

## 28 εκατομμύρια εμφανίσεις για τον μήνα Μάιο

### Το AdStore εφαρμόζει το νέο πρωτόκολλο της Google app + web

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Μάιο 27,890,001 εμφανίσεις και 1,324,315 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.

#### Περισσότερα μπορείτε να διαβάσετε εδώ

<https://www.blog.google/products/marketingplatform/analytics/new-way-unify-app-and-website-measurement-google-analytics/>  
<https://www.deptagency.com/fromourdepsters/analysing-web-and-app-data-together-in-google-analytics/>

Λόγω του ότι ο νέος κώδικας ξεκίνησε να έχει μετρήσεις από τις 8 Μαΐου έχουμε προσθέσει στον πιο κάτω πίνακα όλες τις μετρήσεις που αφορούν το desktop και το mobile site από 1 μέχρι 7 Μαΐου. Οι μετρήσεις του νέου κώδικα (Google app + web) αφορούν την χρονική περίοδο 1 μέχρι 31 Μαΐου.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 10,878,865 και συνολικούς χρήστες 364,040.

Η ιστοσελίδα και η εφαρμογή του 24sports&news, κατέγραψαν για τον μήνα Μάιο 11,888,397 συνολικές εμφανίσεις και συνολικούς χρήστες 415,040.

ADSTORE ANALYTICS MAY 2020			
<b>Adstore Total:</b>	<b>PAGEVIEWS/EVENTS</b>	<b>SESSIONS</b>	<b>USERS</b>
	27,890,001	13,620,872	1,324,315
<b>SEGMENT</b>	<b>PAGEVIEWS/EVENTS</b>	<b>SESSIONS</b>	<b>USERS</b>
<b>NEWS</b> (Kathimerini, 24sports&news)	22,767,262	11,037,684	779,080
<b>LIFESTYLE</b> (must, gastronomos, athena recipes, WiZ guide)	5,122,739	2,583,188	545,235
<b>ENGLISH</b> (Knews, WiZ English)	451,111	167,854	72,308
<b>ADSTORE DISPLAY IMPRESSIONS 91,296,388</b>			
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

Date  
May 1, 2020 - May 31, 2020

Kathimerini M... ▾



Event name	↓ Event count	Total users
<b>Totals</b>	<b>10,107,736</b> 100% of total	<b>279,246</b> 100% of total
1 page_view	3,774,668	269,486
2 user_engagement	2,462,916	173,100
3 screen_view	1,473,840	9,133
4 session_start	1,042,892	277,971
5 first_visit	346,479	268,890
6 SPLASH_AD	226,012	8,395
7 article_view	182,245	5,968
8 Πρώτη	176,457	4,457
9 scroll	160,670	31,565
10 ΠΡΩΤΗ	88,825	2,873

Date  
May 1, 2020 - May 31, 2020

K 24sports&new...



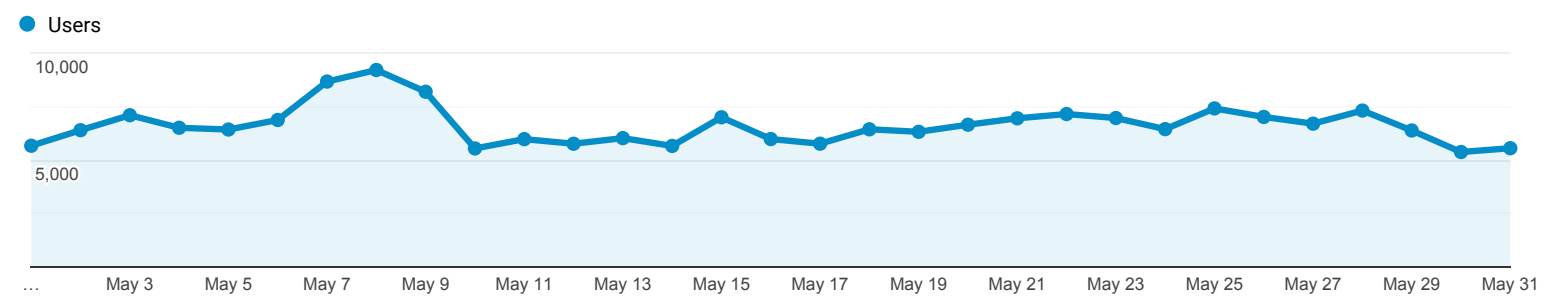
Event name	↓ Event count	Total users
<b>Totals</b>	<b>10,815,003</b> 100% of total	<b>282,882</b> 100% of total
1 page_view	4,249,166	278,096
2 user_engagement	3,304,455	199,686
3 session_start	1,288,893	282,356
4 screen_view	1,023,453	4,537
5 first_visit	278,201	277,556
6 article_view	199,891	3,020
7 SPLASH_AD	120,831	3,816
8 scroll	115,597	26,641
9 KYPIEΣ	61,656	2,232
10 Κύριες	51,995	1,348

