

## 28 εκατομμύρια εμφανίσεις για τον μήνα Ιούλιο Δείτε τα ηλικιακά προφίλ, τα ενδιαφέροντα και την χώρα προέλευσης των χρηστών

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Ιούλιο 28,467,020 εμφανίσεις και 1,168,527 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24sports&news, κατέγραψαν για τον μήνα Ιούλιο 14,634,810 συνολικές εμφανίσεις και συνολικούς χρήστες 349,660.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 9,131,621 και συνολικούς χρήστες 301,079.

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

### ADSTORE ANALYTICS JULY 2020

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	28,467,020	14,275,354	1,168,527
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	23,766,432	11,798,803	650,739
<b>LIFESTYLE</b> (must, gastronomos, athena recipes, WIZ guide)	4,700,588	2,476,551	517,788
<b>ENGLISH</b> (Knews, WIZ English)	172,668	92,882	38,570

### ADSTORE DISPLAY IMPRESSIONS 98,340,040

Η επισκεψιμότητα των Knews & WIZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.

[www.ad-store.net](http://www.ad-store.net)

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL  
PEOPLE

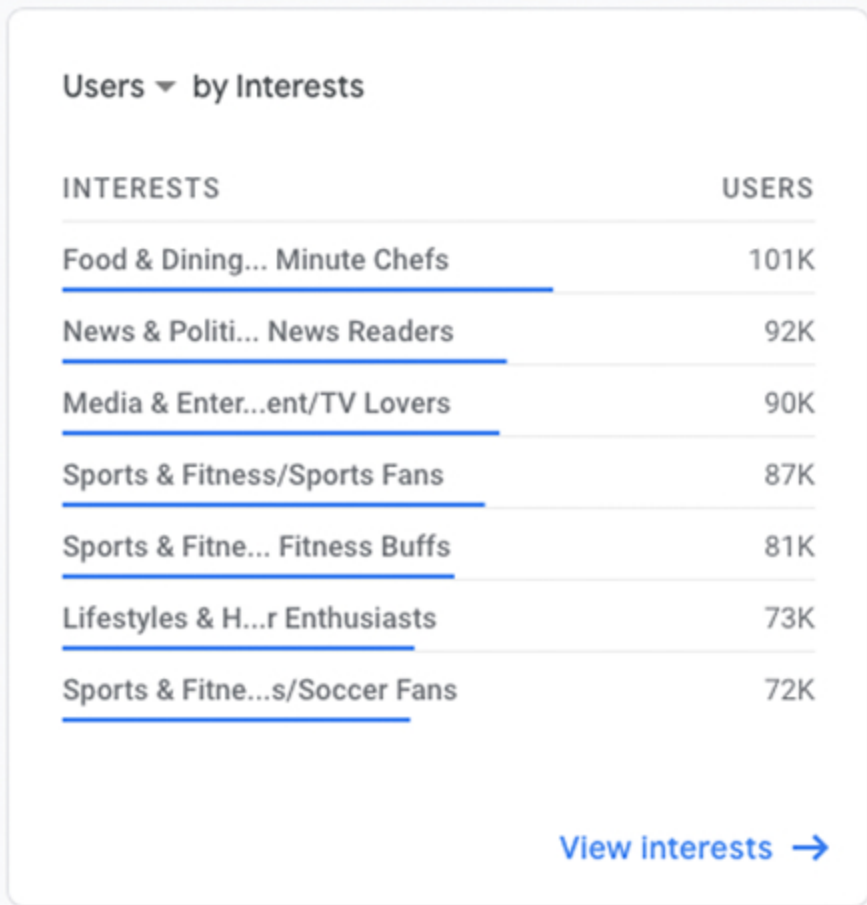
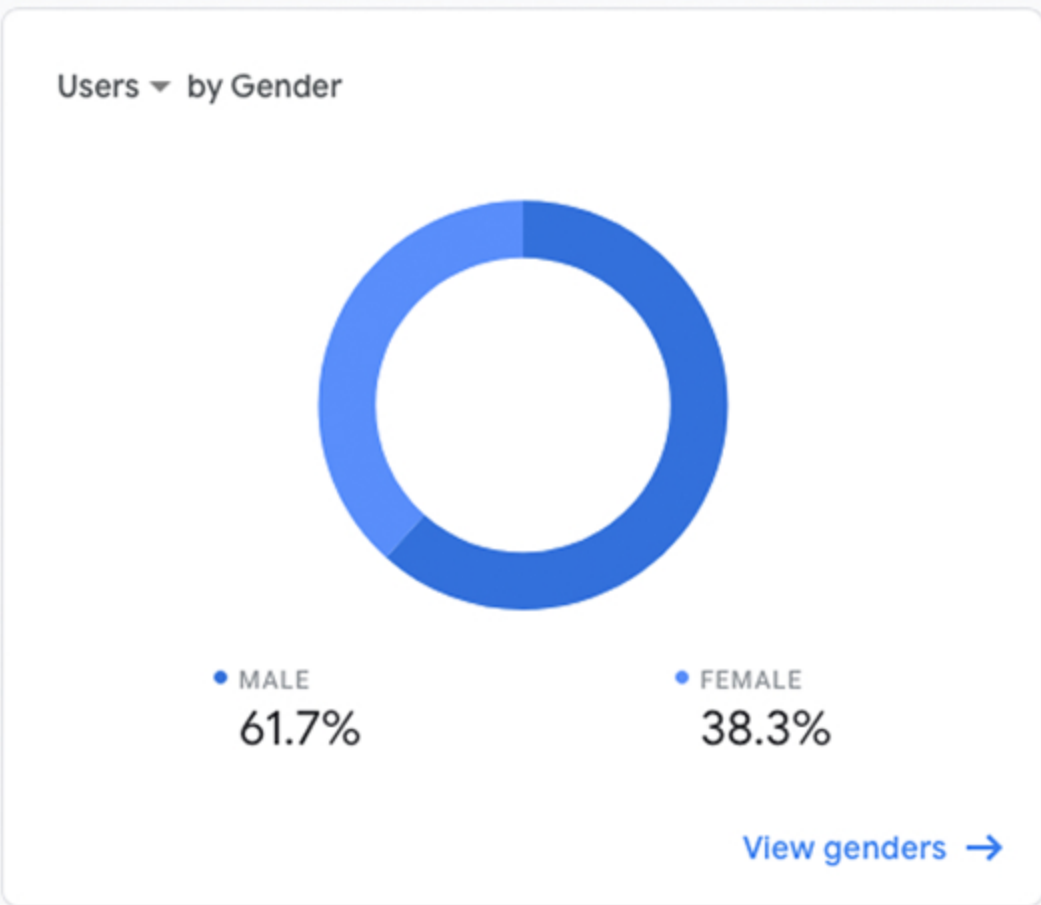
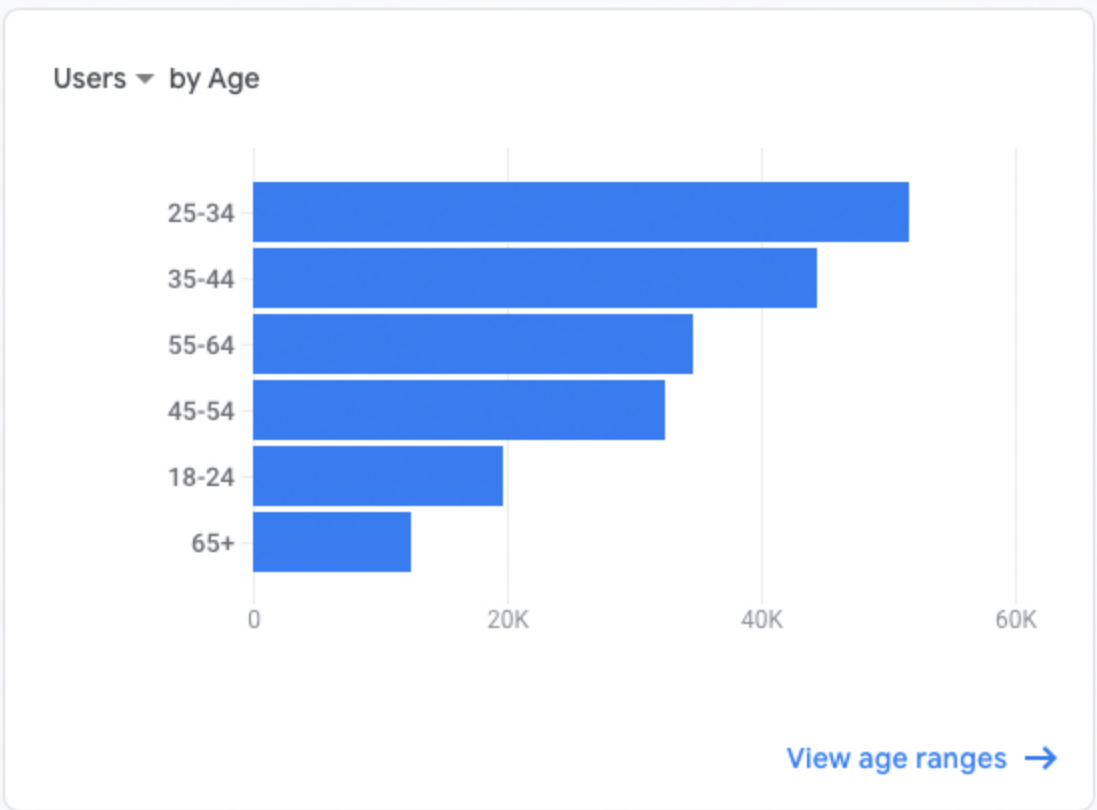
KNEWS



