

26 εκατομμύρια εμφανίσεις για τον μήνα Ιούνιο**Το AdStore εφαρμόζει το νέο πρωτόκολλο της Google app + web****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 Ιούνιο 25,984,639 εμφανίσεις και 1,122,966 διαφορετικούς επισκέπτες.

Ο Όμιλος SppMedia έχει προχωρήσει σε αναβάθμιση του συστήματος Analytics εφαρμόζοντας το νέο πρωτόκολλο της Google app + web από τον Μάιο 2020, δίνοντας τη δυνατότητα για Cross platform analytics και in depth funnel path analysis. Με λίγα λόγια με το νέο κώδικα η Google εισαγάγει τον όρο events ως τον πυρήνα των μετρήσεων της σε αντίθεση με τα παλιά page views. Events είναι μεν τα page views είναι όμως και όλες οι ενέργειες του χρήστη ως engagement πάνω στην ιστοσελίδα ή την εφαρμογή.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 8,531,409 και συνολικούς χρήστες 276,210.

Η ιστοσελίδα και η εφαρμογή του 24sports&news, κατέγραψαν για τον μήνα Ιούνιο 12,733,230 συνολικές εμφανίσεις και συνολικούς χρήστες 333,201.

ADSTORE ANALYTICS JUNE 2020

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	25,984,632	13,067,792	1,122,966
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	21,264,639	10,655,743	609,411
LIFESTYLE (must, gastronomos, athena recipes, WIZ guide)	4,719,993	2,412,049	513,555
ENGLISH (Knews, WIZ English)	195,140	84,836	32,683

ADSTORE DISPLAY IMPRESSIONS 89,675,467

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

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

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος

BEAUTIFUL
PEOPLE

KNEWS



24NEWS



Event name	↓ Event count	Total users
Totals	8,531,409 100.0% of total	276,210 100.0% of total
1 page_view	3,198,775	267,991
2 user_engagement	2,103,736	174,377
3 screen_view	1,239,142	8,654
4 session_start	871,641	275,734
5 first_visit	219,779	218,402
6 SPLASH_AD	185,900	7,968
7 article_view	178,492	6,119
8 Πρώτη	167,253	4,653
9 scroll	143,846	35,611
10 ΠΡΩΤΗ	79,667	2,942

Country ▾	↓ Users
Totals	275,898 100% of total
1 Cyprus	177,682
2 Greece	39,408
3 United States	22,109
4 United Kingdom	15,805
5 France	6,474
6 Germany	2,045
7 Belgium	947
8 (not set)	833
9 Netherlands	797
10 Australia	644

Users ▾ by Interests

INTERESTS	USERS
Food & Dining/Coo...s/30 Minute Chefs	76K
News & Politics/Avid News Readers	72K
Media & Entertainment/TV Lovers	65K
Sports & Fitness/H...th & Fitness Buffs	62K
Lifestyles & Hobbi...Living Enthusiasts	58K
Sports & Fitness/Sports Fans	57K
Beauty & Wellness/...tly Visits Salons	56K

[View interests →](#)

Users ▾ by Age

Age Range	Users (Approximate)
25-34	28K
55-64	23K
35-44	22K
45-54	22K
65+	13K
18-24	12K

[View age ranges →](#)