## Audience Overview

**All Users**  
100.00% Users

May 1, 2020 - May 31, 2020

**Overview**



Users  
**140,512**

New Users  
**112,343**

Sessions  
**254,077**

Number of Sessions per User  
**1.81**

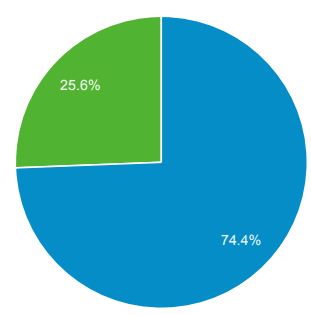
Pageviews  
**617,414**

Pages / Session  
**2.43**

Avg. Session Duration  
**00:03:41**

Bounce Rate  
**72.91%**

■ New Visitor ■ Returning Visitor



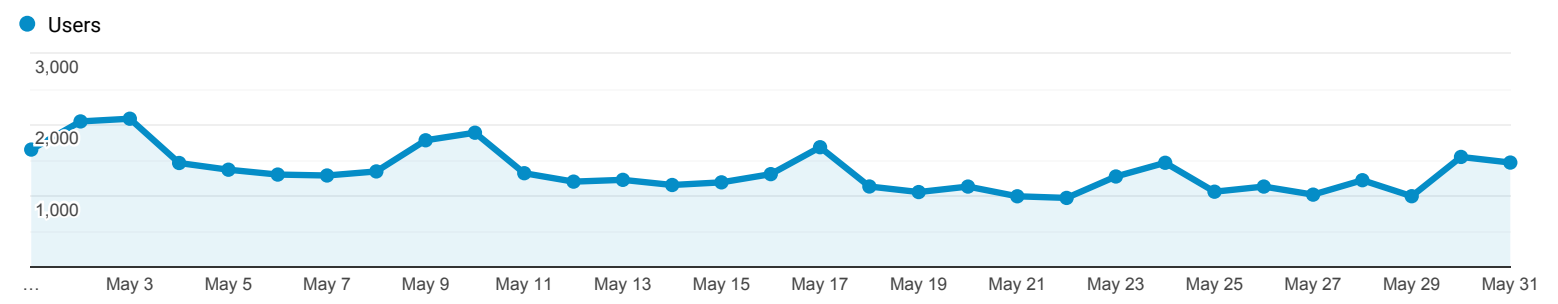
Language	Users	% Users
1. el-gr	56,424	39.46%
2. el	28,472	19.91%
3. en-us	25,889	18.10%
4. en-gb	18,359	12.84%
5. el-cy	7,876	5.51%
6. en-cy	1,814	1.27%
7. en	907	0.63%
8. de-de	458	0.32%
9. de	296	0.21%
10. en-au	250	0.17%

Audience Overview

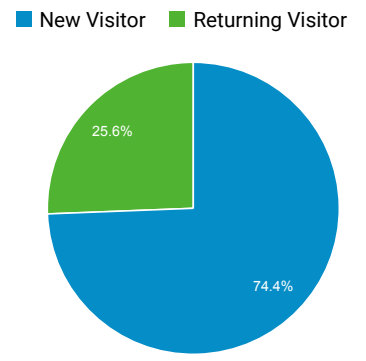
**All Users**  
100.00% Users

May 1, 2020 - May 31, 2020

Overview



<b>Users</b> 31,877	<b>New Users</b> 26,014	<b>Sessions</b> 47,621
<b>Number of Sessions per User</b> 1.49	<b>Pageviews</b> 144,573	<b>Pages / Session</b> 3.04
<b>Avg. Session Duration</b> 00:01:54	<b>Bounce Rate</b> 70.57%	



