

1.1 εκατομμύριο χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Μάρτιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Μάρτιο 28,644,886 εμφανίσεις και 1,112,532 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 18,198,010 και 443,351 συνολικούς χρήστες για τον μήνα Φεβρουάριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 8,438,334 και συνολικούς χρήστες 289,470.

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

ADSTORE ANALYTICS MARCH 2021

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	28,644,886	14,224,015	1,112,532
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	26,636,344	13,057,322	732,821
LIFESTYLE (must, gastronomos, wiz guide, athena recipes)	2,008,542	1,166,693	379,711
ENGLISH (Knews + Wiz english)	240,984	56,772	24,407

ADSTORE DISPLAY IMPRESSIONS 107,397,488

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

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



KNEWS



24NEWS

wizguide

Total users
443,351

Event count
18,198,010

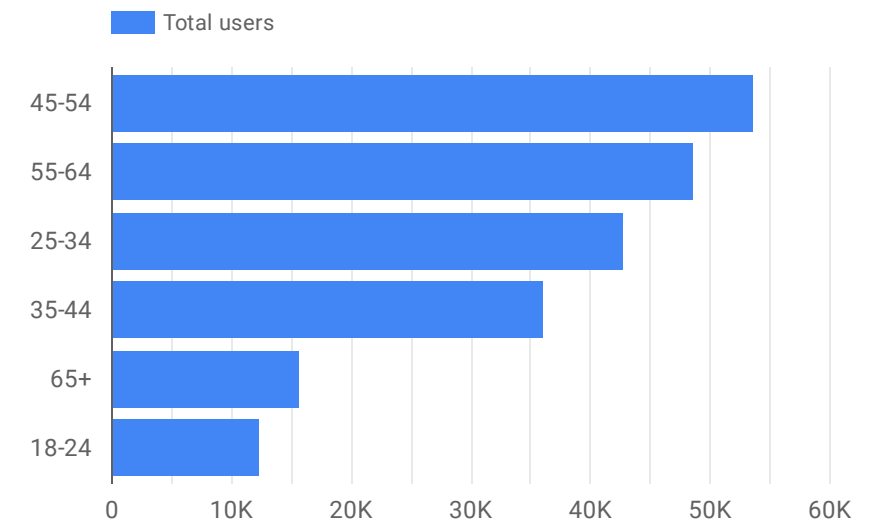
Interests		Total users ▾
1.	News & Politics/Avid News Readers	107,971
2.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	96,071
3.	Media & Entertainment/TV Lovers	92,096
4.	Home & Garden/Do-It-Yourselfers	90,942
5.	Lifestyles & Hobbies/Green Living Enthusiasts	90,298
6.	Sports & Fitness/Health & Fitness Buffs	85,132
7.	Sports & Fitness/Sports Fans	84,353

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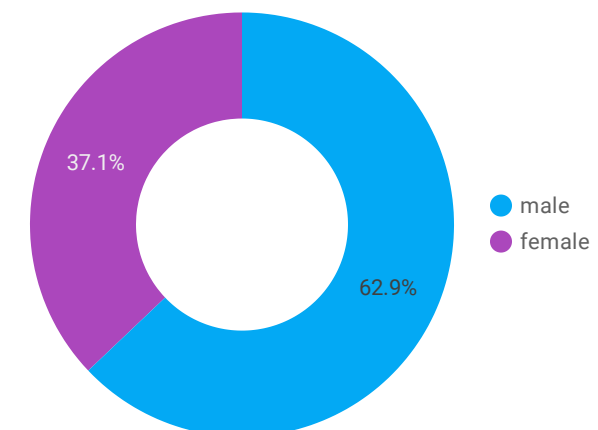
Event name		Event count ▾	Total users
1.	page_view	7,254,674	432,888
2.	user_engagement	5,417,868	282,439
3.	session_start	2,226,243	430,206
4.	screen_view	1,637,589	5,417
5.	article_view	421,990	4,224
6.	scroll	273,208	41,633
7.	first_visit	269,458	261,521
8.	SPLASH_AD	233,005	5,125
9.	KYPIEΣ	153,573	3,275
Grand total		18,198,010	443,351