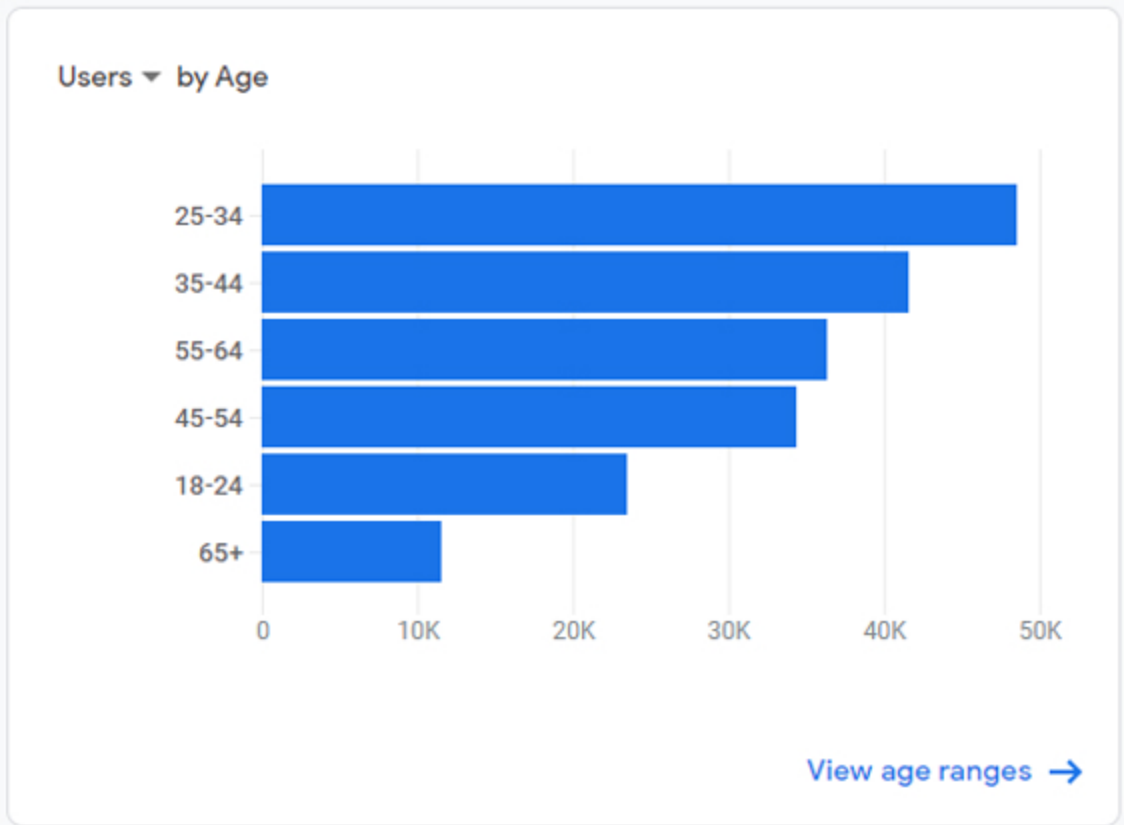
Event name	↓ Event count	Total users
Totals	12,733,230 100.0% of total	333,201 100.0% of total
1 page_view	5,202,158	328,155
2 user_engagement	3,882,503	224,540
3 session_start	1,550,373	332,703
4 screen_view	1,014,444	4,367
5 article_view	274,129	3,193
6 first_visit	232,835	233,512
7 scroll	153,395	29,955
8 SPLASH_AD	125,916	3,874
9 ΚΥΠΙΕΣ	87,642	2,470
10 Κύπιοι	67,267	1,413

Country	↓ Users
Totals	332,982 100% of total
1 Cyprus	249,763
2 Greece	45,196
3 United States	17,060
4 France	7,158
5 South Korea	4,324
6 United Kingdom	3,438
7 Germany	2,871
8 (not set)	1,496
9 Netherlands	466
10 Belgium	326

Users ▾ by Interests

INTERESTS	USERS
Food & Dining/Cooking/30 Minute Chefs	109K
Sports & Fitness/Sports Fans	108K
News & Politics/Avid News Readers	107K
Media & Entertainment/TV Lovers	102K
Sports & Fitness/Health & Fitness Buffs	98K
Beauty & Wellness/Regularly Visits Salons	95K
Lifestyles & Hobbies/Indoor Enthusiasts	89K

[View interests →](#)