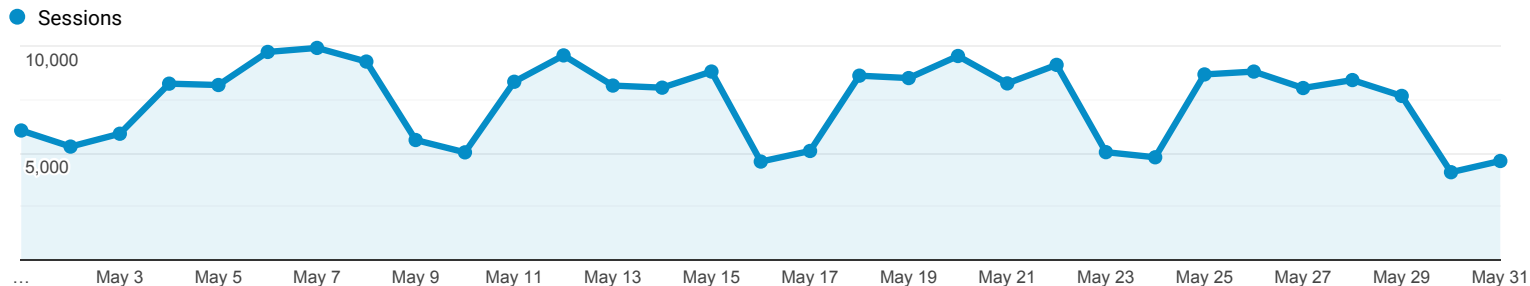
Language	Users	% Users
1. el-gr	10,490	32.72%
2. el	9,305	29.03%
3. en-us	4,701	14.66%
4. en-gb	4,444	13.86%
5. el-cy	2,009	6.27%
6. en-cy	319	1.00%
7. en	197	0.61%
8. en-au	79	0.25%
9. de-de	76	0.24%
10. de	44	0.14%