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Users by Ages



Users by Gender



Total users
289,470

Event count
8,438,334

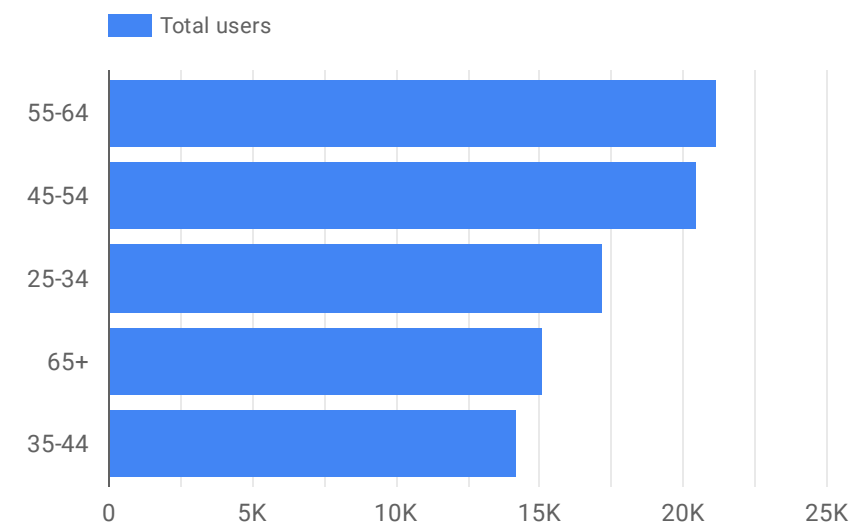
Interests	Total users
1. News & Politics/Avid News Readers	51,767
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	45,658
3. Lifestyles & Hobbies/Green Living Enthusiasts	42,660
4. Sports & Fitness/Health & Fitness Buffs	41,616
5. News & Politics/Avid News Readers/Entertainment News Enthusi...	40,582
6. Media & Entertainment/TV Lovers	36,471
7. Sports & Fitness/Sports Fans	35,721

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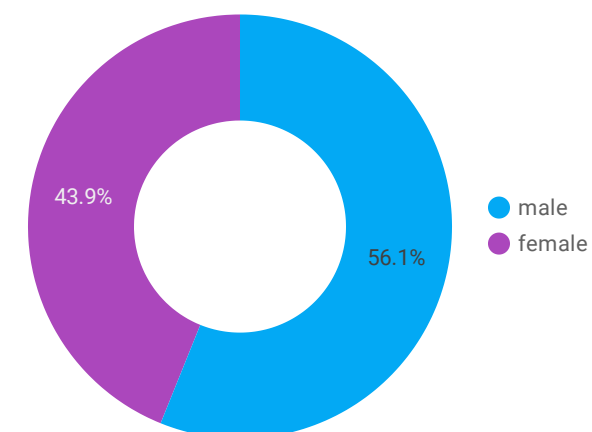
Event name	Event count	Total users
1. page_view	2,864,987	278,523
2. user_engagement	2,167,961	177,769
3. screen_view	1,300,072	8,494
4. session_start	933,131	283,615
5. first_visit	211,353	205,423
6. SPLASH_AD	204,282	8,170
7. article_view	194,072	5,794
8. Πρώτη	185,993	4,887
9. scroll	117,319	31,756
Grand total	8,438,334	289,470

