

1,3 εκατομμύρια χρήστες και 29 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Φεβρουάριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Φεβρουάριο 29,164,848 εμφανίσεις και 1,310,685 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 16,673,056 και 568,501 συνολικούς χρήστες για τον μήνα Φεβρουάριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 7,351,999 συνολικές εμφανίσεις και 303,562 χρήστες για τον μήνα Φεβρουάριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,285,379 συνολικές εμφανίσεις και 119,284 χρήστες για τον μήνα Φεβρουάριο.

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

ADSTORE ANALYTICS FEBRUARY 2022

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	29.164.848	13.060.896	1.310.685
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	24.025.055	11.844.021	872.063
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	5.139.793	1.216.875	438.622
ENGLISH (Knews, WiZ English)	318.275	85.165	46.395

ADSTORE DISPLAY IMPRESSIONS 84,442,023

Η επισκεψιμότητα των Knews & WiZ English μετρείται και στην συνολική επισκεψιμότητα της Καθημερινής.

www.ad-store.net

Total users
568,501

Event count
16,673,056

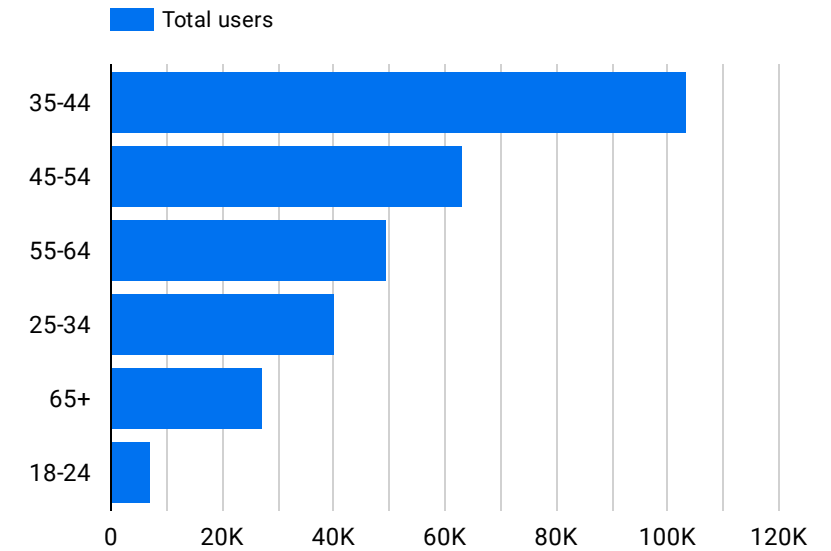
	Interests	Total users ▾
1.	News & Politics/Avid News Readers	181,809
2.	Media & Entertainment/TV Lovers	181,011
3.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	159,119
4.	News & Politics/Avid News Readers/Entertainment News Enthusias...	146,600
5.	Lifestyles & Hobbies/Green Living Enthusiasts	136,676
6.	Sports & Fitness/Sports Fans	133,005
7.	Beauty & Wellness/Frequently Visits Salons	116,680

1 - 100 / 116 < >

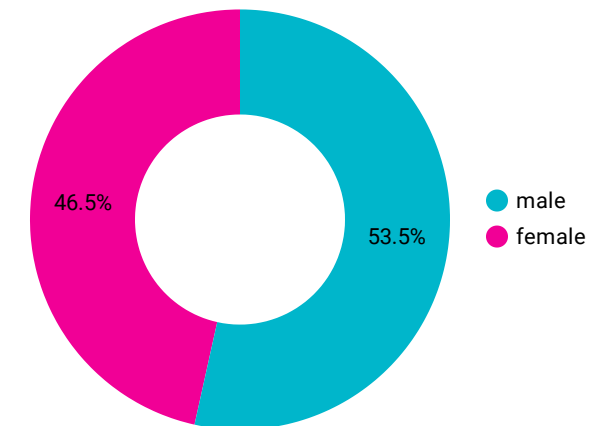
	Event name	Event count ▾	Total users
1.	page_view	6,878,755	558,339
2.	user_engagement	3,755,855	282,065
3.	session_start	2,376,067	558,151
4.	screen_view	1,641,738	5,664
5.	scroll	467,397	114,539
6.	article_view	385,737	4,596
7.	first_visit	359,219	354,334
8.	SPLASH_AD	234,813	5,470
9.	KYPIEΣ	173,832	3,495