## Audience Overview

May 1, 2020 - May 31, 2020

All Users  
100.00% Sessions

### Overview



Sessions  
**230,192**

Users  
**87,366**

Pageviews  
**1,380,797**

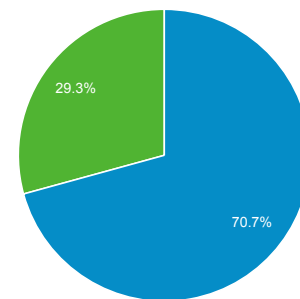
Pages / Session  
**6.00**

Avg. Session Duration  
**00:13:22**

Bounce Rate  
**60.81%**

% New Sessions  
**29.15%**

Returning Visitor New Visitor



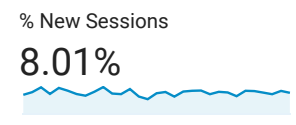
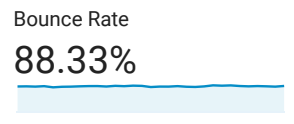
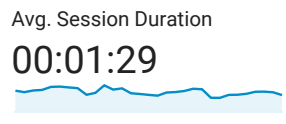
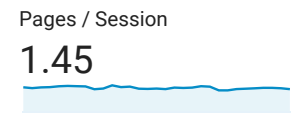
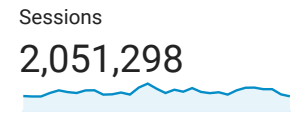
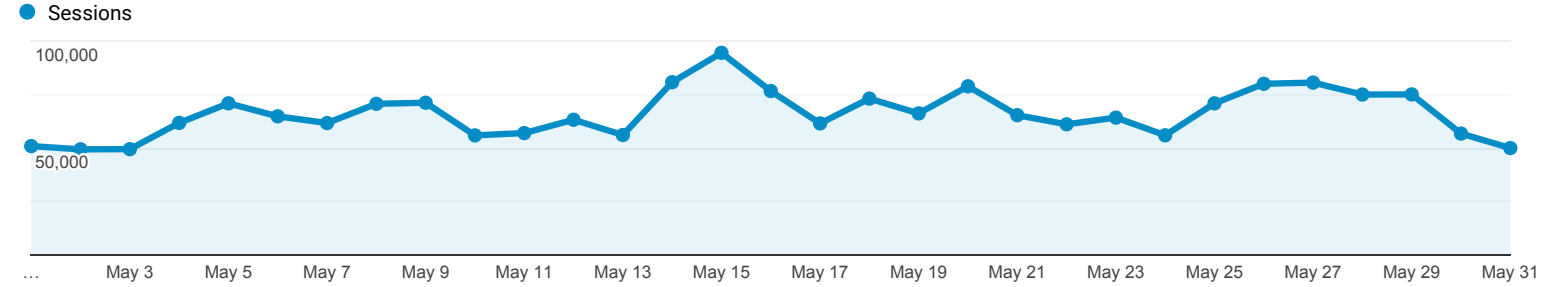
Language	Sessions	% Sessions
1. en-us	114,910	49.92%
2. el-gr	46,122	20.04%
3. en-gb	42,357	18.40%
4. el	12,153	5.28%
5. el-cy	6,273	2.73%
6. en	2,682	1.17%
7. en-cy	1,820	0.79%
8. fr-fr	425	0.18%
9. en-au	374	0.16%
10. de-de	332	0.14%

### Audience Overview

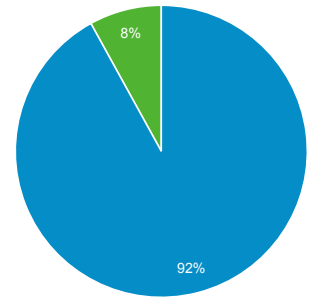
**All Users**  
100.00% Sessions

May 1, 2020 - May 31, 2020

**Overview**



■ Returning Visitor ■ New Visitor



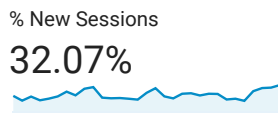
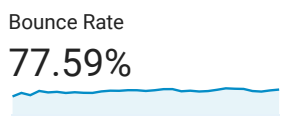
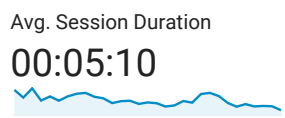
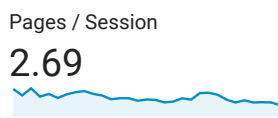
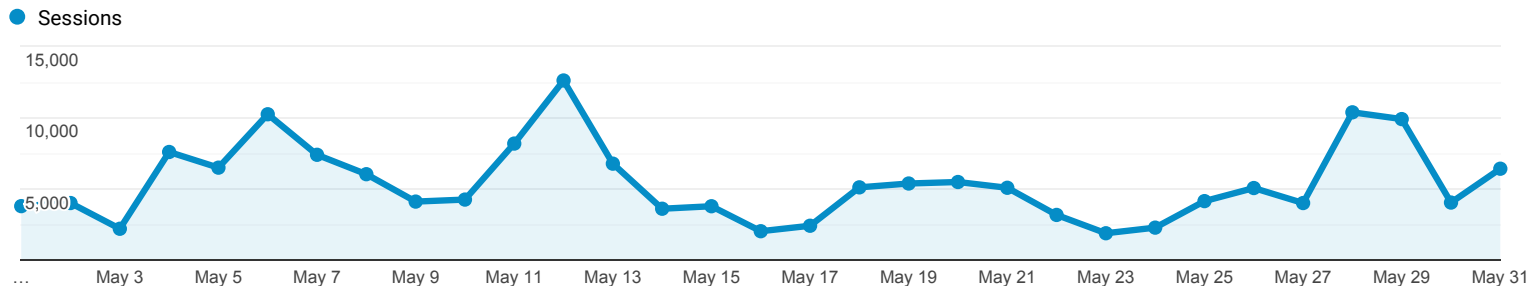
Language	Sessions	% Sessions
1. el-gr	618,034	30.13%
2. en-us	513,368	25.03%
3. en-gb	352,767	17.20%
4. el	292,606	14.26%
5. el-cy	178,934	8.72%
6. en-cy	53,500	2.61%
7. en	14,353	0.70%
8. el-gb	5,058	0.25%
9. en-gr	2,815	0.14%
10. en-au	2,647	0.13%