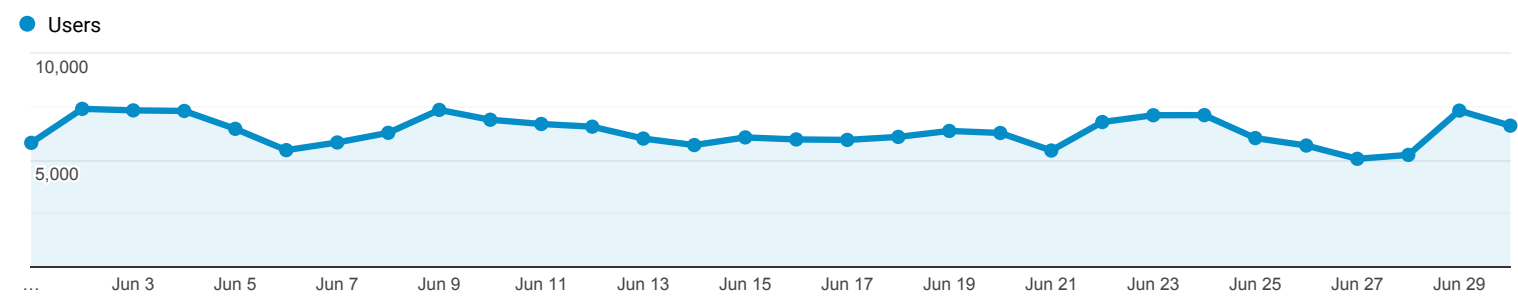


Audience Overview

All Users
100.00% Users

Jun 1, 2020 - Jun 30, 2020

Overview



Users
131,643

New Users
106,114

Sessions
237,836

Number of Sessions per User
1.81

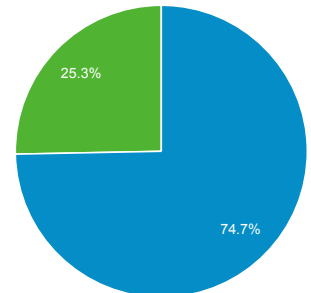
Pageviews
577,669

Pages / Session
2.43

Avg. Session Duration
00:03:33

Bounce Rate
72.36%

■ New Visitor ■ Returning Visitor



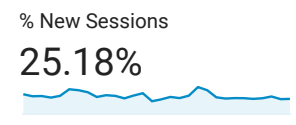
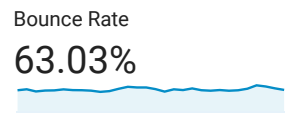
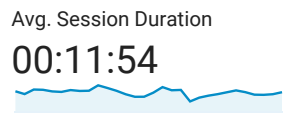
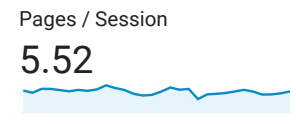
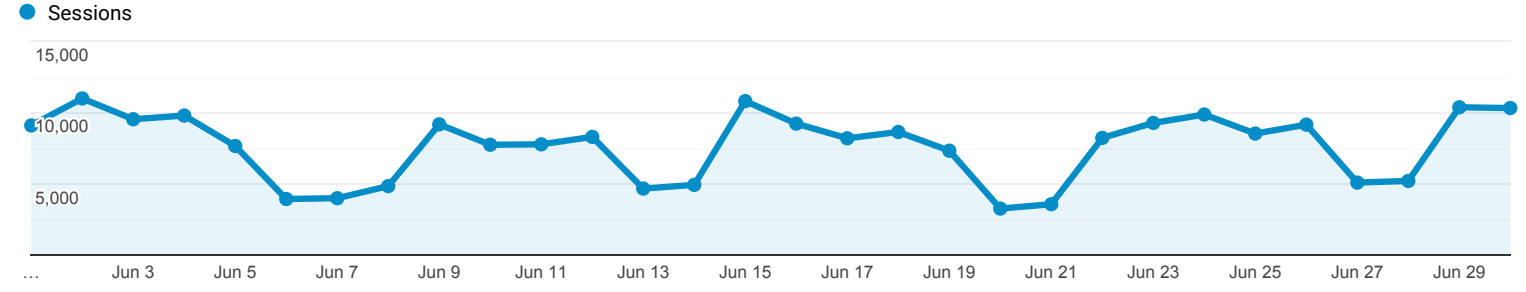
Language	Users	% Users
1. el-gr	50,001	37.68%
2. el	32,091	24.18%
3. en-us	21,549	16.24%
4. en-gb	18,916	14.25%
5. el-cy	4,833	3.64%
6. en-cy	1,560	1.18%
7. en	1,124	0.85%
8. de-de	396	0.30%
9. de	320	0.24%
10. el-gb	180	0.14%