1 - 40 / 40 < >

Users By Ages



Users By Gender



Total users
303,562

Event count
7,351,999

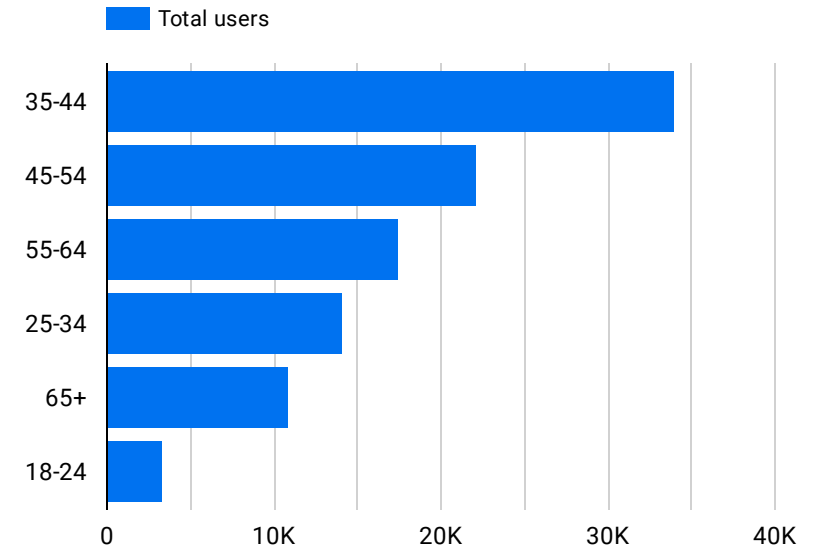
Interests		Total users ▾
1.	News & Politics/Avid News Readers	67,126
2.	Media & Entertainment/TV Lovers	56,401
3.	Food & Dining/Cooking Enthusiasts/30 M...	55,575
4.	News & Politics/Avid News Readers/Enter...	52,166
5.	Sports & Fitness/Sports Fans	48,878
6.	Lifestyles & Hobbies/Green Living Enthusi...	48,368
7.	Sports & Fitness/Health & Fitness Buffs	46,001

1 - 100 / 117 < >

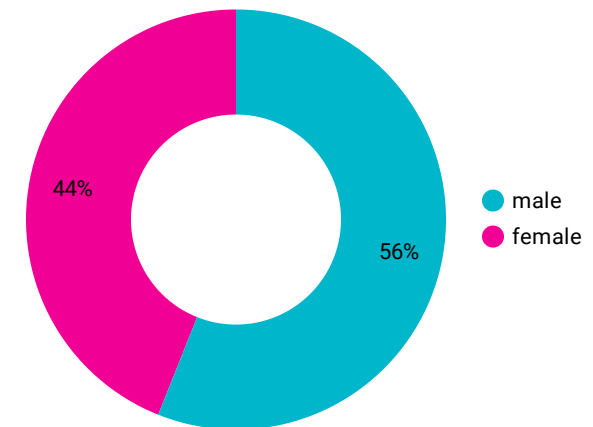
Event name		Event count ▾	Total users
1.	page_view	2,947,801	295,041
2.	user_engagement	1,520,657	169,629
3.	screen_view	1,029,549	6,532
4.	session_start	914,315	298,274
5.	first_visit	207,713	202,756
6.	article_view	164,047	5,036
7.	Πρώτη	133,640	3,895
8.	SPLASH_AD	121,481	6,390
9.	scroll	112,953	32,748