## Audience Overview

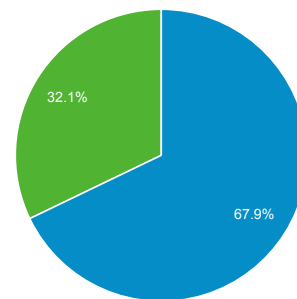
May 1, 2020 - May 31, 2020

All Users  
100.00% Sessions

### Overview



Returning Visitor New Visitor



Language	Sessions	% Sessions
1. en-gb	92,509	55.11%
2. en-us	47,487	28.29%
3. en-cy	4,309	2.57%
4. el-gr	3,322	1.98%
5. en	1,515	0.90%
6. ro-ro	1,490	0.89%
7. en-au	1,124	0.67%
8. bg-bg	943	0.56%
9. de-de	930	0.55%
10. ru-ru	894	0.53%

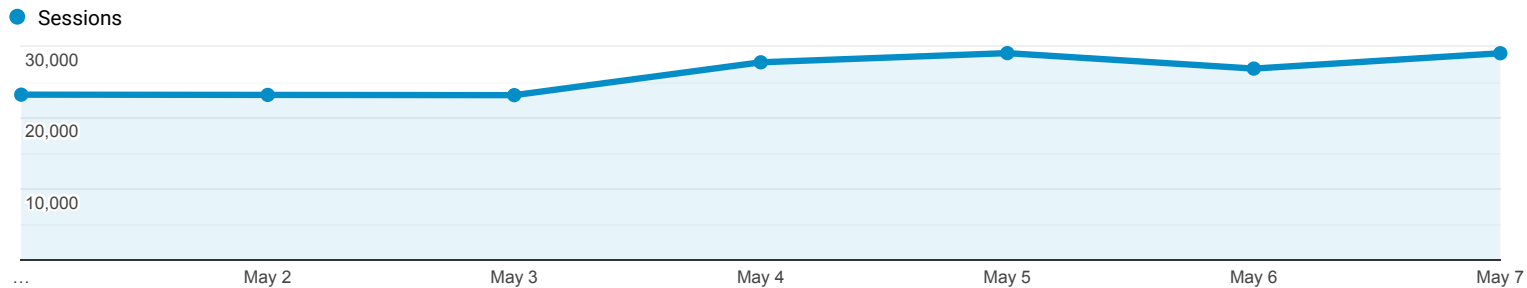


## Audience Overview

May 1, 2020 - May 7, 2020

All Users  
100.00% Sessions

### Overview



Sessions  
**182,080**

Users  
**53,309**

Pageviews  
**685,632**

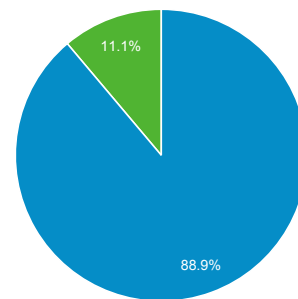
Pages / Session  
**3.77**

Avg. Session Duration  
**00:06:31**

Bounce Rate  
**42.00%**

% New Sessions  
**11.13%**

Returning Visitor (Blue) | New Visitor (Green)