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Users by Ages



Users by Gender

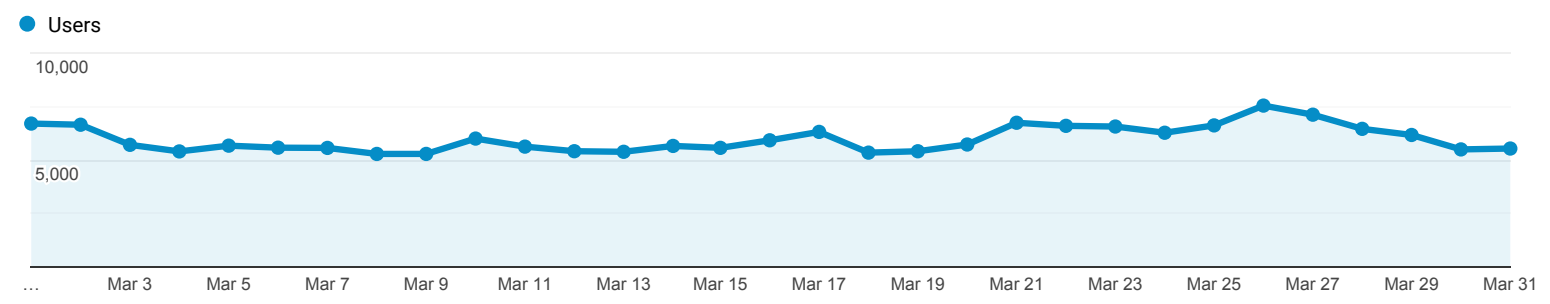


Audience Overview

All Users
100.00% Users

Mar 1, 2021 - Mar 31, 2021

Overview



Users
132,063

New Users
111,592

Sessions
217,408

Number of Sessions per User
1.65

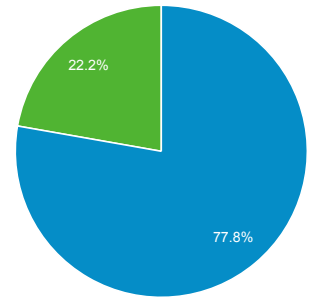
Pageviews
498,532

Pages / Session
2.29

Avg. Session Duration
00:03:11

Bounce Rate
71.66%

■ New Visitor ■ Returning Visitor



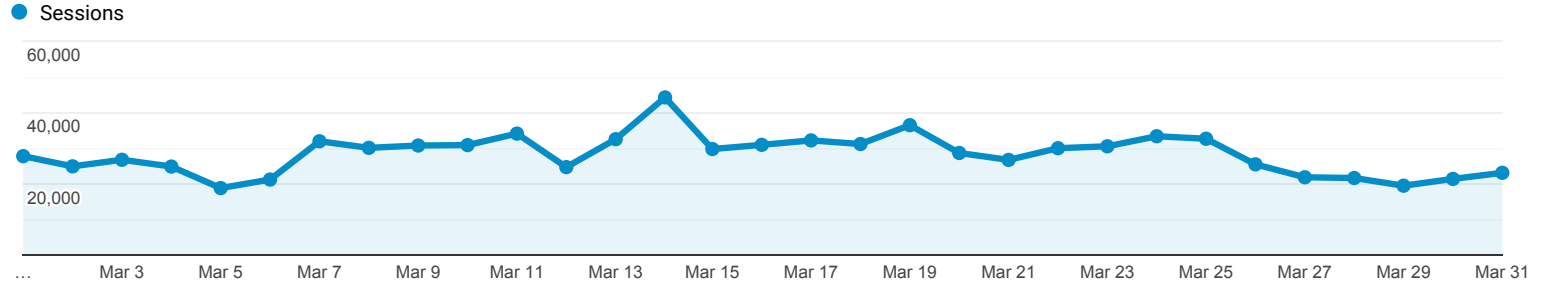
Language	Users	% Users
1. el-gr	60,860	46.10%
2. en-gb	23,803	18.03%
3. el	20,973	15.89%
4. en-us	16,990	12.87%
5. el-cy	4,498	3.41%
6. en-cy	1,745	1.32%
7. de-de	564	0.43%
8. en	440	0.33%
9. el-gb	265	0.20%
10. en-au	258	0.20%

Audience Overview

All Users
100.00% Sessions

Mar 1, 2021 - Mar 31, 2021

Overview



Sessions
879,104

Users
199,055

Pageviews
1,326,379

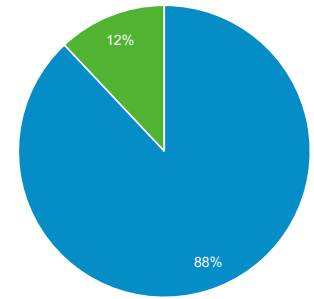
Pages / Session
1.51

Avg. Session Duration
00:01:43

Bounce Rate
82.51%

% New Sessions
12.01%

Returning Visitor (88%) New Visitor (12%)



Language	Sessions	% Sessions
1. el-gr	411,274	46.78%
2. en-gb	146,314	16.64%
3. el-cy	124,811	14.20%
4. en-us	115,383	13.13%
5. en-cy	43,557	4.95%
6. el	17,067	1.94%
7. el-gb	8,091	0.92%
8. en-gr	1,725	0.20%
9. en-au	1,485	0.17%
10. el-us	1,051	0.12%