1 - 56 / 56 < >

Users By Ages



Users By Gender



Total users
119,284

Event count
4,285,379

Sessions
779,038

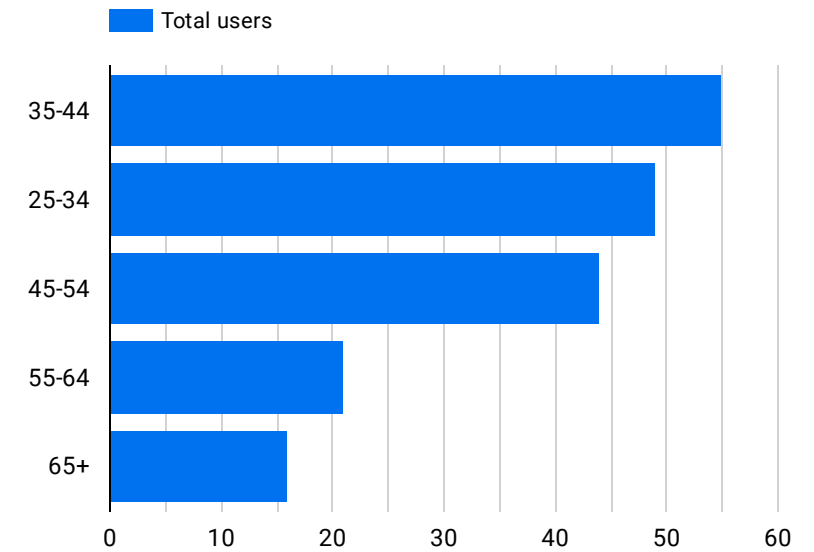
Interests		Total users ▾
1.	Media & Entertainment/Comics & Animati...	179
2.	Shoppers	178
3.	Food & Dining/Cooking Enthusiasts	167
4.	Technology/Mobile Enthusiasts	162
5.	Travel/Travel Buffs	128
6.	Sports & Fitness/Health & Fitness Buffs	126
7.	Technology/Technophiles	116

1 - 54 / 54 < >

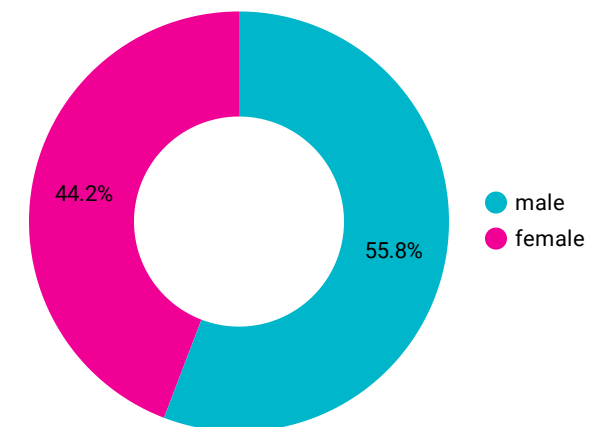
Event name		Event count ▾	Total users
1.	page_view	2,116,205	118,631
2.	user_engagement	1,082,177	83,159
3.	session_start	779,038	118,906
4.	scroll	177,597	31,047
5.	first_visit	93,104	91,827
6.	video_start	17,100	2,717
7.	click	14,509	5,922
8.	screen_view	3,843	383
9.	notification_receive	709	95

1 - 27 / 27 < >

Users By Ages



Users By Gender

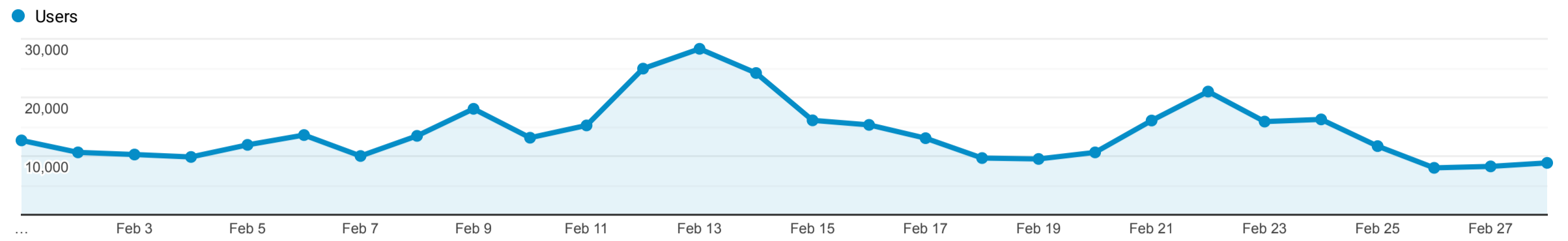


Audience Overview

Feb 1, 2022 - Feb 28, 2022

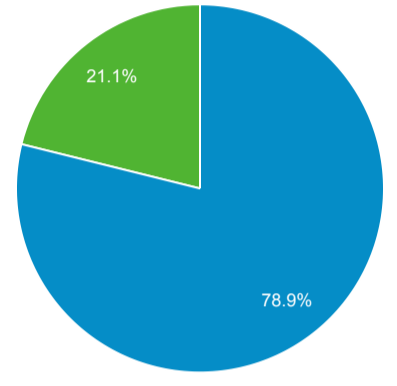
All Users
100.00% Users

Overview



Users 283,230	New Users 242,247	Sessions 432,233	Number of Sessions per User 1.53
Pageviews 732,549	Pages / Session 1.69	Avg. Session Duration 00:01:37	Bounce Rate 84.40%