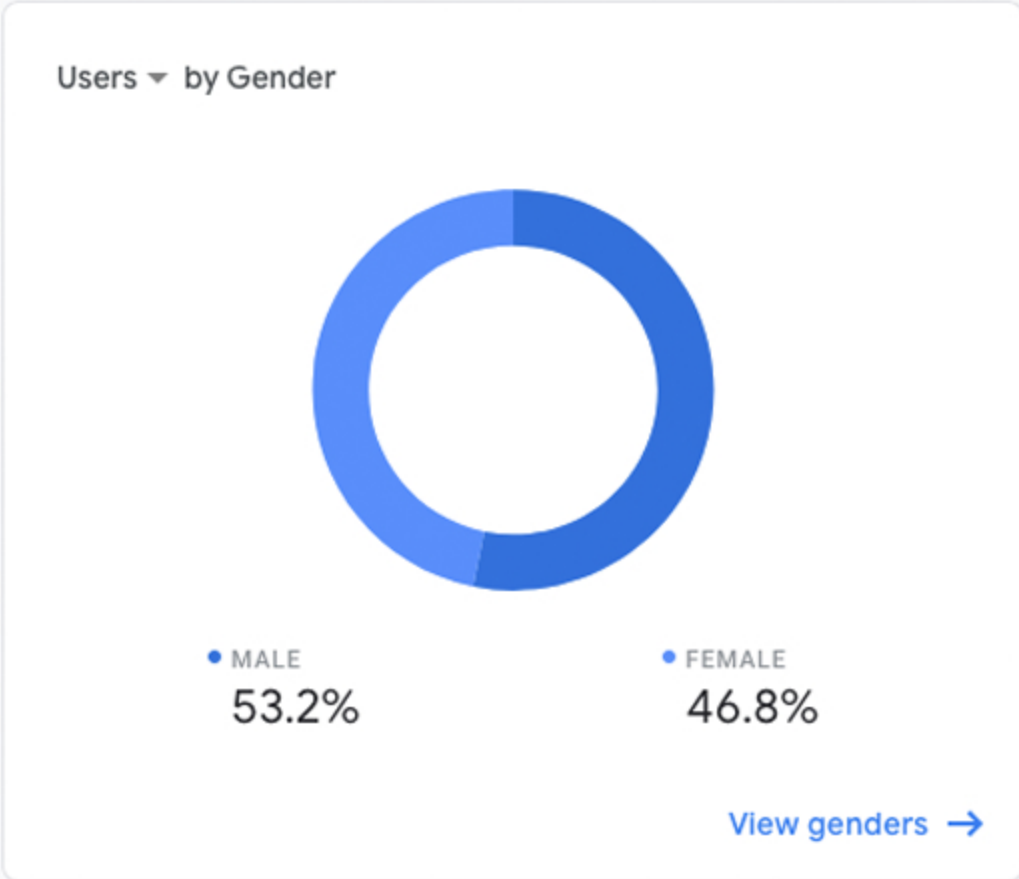
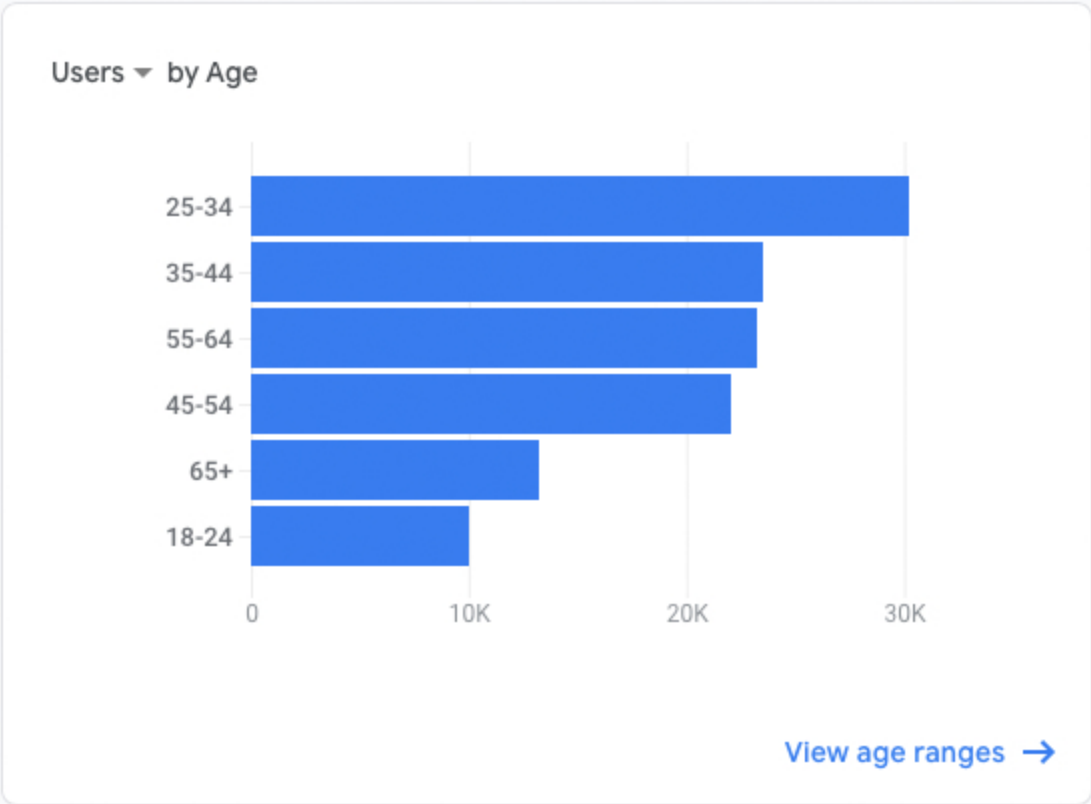
24NEWS



