

37 εκατομμύρια εμφανίσεις κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Μάιο

Ο όμιλος Spp Media, κατέγραψε για τον μήνα Μάιο 37,047,626 εμφανίσεις.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 20,644,393 για τον μήνα Μάιο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 10,588,867 συνολικές εμφανίσεις για τον μήνα Μάιο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,702,110 συνολικές εμφανίσεις για τον μήνα Μάιο.

Για περισσότερες πληροφορίες παρακαλώ επικοινωνήστε με το Βασίλειο Μπίτη, Data Analyst, email: bitisv@sppmedia.com, τηλ.: 22 472 440.

** Τα αποτελέσματα του μεγέθους 'USERS' επηρεάζονται στις μετρήσεις του Google Analytics, λόγω της απόρριψης των cookies από τους χρήστες.

ADSTORE ANALYTICS MAY 2023			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	37,047,626	14,008,980	4,993,368
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	31,233,260	12,617,645	4,042,996
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	5,814,366	1,391,335	950,372
ENGLISH (Knews, WiZ English)	320,433	258,541	169,938
ADSTORE DISPLAY IMPRESSIONS 89,573,411			
Η επισκεψιμότητα των Knews & WiZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL
PEOPLE

KNEWS

AthenaRecipes

24NEWS

wizguide

Total users
2,593,838

Event count
20,644,393

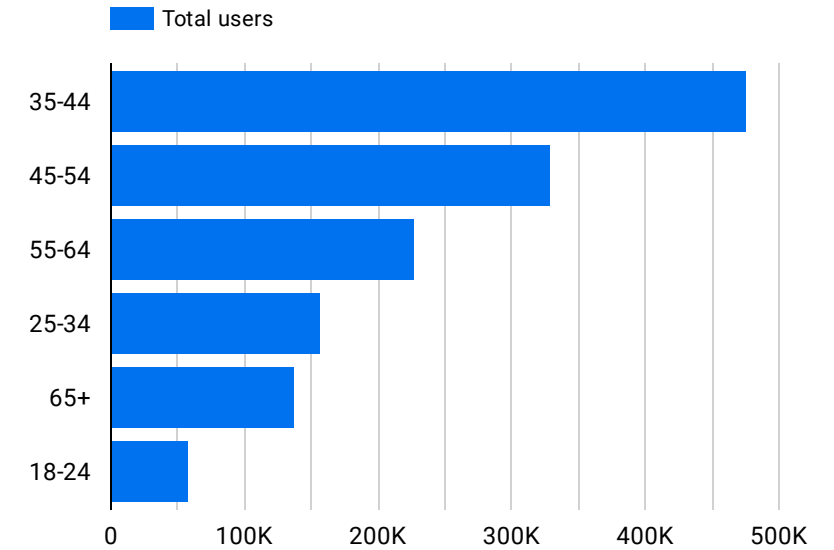
Interests		Total users ▾
1.	Travel/Travel Buffs/Luxury Travelers	790,027
2.	Sports & Fitness/Sports Fans/Soccer Fans	772,185
3.	News & Politics/Avid News Readers	614,815
4.	Lifestyles & Hobbies/Shutterbugs	549,635
5.	Technology/Social Media Enthusiasts	542,122
6.	News & Politics/Avid News Readers/Entertainment News Enthusias...	383,749
7.	Media & Entertainment/Music Lovers	371,901