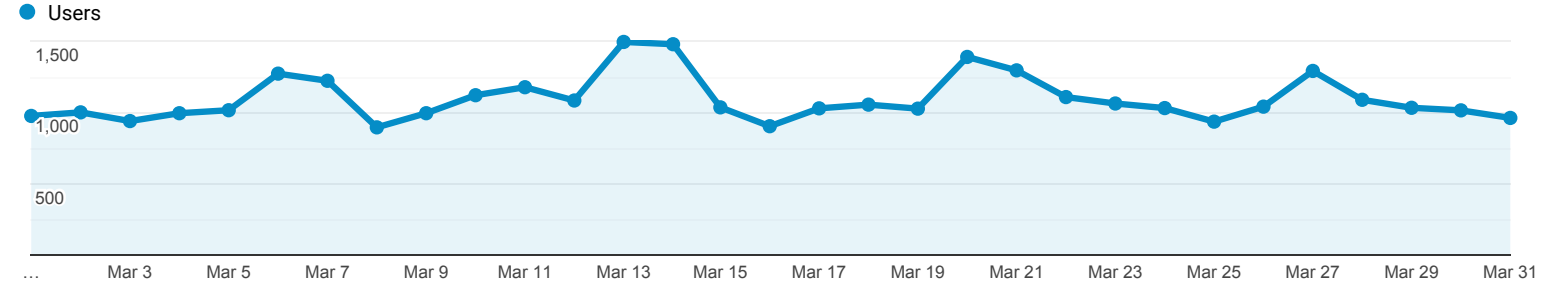


Audience Overview

All Users
100.00% Users

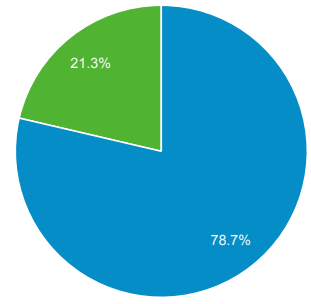
Mar 1, 2021 - Mar 31, 2021

Overview



Users 28,100	New Users 24,144	Sessions 38,943
Number of Sessions per User 1.39	Pageviews 101,064	Pages / Session 2.60
Avg. Session Duration 00:01:54	Bounce Rate 72.26%	

■ New Visitor ■ Returning Visitor



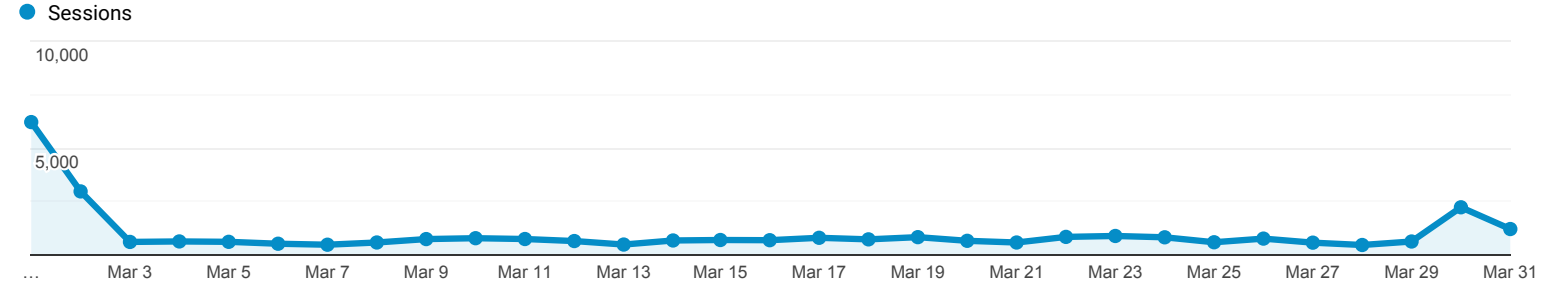
Language	Users	% Users
1. el-gr	12,354	43.95%
2. el	5,958	21.19%
3. en-gb	4,827	17.17%
4. en-us	2,997	10.66%
5. el-cy	900	3.20%
6. en-cy	292	1.04%
7. de-de	108	0.38%
8. en	108	0.38%
9. en-au	79	0.28%
10. de	47	0.17%