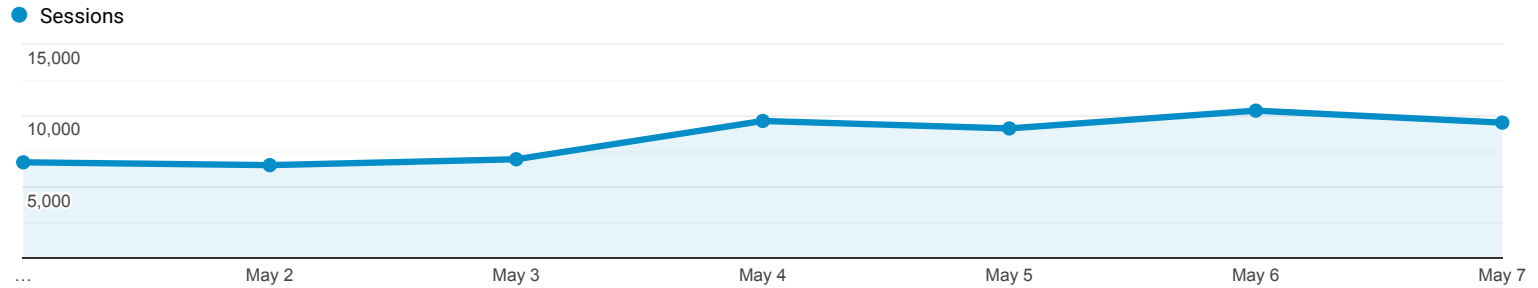
Language	Sessions	% Sessions
1. en-us	49,105	26.97%
2. el-gr	46,908	25.76%
3. en-gb	38,040	20.89%
4. el-cy	21,653	11.89%
5. el	18,344	10.07%
6. en-cy	4,724	2.59%
7. en	1,070	0.59%
8. el-gb	319	0.18%
9. en-au	309	0.17%
10. en-gr	164	0.09%

## Audience Overview

May 1, 2020 - May 7, 2020

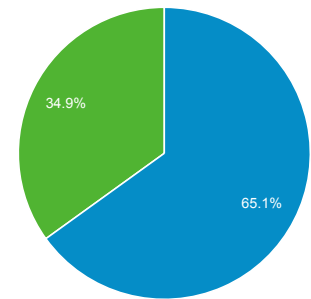
All Users  
100.00% Sessions

### Overview



<b>Sessions</b> 58,739	<b>Users</b> 30,593	<b>Pageviews</b> 509,457
<b>Pages / Session</b> 8.67	<b>Avg. Session Duration</b> 00:19:56	<b>Bounce Rate</b> 48.98%
<b>% New Sessions</b> 34.86%		

Returning Visitor (Blue) | New Visitor (Green)



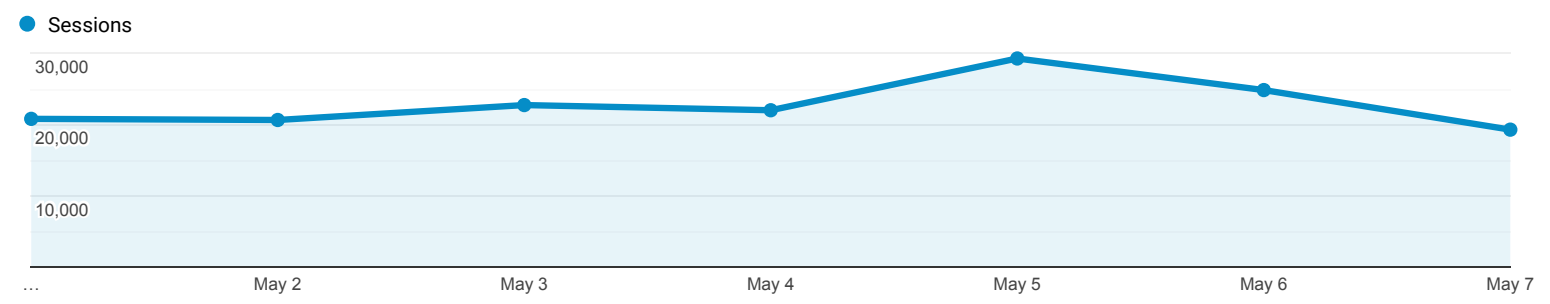
Language	Sessions	% Sessions
1. en-us	31,178	53.08%
2. en-gb	13,078	22.26%
3. el-gr	8,333	14.19%
4. el	2,058	3.50%
5. el-cy	1,686	2.87%
6. en-cy	867	1.48%
7. en	627	1.07%
8. en-au	101	0.17%
9. de-de	83	0.14%
10. en-ca	63	0.11%