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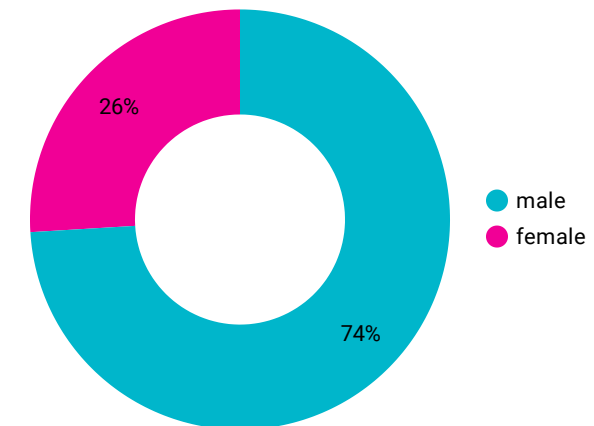
Event name		Event count ▾	Total users
1.	page_view	6,659,037	2,584,742
2.	user_engagement	4,106,978	1,338,403
3.	session_start	3,755,113	2,588,120
4.	first_visit	2,535,384	2,517,242
5.	screen_view	1,769,733	5,558
6.	scroll	539,233	246,480
7.	article_view	451,173	4,726
8.	SPLASH_AD	228,151	5,495
9.	KYPIEΣ	159,405	3,505

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Users By Ages



Users By Gender



Total users
1,449,158

Event count
10,588,867

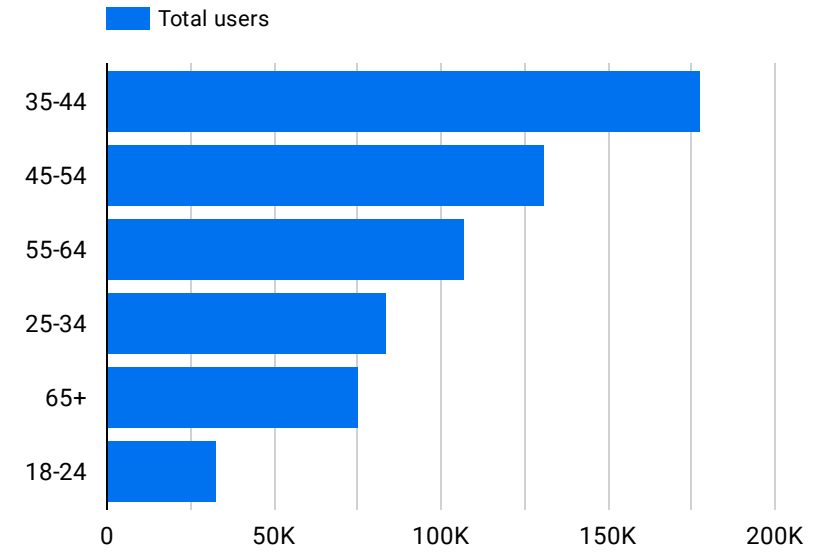
Interests		Total users ▾
1.	Travel/Travel Buffs/Luxury Travelers	260,415
2.	Lifestyles & Hobbies/Shutterbugs	254,284
3.	Technology/Social Media Enthusiasts	253,424
4.	Sports & Fitness/Sports Fans/Soccer Fans	224,194
5.	News & Politics/Avid News Readers/Enter...	193,744
6.	Media & Entertainment/Movie Lovers	178,821
7.	News & Politics/Avid News Readers	178,813

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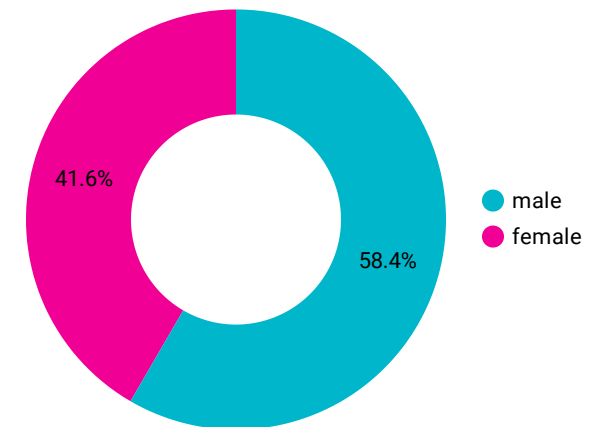
Event name	Event count ▾	Total users
1. page_view	3,117,860	1,435,269
2. session_start	1,896,142	1,445,060
3. user_engagement	1,719,839	611,200
4. first_visit	1,442,465	1,404,555
5. screen_view	1,071,015	7,004
6. serviceLoadTimeEvent	421,331	4,004
7. scroll	207,779	105,413
8. listLoadTimeEvent	153,950	3,879
9. Πρώτη	141,968	4,288