Event name	↓ Event count	Total users
<b>Totals</b>	<b>14,634,810</b> 100% of total	<b>349,660</b> 100% of total
1 page_view	5,884,448	344,037
2 user_engagement	4,489,530	242,829
3 session_start	1,721,386	348,760
4 screen_view	1,235,447	4,560
5 article_view	343,118	3,489
6 first_visit	228,745	230,637
7 scroll	219,365	36,298
8 SPLASH_AD	156,269	4,131
9 KYPIEΣ	108,661	2,654
10 Κύπιας	85,907	1,453



Event name	↓ Event count	Total users
<b>Totals</b>	<b>9,131,621</b> 100% of total	<b>301,079</b> 100% of total
1 page_view	3,333,408	291,816
2 user_engagement	2,297,691	197,614
3 screen_view	1,345,500	8,917
4 session_start	940,365	300,368
5 first_visit	233,005	232,577
6 SPLASH_AD	204,900	8,285
7 article_view	197,049	6,365
8 Πρώτη	184,355	4,813
9 scroll	150,928	38,466
10 ΠΡΩΤΗ	89,303	3,129

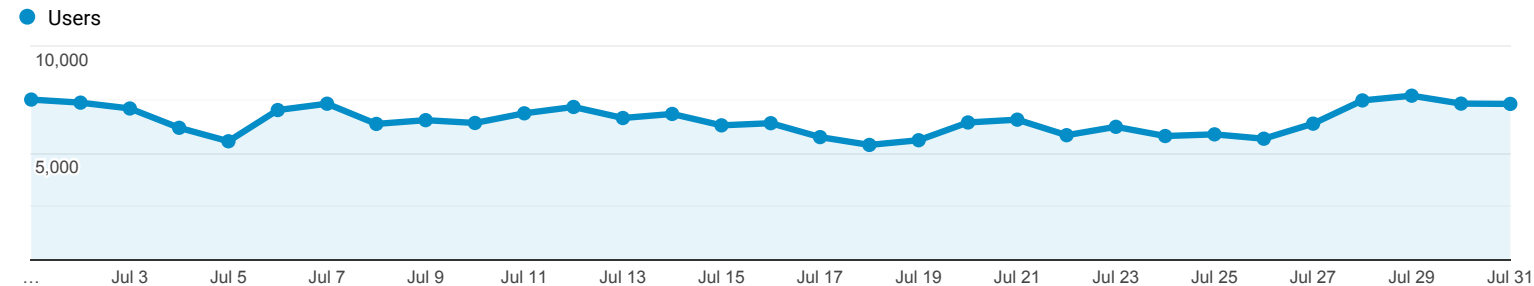


## Audience Overview

**All Users**  
100.00% Users

Jul 1, 2020 - Jul 31, 2020