### Audience Overview

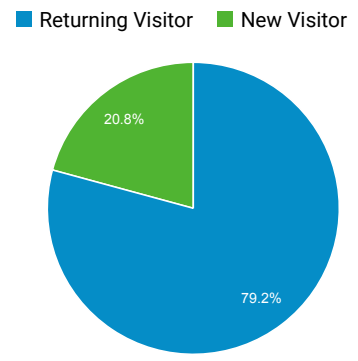
**All Users**  
100.00% Sessions

May 1, 2020 - May 7, 2020

**Overview**



<b>Sessions</b> 159,484	<b>Users</b> 78,849	<b>Pageviews</b> 387,762
<b>Pages / Session</b> 2.43	<b>Avg. Session Duration</b> 00:03:35	<b>Bounce Rate</b> 57.16%
<b>% New Sessions</b> 20.74%		



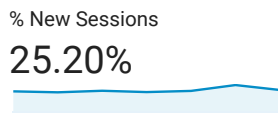
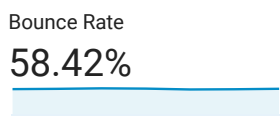
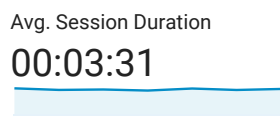
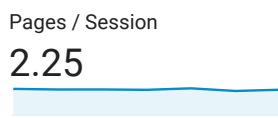
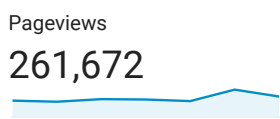
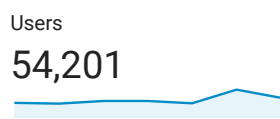
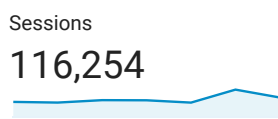
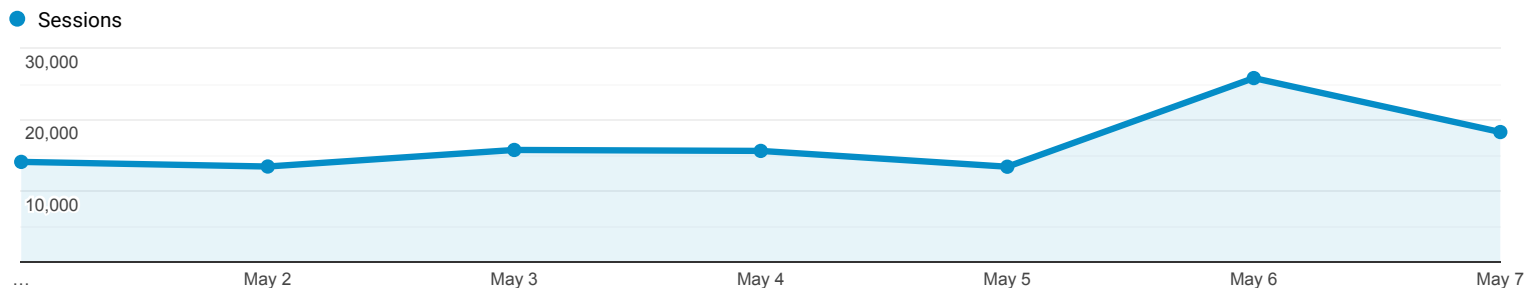
Language	Sessions	% Sessions
1. el-gr	51,989	32.60%
2. en-us	29,299	18.37%
3. el	27,494	17.24%
4. en-gb	23,564	14.78%
5. el-cy	20,374	12.77%
6. en-cy	3,757	2.36%
7. en	599	0.38%
8. el-gb	407	0.26%
9. en-au	215	0.13%
10. ru-ru	190	0.12%

## Audience Overview

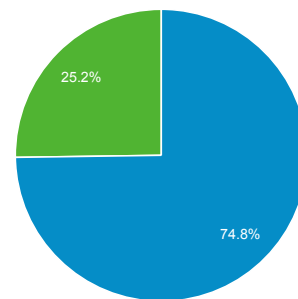
May 1, 2020 - May 7, 2020

All Users  
100.00% Sessions

### Overview



Returning Visitor New Visitor



Language	Sessions	% Sessions
1. el-gr	31,327	26.95%
2. en-gb	28,435	24.46%
3. en-us	24,694	21.24%
4. el	12,483	10.74%
5. el-cy	12,468	10.72%
6. en-cy	3,564	3.07%
7. en	612	0.53%
8. ru-ru	288	0.25%
9. el-gb	272	0.23%
10. de-de	236	0.20%