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Users By Ages



Users By Gender



Total users **699,901** Event count **4,702,110** Sessions **1,087,350**

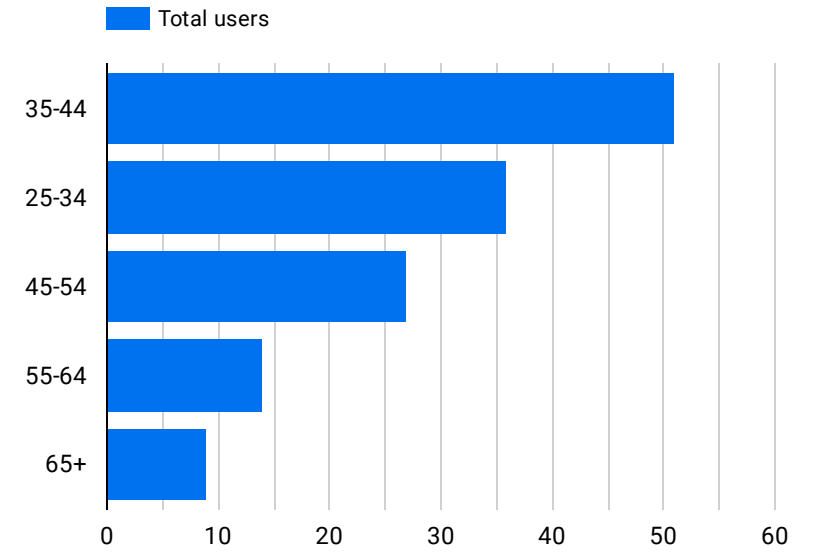
Interests		Total users ▾
1.	Media & Entertainment/Comics & Animati...	121
2.	Shoppers	121
3.	Technology/Mobile Enthusiasts	113
4.	Food & Dining/Cooking Enthusiasts	109
5.	Media & Entertainment/Gamers/Casual & ...	107
6.	News & Politics/Avid News Readers	107
7.	Media & Entertainment/Gamers/Action G...	106

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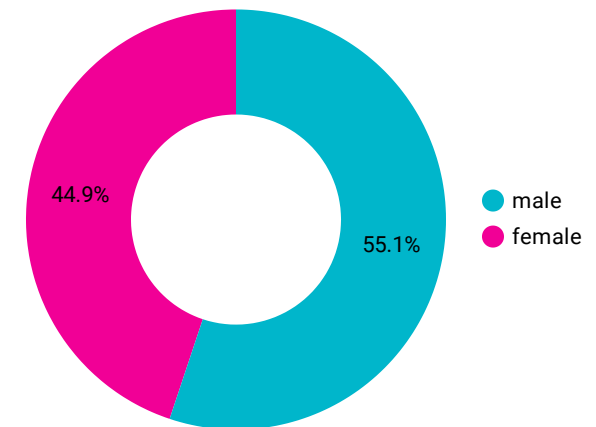
Event name		Event count ▾	Total users
1.	page_view	1,672,352	697,056
2.	user_engagement	1,102,408	446,534
3.	session_start	1,085,159	696,521
4.	first_visit	690,570	681,412
5.	scroll	129,955	63,948
6.	click	16,920	9,952
7.	screen_view	2,872	303
8.	notification_receive	798	78
9.	app_exception	349	36