Audience Overview

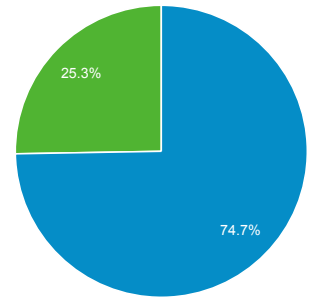
All Users
100.00% Sessions

Jun 1, 2020 - Jun 30, 2020

Overview



■ Returning Visitor ■ New Visitor



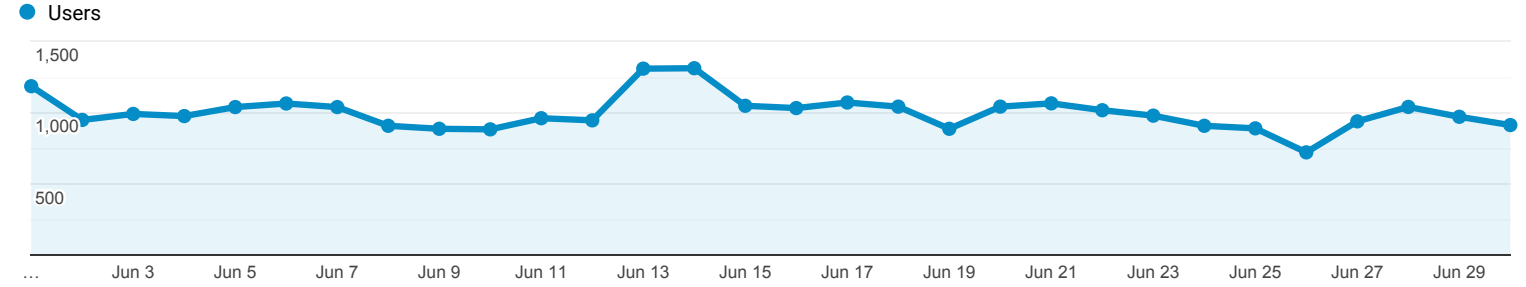
Language	Sessions	% Sessions
1. en-us	112,038	48.83%
2. el-gr	52,463	22.86%
3. en-gb	41,111	17.92%
4. el	11,717	5.11%
5. el-cy	4,585	2.00%
6. en	2,893	1.26%
7. en-cy	1,327	0.58%
8. de	368	0.16%
9. fr-fr	359	0.16%
10. de-de	303	0.13%

Audience Overview

All Users
100.00% Users

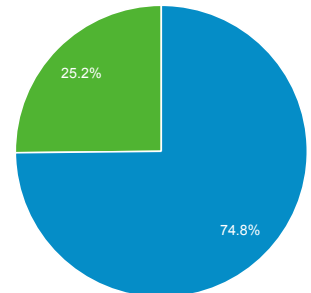
Jun 1, 2020 - Jun 30, 2020

Overview



Users 23,107	New Users 18,825	Sessions 33,685
Number of Sessions per User 1.46	Pageviews 96,941	Pages / Session 2.88
Avg. Session Duration 00:01:45	Bounce Rate 72.15%	

■ New Visitor ■ Returning Visitor



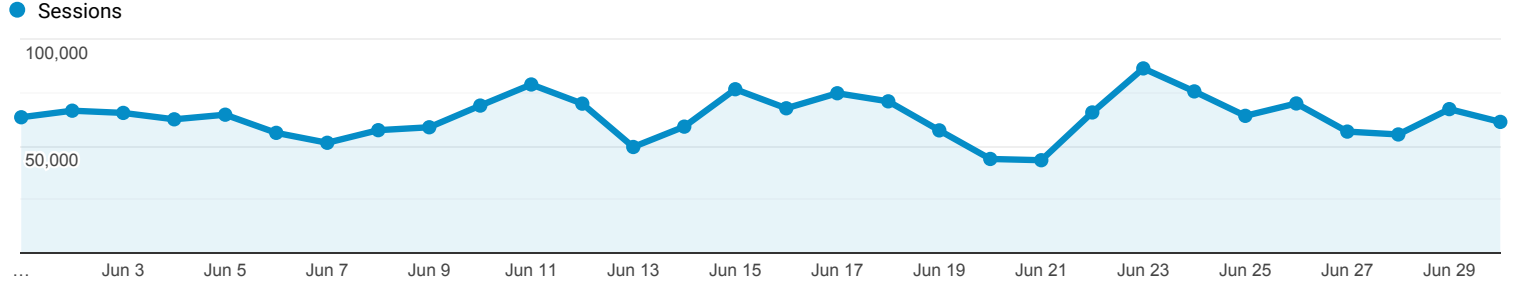
Language	Users	% Users
1. el	7,832	33.82%
2. el-gr	7,544	32.57%
3. en-gb	3,267	14.11%
4. en-us	2,659	11.48%
5. el-cy	981	4.24%
6. en-cy	231	1.00%
7. en	189	0.82%
8. de	71	0.31%
9. de-de	57	0.25%
10. en-au	52	0.22%