### Overview



Users  
**138,701**

New Users  
**113,385**

Sessions  
**247,119**

Number of Sessions per User  
**1.78**

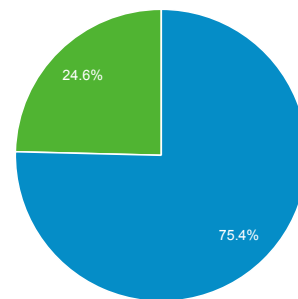
Pageviews  
**606,017**

Pages / Session  
**2.45**

Avg. Session Duration  
**00:03:36**


Bounce Rate  
**71.20%**

■ New Visitor ■ Returning Visitor



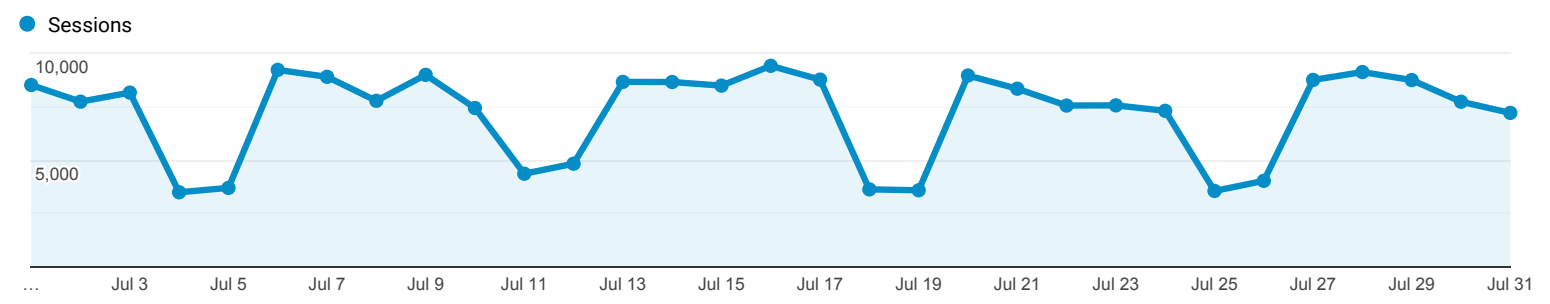
Language	Users	% Users
1. el-gr	51,530	36.90%
2. el	36,583	26.20%
3. en-us	20,757	14.86%
4. en-gb	20,449	14.64%
5. el-cy	4,806	3.44%
6. en-cy	1,562	1.12%
7. en	1,202	0.86%
8. de	384	0.27%
9. de-de	374	0.27%
10. el-gb	209	0.15%

**Audience Overview**

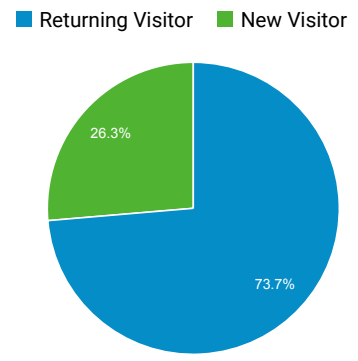

**All Users**  
 100.00% Sessions

Jul 1, 2020 - Jul 31, 2020

**Overview**



<b>Sessions</b> 223,157	<b>Users</b> 77,532	<b>Pageviews</b> 1,210,914
<b>Pages / Session</b> 5.43	<b>Avg. Session Duration</b> 00:11:35	<b>Bounce Rate</b> 62.38%
<b>% New Sessions</b> 26.26%		



