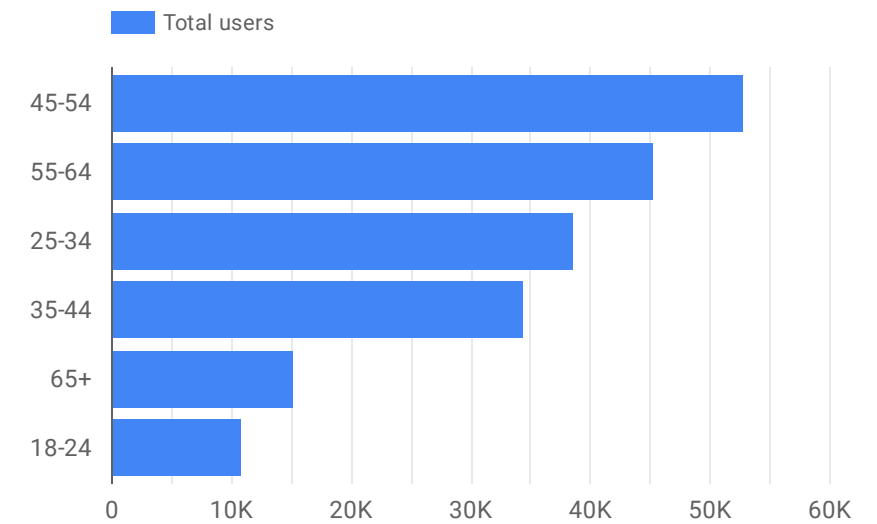
Interests	Total users
1. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	97,024
2. News & Politics/Avid News Readers	96,551
3. Media & Entertainment/TV Lovers	95,816
4. Lifestyles & Hobbies/Green Living Enthusiasts	81,775
5. Home & Garden/Do-It-Yourselfers	76,880
6. Sports & Fitness/Health & Fitness Buffs	73,316
7. Sports & Fitness/Sports Fans	72,622

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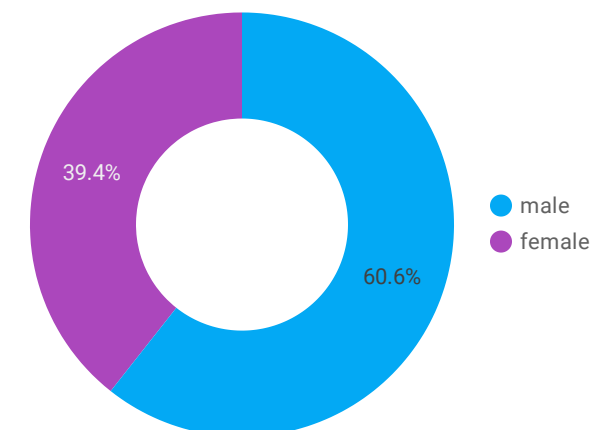
Event name	Event count	Total users
1. page_view	8,041,798	510,741
2. user_engagement	6,044,763	349,300
3. session_start	2,425,375	512,341
4. screen_view	1,669,954	5,250
5. article_view	410,197	4,076
6. scroll	355,829	52,608
7. first_visit	347,018	336,330
8. SPLASH_AD	241,920	4,946
9. KYPIEΣ	162,417	3,131
Grand total	20,011,694	520,817