■ New Visitor ■ Returning Visitor



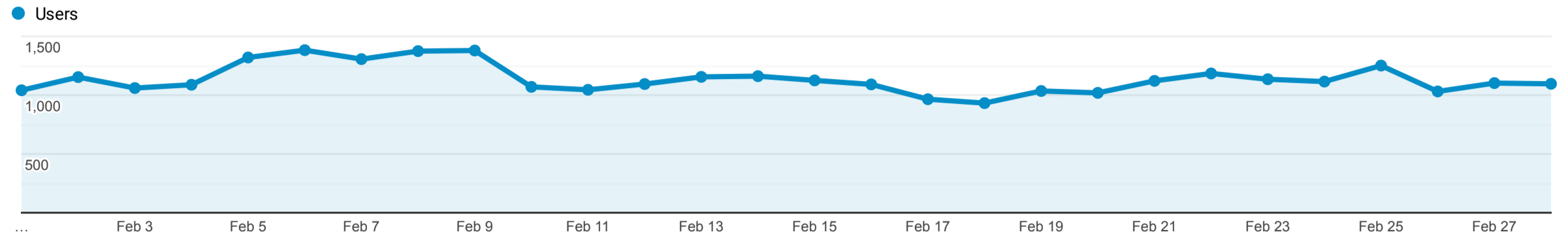
Language	Users	% Users
1. el-gr	112,397	39.31%
2. en	71,989	25.18%
3. en-gb	44,697	15.63%
4. en-us	21,224	7.42%
5. el	17,155	6.00%
6. el-cy	9,940	3.48%
7. en-cy	3,966	1.39%
8. el-gb	839	0.29%
9. de-de	731	0.26%
10. en-au	597	0.21%

Audience Overview

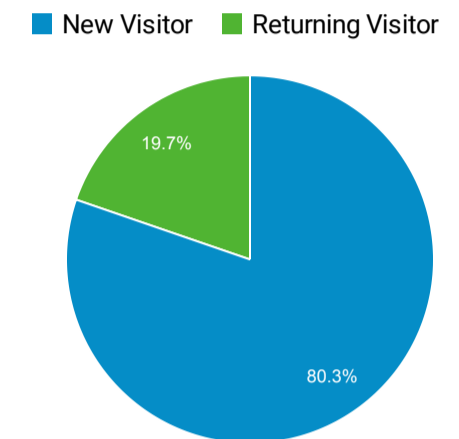
Feb 1, 2022 - Feb 28, 2022

All Users
100.00% Users

Overview



Users 26,462	New Users 23,435	Sessions 35,929	Number of Sessions per User 1.36
Pageviews 90,665	Pages / Session 2.52	Avg. Session Duration 00:03:17	Bounce Rate 75.31%



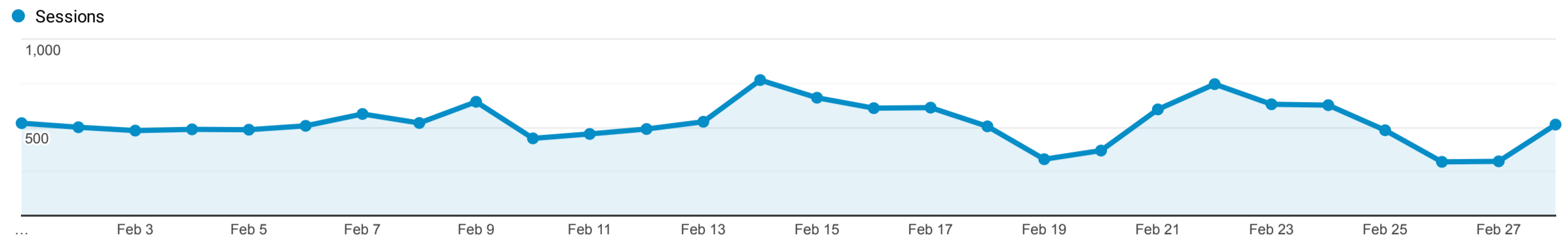
Language	Users	% Users
1. el-gr	11,047	41.53%
2. el	5,912	22.23%
3. en-gb	4,350	16.35%
4. en-us	3,472	13.05%
5. el-cy	794	2.99%
6. en-cy	297	1.12%
7. de-de	99	0.37%
8. en	79	0.30%
9. c	75	0.28%
10. en-au	70	0.26%