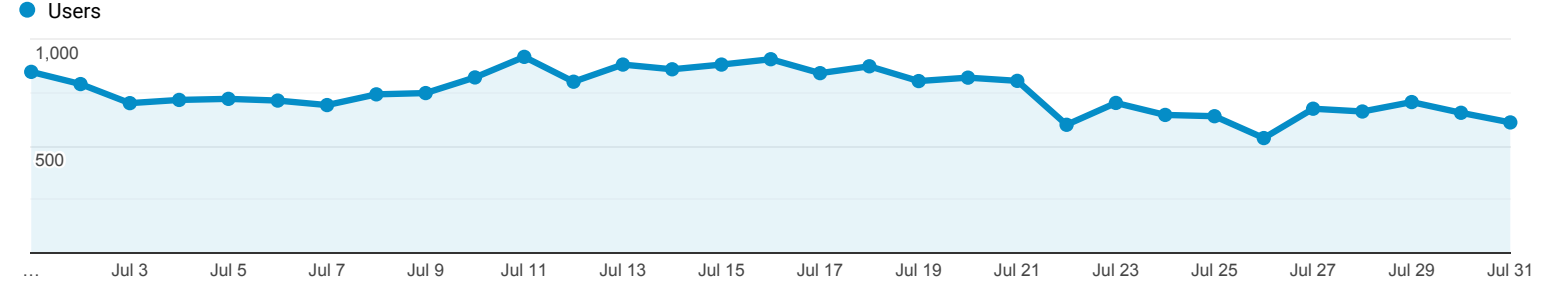
Language	Sessions	% Sessions
1. en-us	105,246	47.16%
2. el-gr	51,568	23.11%
3. en-gb	41,904	18.78%
4. el	13,263	5.94%
5. el-cy	4,364	1.96%
6. en	2,518	1.13%
7. en-cy	1,238	0.55%
8. de	366	0.16%
9. fr-fr	348	0.16%
10. de-de	294	0.13%

Audience Overview

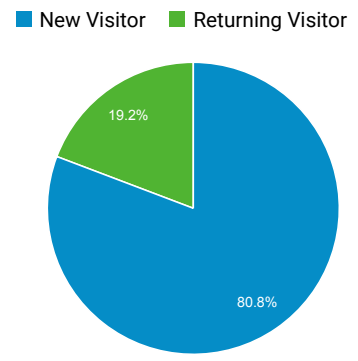
**All Users**  
100.00% Users

Jul 1, 2020 - Jul 31, 2020

Overview



<b>Users</b> 19,100	<b>New Users</b> 16,352	<b>Sessions</b> 25,467
<b>Number of Sessions per User</b> 1.33	<b>Pageviews</b> 58,873	<b>Pages / Session</b> 2.31
<b>Avg. Session Duration</b> 00:01:14	<b>Bounce Rate</b> 80.26%	



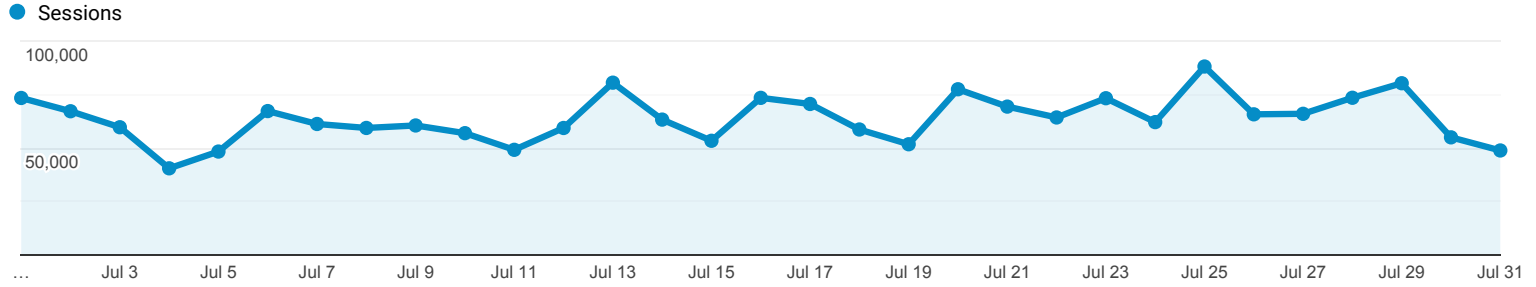
Language	Users	% Users
1. el	8,898	46.44%
2. el-gr	5,246	27.38%
3. en-gb	2,232	11.65%
4. en-us	1,579	8.24%
5. el-cy	595	3.11%
6. en	172	0.90%
7. en-cy	132	0.69%
8. en-au	40	0.21%
9. de	36	0.19%
10. de-de	36	0.19%