Audience Overview

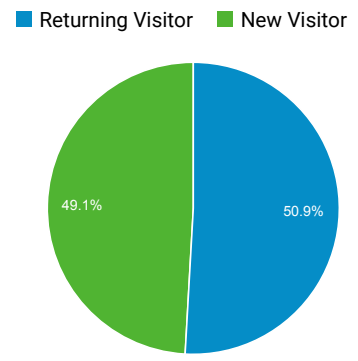
All Users
100.00% Sessions

Mar 1, 2021 - Mar 31, 2021

Overview



Sessions 31,238	Users 20,446	Pageviews 82,567
Pages / Session 2.64	Avg. Session Duration 00:04:20	Bounce Rate 77.61%
% New Sessions 49.07%		



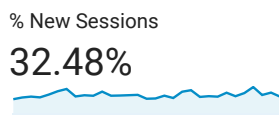
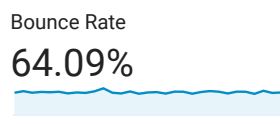
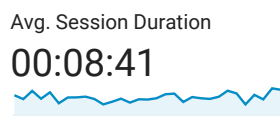
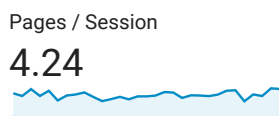
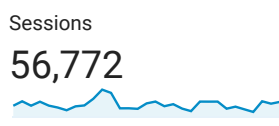
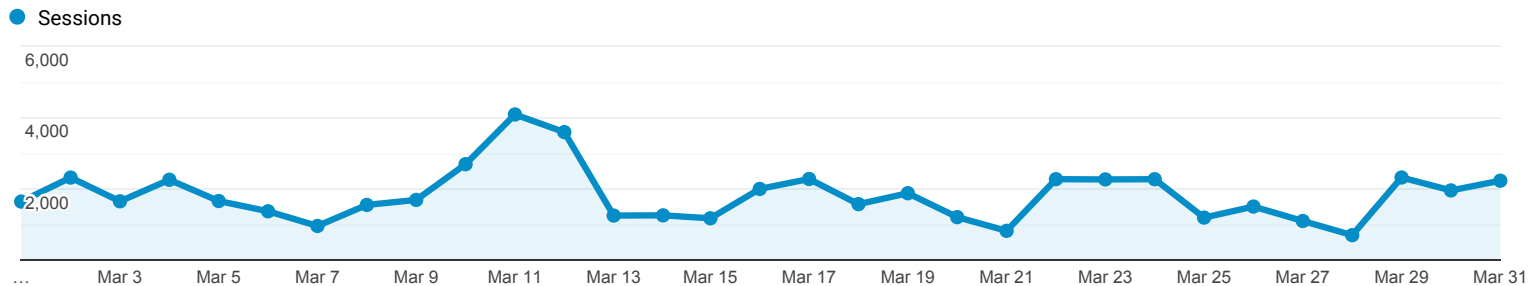
Language	Sessions	% Sessions
1. en-us	12,012	38.45%
2. el-gr	9,482	30.35%
3. en-gb	4,323	13.84%
4. el	3,438	11.01%
5. el-cy	1,171	3.75%
6. en	140	0.45%
7. en-cy	135	0.43%
8. de-de	64	0.20%
9. de	48	0.15%
10. en-au	38	0.12%

Audience Overview

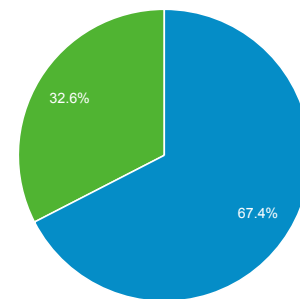
All Users
100.00% Sessions

Mar 1, 2021 - Mar 31, 2021

Overview



Returning Visitor New Visitor



Language	Sessions	% Sessions
1. en-gb	34,650	61.03%
2. en-us	12,669	22.32%
3. en-cy	1,431	2.52%
4. el-gr	1,217	2.14%
5. en-ca	591	1.04%
6. de-de	535	0.94%
7. en	462	0.81%
8. en-au	387	0.68%
9. nl-nl	281	0.49%
10. tr-tr	267	0.47%