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Users By Ages



Users By Gender



Total users
213,398

Event count
1,046,149

Sessions
247,589

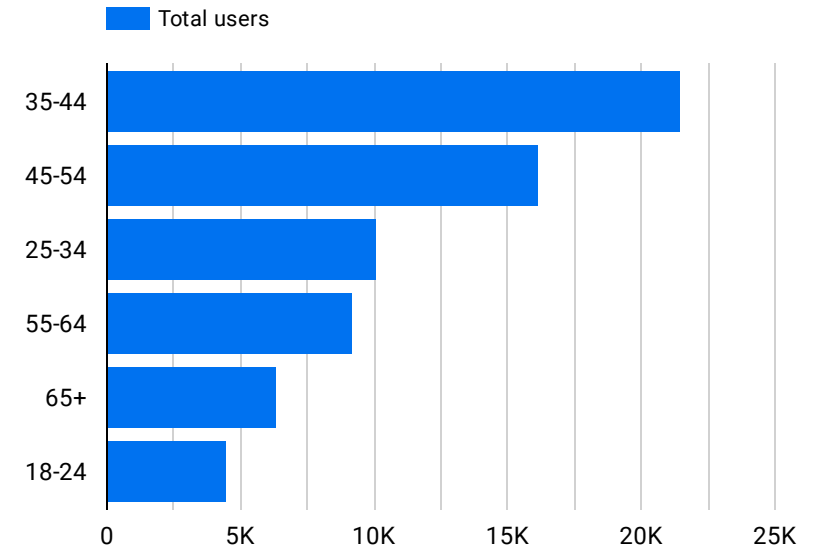
Interests		Total users ▾
1.	Technology/Social Media Enthusiasts	32,282
2.	Lifestyles & Hobbies/Shutterbugs	31,773
3.	News & Politics/Avid News Readers/Enter...	31,239
4.	Media & Entertainment/Movie Lovers	24,547
5.	Travel/Travel Buffs/Luxury Travelers	22,507
6.	Food & Dining/Cooking Enthusiasts/Aspir...	21,613
7.	Sports & Fitness/Sports Fans/Soccer Fans	20,677

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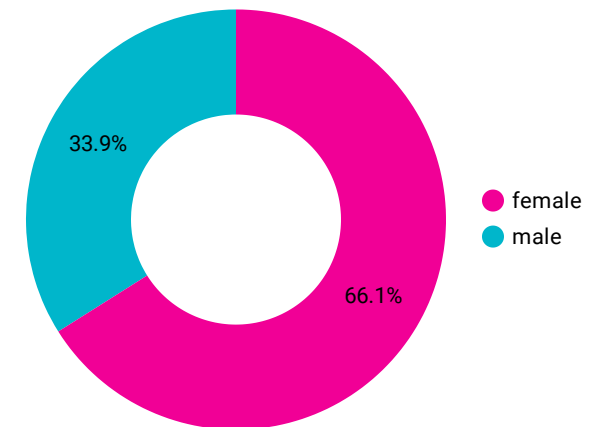
Event name		Event count ▾	Total users
1.	page_view	396,047	212,392
2.	session_start	252,488	212,405
3.	first_visit	211,539	208,646
4.	user_engagement	152,744	85,590
5.	scroll	28,878	19,548
6.	click	4,353	3,265
7.	file_download	72	69
8.	view_search_results	28	7