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Users by Ages



Users by Gender



Total users
289,809

Event count
8,131,311

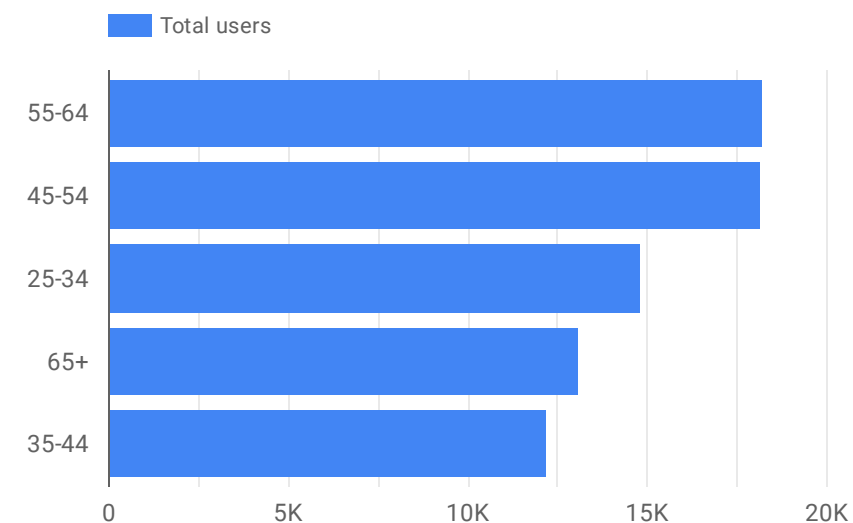
Interests	Total users
1. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	40,159
2. News & Politics/Avid News Readers	37,067
3. Media & Entertainment/TV Lovers	34,136
4. Lifestyles & Hobbies/Green Living Enthusiasts	33,037
5. Sports & Fitness/Health & Fitness Buffs	28,877
6. Shoppers/Value Shoppers	27,611
7. News & Politics/Avid News Readers/Entertainment News Entusi...	26,595

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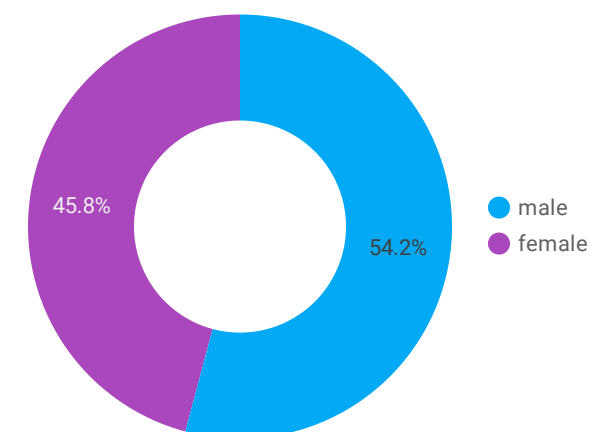
Event name	Event count	Total users
1. page_view	2,769,654	279,558
2. user_engagement	2,108,158	182,662
3. screen_view	1,225,113	8,343
4. session_start	912,179	285,820
5. first_visit	210,552	204,661
6. article_view	187,610	5,776
7. SPLASH_AD	186,429	8,003
8. Πρώτη	174,832	4,862
9. scroll	120,249	34,612
Grand total	8,131,311	289,809