## Audience Overview

**All Users**  
100.00% Sessions

Jul 1, 2020 - Jul 31, 2020

### Overview



Sessions  
**1,980,808**

Users  
**282,455**

Pageviews  
**2,824,784**

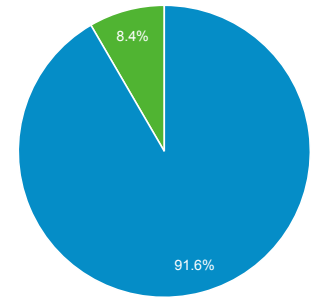
Pages / Session  
**1.43**

Avg. Session Duration  
**00:01:23**

Bounce Rate  
**88.18%**

% New Sessions  
**8.39%**

Returning Visitor New Visitor



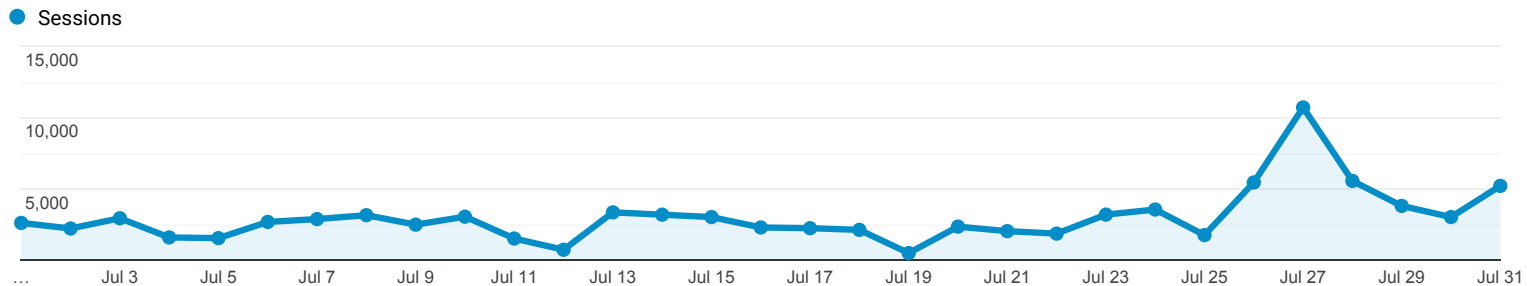
Language	Sessions	% Sessions
1. el-gr	622,566	31.43%
2. en-us	427,367	21.58%
3. en-gb	375,051	18.93%
4. el	289,938	14.64%
5. el-cy	171,585	8.66%
6. en-cy	55,831	2.82%
7. en	11,947	0.60%
8. el-gb	6,991	0.35%
9. en-gr	3,001	0.15%
10. en-au	2,168	0.11%

## Audience Overview

All Users  
100.00% Sessions

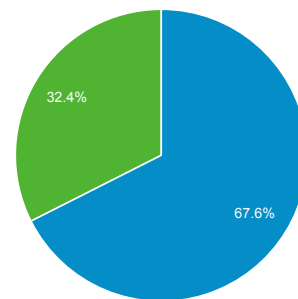
Jul 1, 2020 - Jul 31, 2020

### Overview



<b>Sessions</b> 92,882	<b>Users</b> 38,570	<b>Pageviews</b> 172,668
<b>Pages / Session</b> 1.86	<b>Avg. Session Duration</b> 00:02:44	<b>Bounce Rate</b> 83.30%
<b>% New Sessions</b> 32.40%		

Returning Visitor (Blue) | New Visitor (Green)



Language	Sessions	% Sessions
1. en-gb	56,227	60.54%
2. en-us	23,899	25.73%
3. en-cy	1,836	1.98%
4. el-gr	1,775	1.91%
5. en	1,113	1.20%
6. de-de	568	0.61%
7. zh-cn	502	0.54%
8. ru-ru	499	0.54%
9. ro-ro	485	0.52%
10. en-ph	337	0.36%