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Users By Ages



Users By Gender

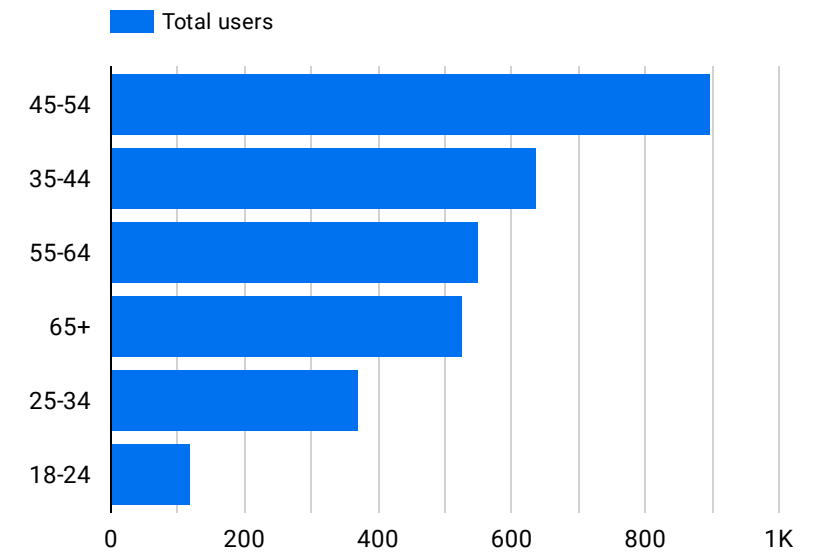


Total users
28,339

Event count
174,636

Sessions
45,605

Users By Ages



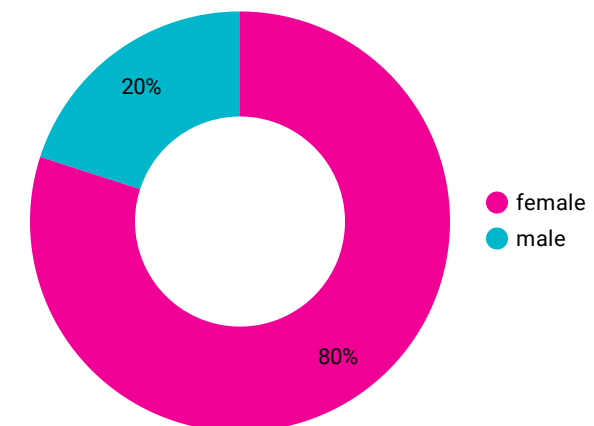
	Interests	Total users
1.	Food & Dining/Cooking Enthusiasts/Aspir...	2,472
2.	Lifestyles & Hobbies/Shutterbugs	2,405
3.	Technology/Social Media Enthusiasts	2,403
4.	News & Politics/Avid News Readers/Enter...	2,116
5.	Media & Entertainment/Movie Lovers	1,826
6.	Media & Entertainment/Light TV Viewers	1,666
7.	Media & Entertainment/TV Lovers/Game, ...	1,583

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	Event name	Event count	Total users
1.	session_start	45,991	28,297
2.	page_view	45,263	28,291
3.	first_visit	45,064	28,285
4.	user_engagement	31,304	18,404
5.	scroll	6,518	3,265
6.	form_start	379	182
7.	click	106	72

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Users By Gender



Total users

8,734

Event count

55,007

Sessions

10,791

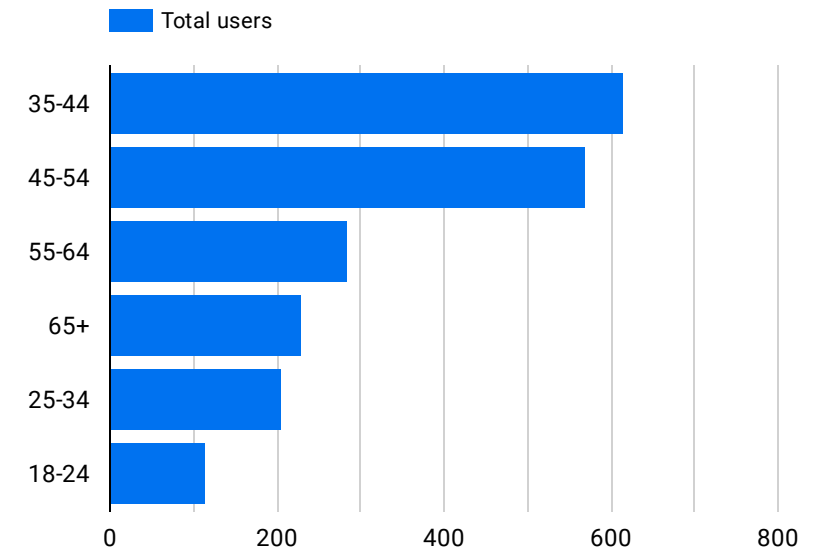
Interests		Total users ▾
1.	Food & Dining/Cooking Enthusiasts/Aspir...	1,329
2.	Lifestyles & Hobbies/Shutterbugs	1,008
3.	Technology/Social Media Enthusiasts	1,005
4.	News & Politics/Avid News Readers/Enter...	727
5.	Media & Entertainment/Movie Lovers	622
6.	Sports & Fitness/Sports Fans/Soccer Fans	608
7.	News & Politics/Avid News Readers	572