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Users by Ages



Users by Gender

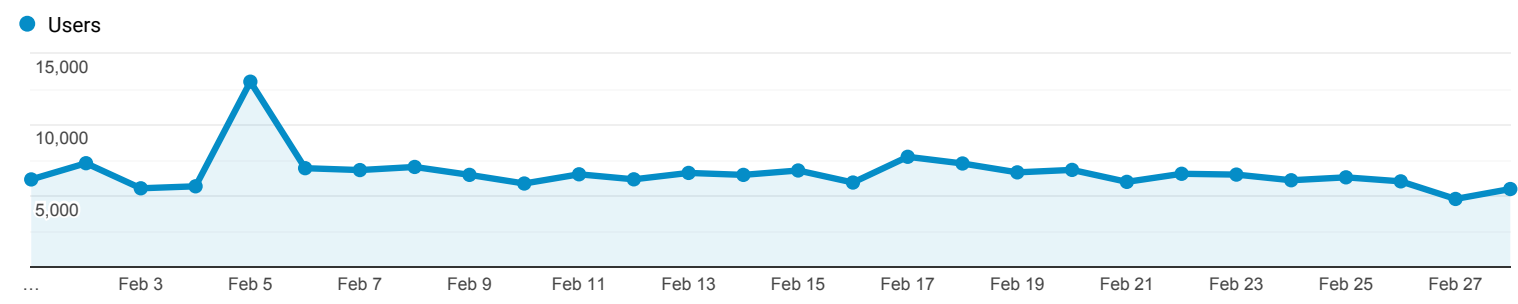


Audience Overview

All Users
100.00% Users

Feb 1, 2021 - Feb 28, 2021

Overview



Users
127,785

New Users
108,747

Sessions
216,329

Number of Sessions per User
1.69

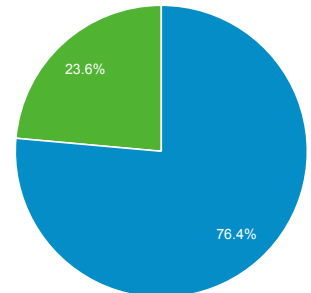
Pageviews
505,757

Pages / Session
2.34

Avg. Session Duration
00:03:11

Bounce Rate
68.63%

■ New Visitor ■ Returning Visitor



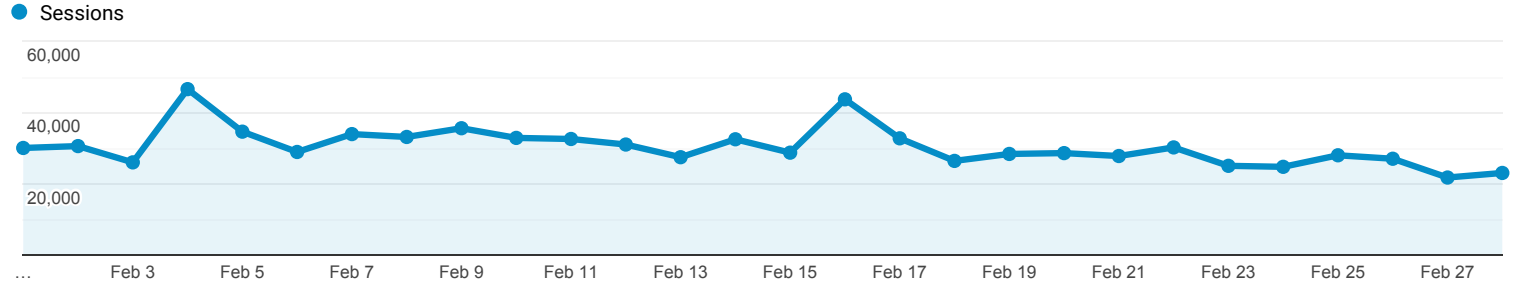
Language	Users	% Users
1. el-gr	57,283	43.80%
2. el	24,837	18.99%
3. en-gb	22,464	17.18%
4. en-us	16,399	12.54%
5. el-cy	4,985	3.81%
6. en-cy	1,546	1.18%
7. de-de	469	0.36%
8. en	435	0.33%
9. el-gb	260	0.20%
10. en-au	223	0.17%