Audience Overview

Feb 1, 2022 - Feb 28, 2022

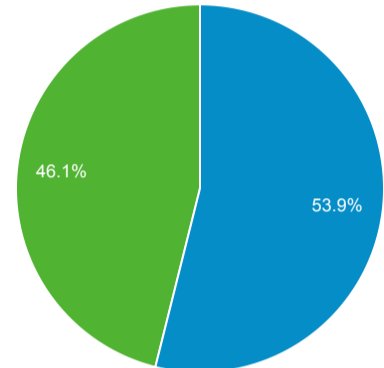
All Users
100.00% Sessions

Overview



Sessions 14,675	Users 9,646	Pageviews 31,200	Pages / Session 2.13
Avg. Session Duration 00:02:56	Bounce Rate 81.05%	% New Sessions 53.85%	

■ New Visitor ■ Returning Visitor



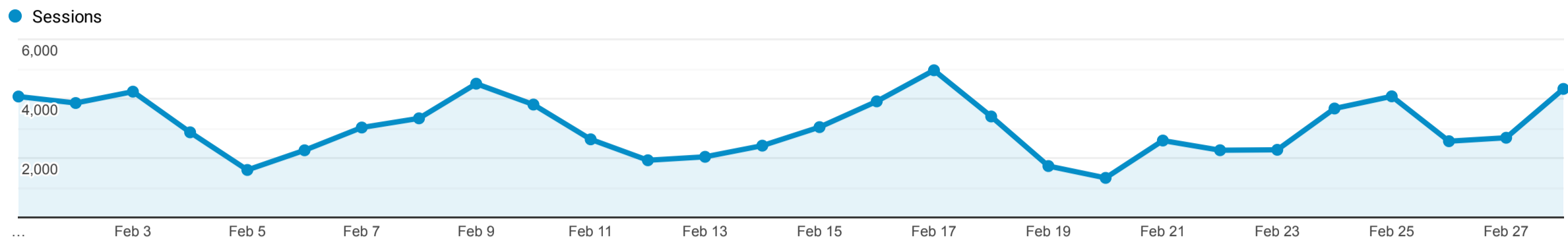
Language	Sessions	% Sessions
1. el-gr	5,254	35.80%
2. en-us	4,409	30.04%
3. en-gb	1,675	11.41%
4. el-cy	1,432	9.76%
5. el	1,386	9.44%
6. en	88	0.60%
7. en-cy	74	0.50%
8. el-gb	70	0.48%
9. de-de	35	0.24%
10. en-au	30	0.20%

Audience Overview

Feb 1, 2022 - Feb 28, 2022

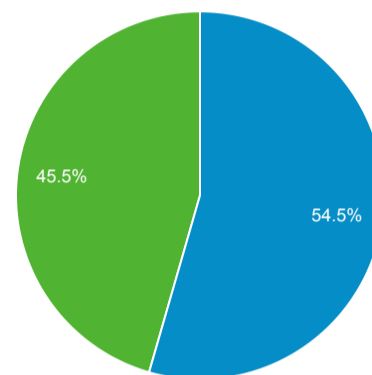
All Users
100.00% Sessions

Overview



Sessions 85,165	Users 46,395	Pageviews 318,275	Pages / Session 3.74
Avg. Session Duration 00:07:57	Bounce Rate 66.61%	% New Sessions 45.40%	

Returning Visitor New Visitor



Language	Sessions	% Sessions
1. en-gb	48,748	57.24%
2. en-us	20,631	24.22%
3. en-cy	1,536	1.80%
4. de-de	1,260	1.48%
5. el-gr	1,118	1.31%
6. en-ca	1,106	1.30%
7. en-au	1,088	1.28%
8. tr-tr	770	0.90%
9. fr-fr	720	0.85%
10. ru-ru	589	0.69%