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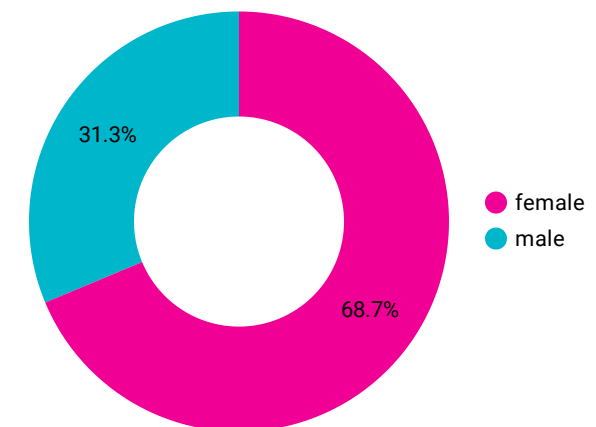
Event name		Event count ▾	Total users
1.	page_view	20,844	8,724
2.	session_start	10,577	8,715
3.	user_engagement	9,395	5,843
4.	first_visit	8,547	8,405
5.	scroll	5,419	1,296
6.	form_start	153	35
7.	click	52	41
8.	print	11	3
9.	form_submit	5	5

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Users By Ages



Users By Gender



Total users
169,938

Event count
601,689

Sessions
258,541

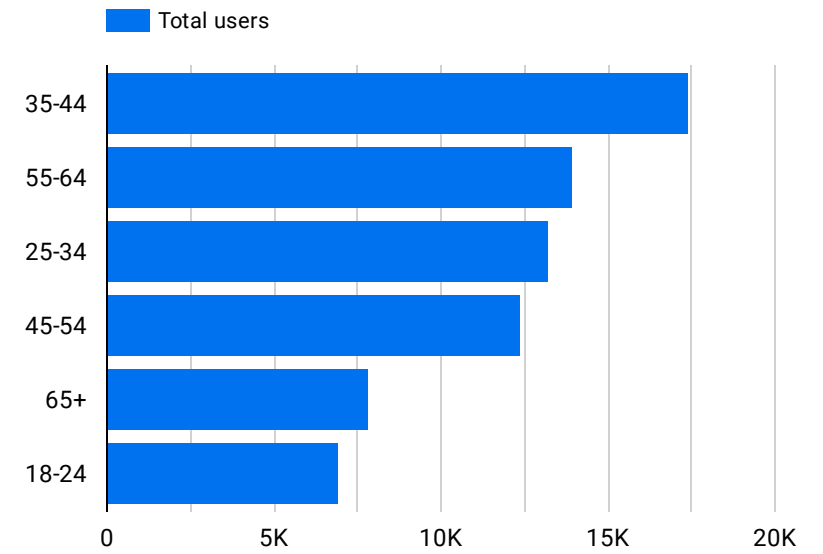
Interests		Total users
1.	Travel/Travel Buffs/Luxury Travelers	17,996
2.	News & Politics/Avid News Readers/Avid ...	17,437
3.	Banking & Finance/Avid Investors	17,254
4.	News & Politics/Avid News Readers/Avid ...	14,852
5.	Technology/Technophiles	13,744
6.	News & Politics/Avid News Readers/Enter...	13,435
7.	Media & Entertainment/Movie Lovers	13,089

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Event name		Event count	Total users
1.	page_view	183,810	99,187
2.	session_start	183,490	99,193
3.	first_visit	182,684	99,187
4.	user_engagement	44,210	28,643
5.	scroll	5,571	3,547
6.	click	828	669
7.	file_download	434	363
8.	form_start	375	291
9.	form_submit	286	233

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Users By Ages



Users By Gender