Audience Overview

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Overview



Sessions
852,516

Users
167,792

Pageviews
1,260,428

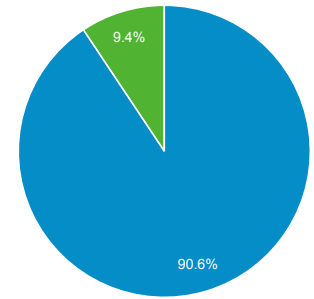
Pages / Session
1.48

Avg. Session Duration
00:01:37

Bounce Rate
83.54%

% New Sessions
9.35%

■ Returning Visitor ■ New Visitor



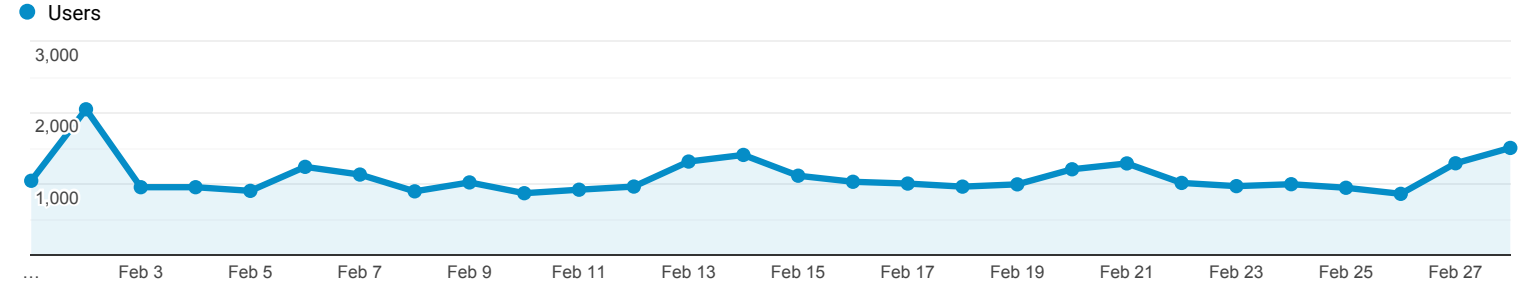
Language	Sessions	% Sessions
1. el-gr	388,146	45.53%
2. en-gb	140,178	16.44%
3. en-us	119,555	14.02%
4. el-cy	117,926	13.83%
5. en-cy	41,634	4.88%
6. el	24,837	2.91%
7. el-gb	7,315	0.86%
8. en-gr	1,526	0.18%
9. en-au	1,494	0.18%
10. el-us	995	0.12%

Audience Overview

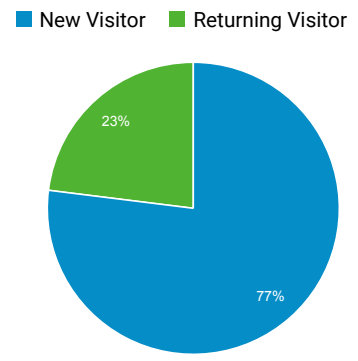
Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Users

Overview



Users 25,121	New Users 21,656	Sessions 36,419
Number of Sessions per User 1.45	Pageviews 101,578	Pages / Session 2.79
Avg. Session Duration 00:02:03	Bounce Rate 70.81%	



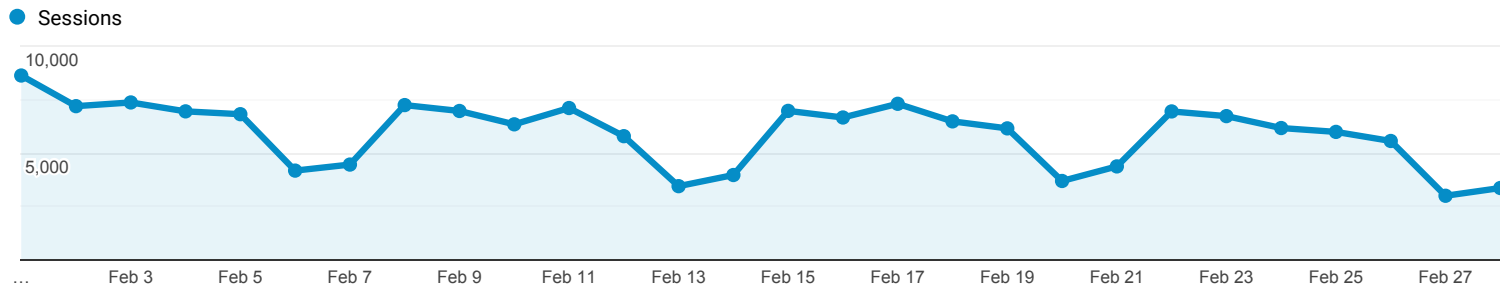
Language	Users	% Users
1. el-gr	10,382	41.14%
2. en-gb	4,719	18.70%
3. el	4,578	18.14%
4. en-us	3,264	12.93%
5. el-cy	854	3.38%
6. en-cy	273	1.08%
7. de-de	152	0.60%
8. en	105	0.42%
9. de	77	0.31%
10. en-au	70	0.28%