Audience Overview

All Users
100.00% Sessions

Jun 1, 2020 - Jun 30, 2020

Overview



Sessions
1,911,064

Users
281,520

Pageviews
2,779,389

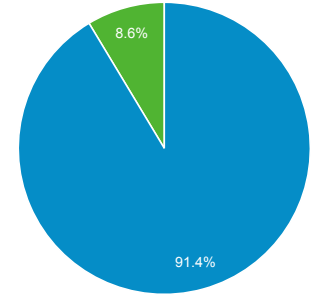
Pages / Session
1.45

Avg. Session Duration
00:01:27

Bounce Rate
88.54%

% New Sessions
8.62%

■ Returning Visitor ■ New Visitor



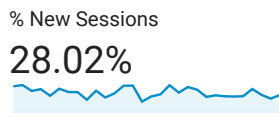
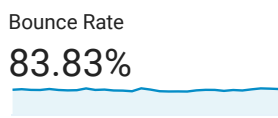
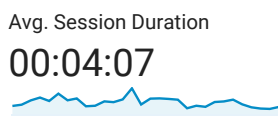
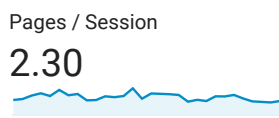
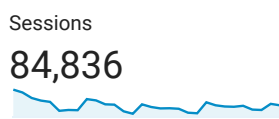
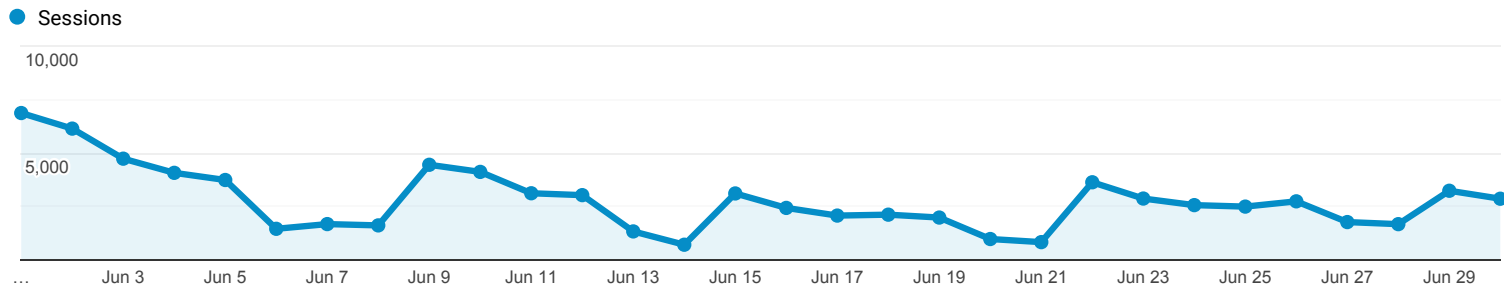
Language	Sessions	% Sessions
1. el-gr	587,455	30.74%
2. en-us	463,663	24.26%
3. en-gb	355,818	18.62%
4. el	246,449	12.90%
5. el-cy	163,834	8.57%
6. en-cy	52,223	2.73%
7. en	13,777	0.72%
8. el-gb	6,029	0.32%
9. en-gr	3,325	0.17%
10. en-au	2,182	0.11%

Audience Overview

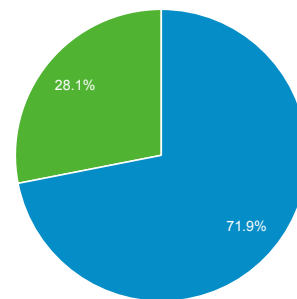
Jun 1, 2020 - Jun 30, 2020

All Users
100.00% Sessions

Overview



■ Returning Visitor ■ New Visitor



Language	Sessions	% Sessions
1. en-gb	43,900	51.75%
2. en-us	26,046	30.70%
3. en-cy	2,361	2.78%
4. el-gr	2,057	2.42%
5. en	825	0.97%
6. ro-ro	510	0.60%
7. ru-ru	502	0.59%
8. en-au	455	0.54%
9. pl-pl	455	0.54%
10. en-ph	444	0.52%