Audience Overview

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Overview



Sessions
166,030

Users
67,727

Pageviews
754,854

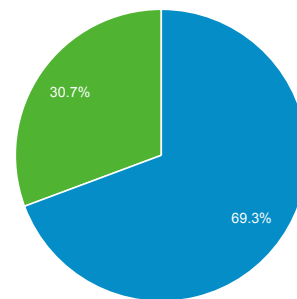
Pages / Session
4.55

Avg. Session Duration
00:09:34

Bounce Rate
61.63%

% New Sessions
30.63%

Returning Visitor New Visitor



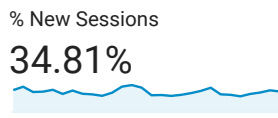
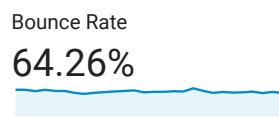
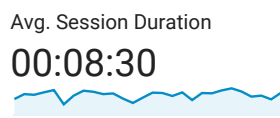
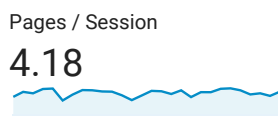
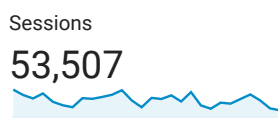
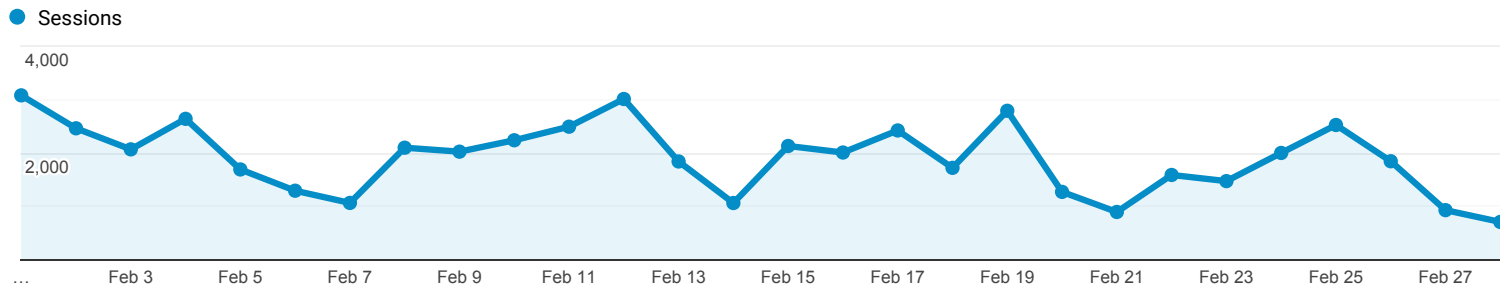
Language	Sessions	% Sessions
1. en-us	79,117	47.65%
2. en-gb	40,736	24.54%
3. el-gr	28,542	17.19%
4. el	7,489	4.51%
5. el-cy	3,916	2.36%
6. en	1,731	1.04%
7. en-cy	1,230	0.74%
8. en-au	351	0.21%
9. de-de	270	0.16%
10. en-ca	257	0.15%

Audience Overview

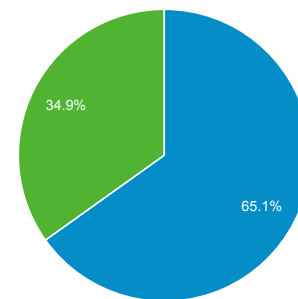
Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Overview



Returning Visitor New Visitor



Language	Sessions	% Sessions
1. en-gb	32,776	61.26%
2. en-us	11,532	21.55%
3. el-gr	1,318	2.46%
4. en-cy	1,230	2.30%
5. de-de	514	0.96%
6. en-au	483	0.90%
7. en-ca	458	0.86%
8. en	421	0.79%
9. ru-ru	309	0.58%
10. sv-se	254	0.47%