

1,1 εκατομμύριο χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Νοέμβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Νοέμβριο 24,059,800 εμφανίσεις και 1,153,717 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 15,602,434 και 505,495 συνολικούς χρήστες για τον μήνα Νοέμβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 7,467,260 συνολικές εμφανίσεις και 362,397 χρήστες για τον μήνα Νοέμβριο.

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

ADSTORE ANALYTICS NOVEMBER 2021

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	24.059.800	12.341.850	1.153.717
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	23.069.694	11.896.504	867.892
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	990.106	445.346	285.825
ENGLISH (Knews, WiZ English)	278.421	68.832	37.058

ADSTORE DISPLAY IMPRESSIONS 77,226,939

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

www.ad-store.net

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL
PEOPLE

KNEWS

AthenaRecipes

24NEWS

wizguide

Total users
505,495

Event count
15,602,434

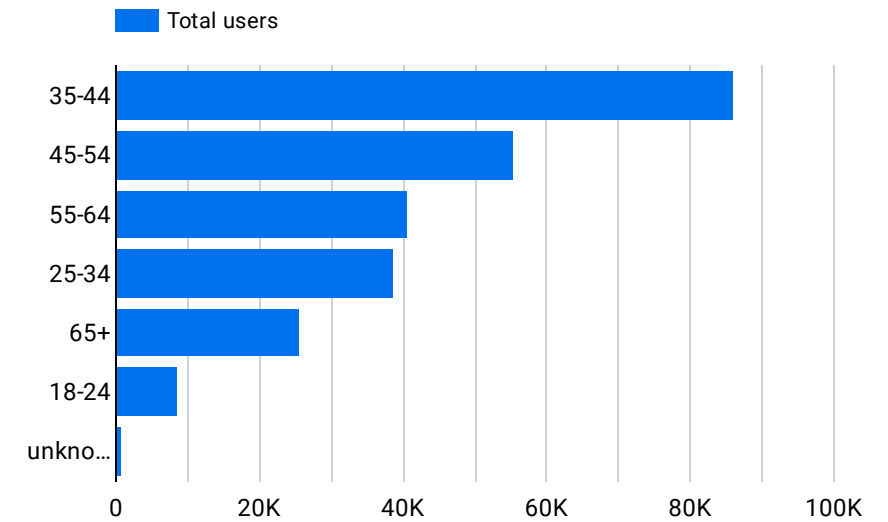
Interests	Total users
1. Media & Entertainment/TV Lovers	134,595
2. News & Politics/Avid News Readers	133,696
3. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	123,002
4. Beauty & Wellness/Frequently Visits Salons	103,538
5. News & Politics/Avid News Readers/Entertainment News Enthusiasts	101,761
6. Sports & Fitness/Sports Fans	99,582
7. Lifestyles & Hobbies/Green Living Enthusiasts	88,857

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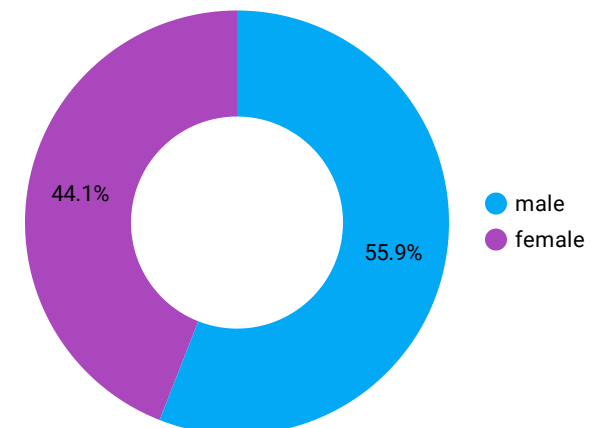
Event name	Event count	Total users
1. page_view	6,420,316	499,256
2. user_engagement	3,466,476	255,558
3. session_start	2,246,202	498,907
4. screen_view	1,534,512	5,473
5. scroll	437,621	106,831
6. first_visit	401,740	390,340
7. article_view	372,629	4,354
8. SPLASH_AD	217,565	5,253
9. KYPIEΣ	158,992	3,317
Grand total	15,601,756	505,495

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Users by Ages



Users by Gender



Total users
362,397

Event count
7,467,260

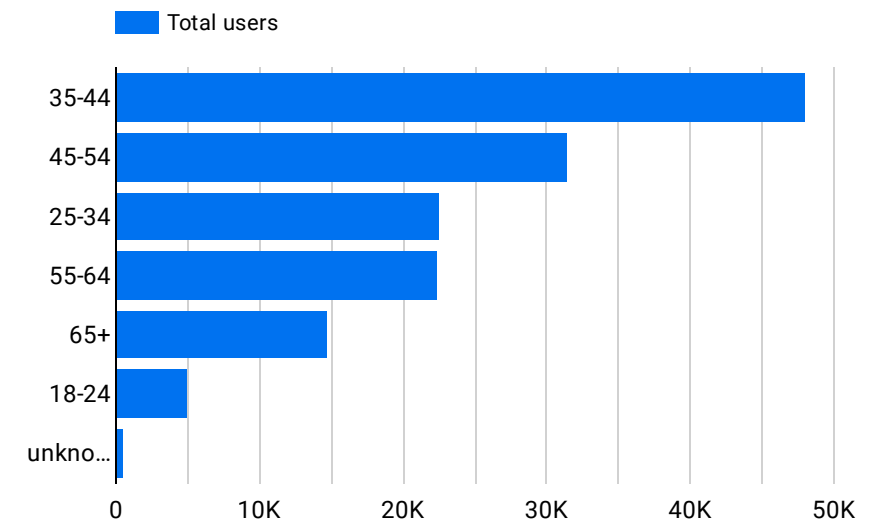
Interests	Total users
1. News & Politics/Avid News Readers	85,789
2. Media & Entertainment/TV Lovers	73,154
3. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	70,839
4. News & Politics/Avid News Readers/Entertainment News Enthusi...	65,743
5. Sports & Fitness/Sports Fans	63,904
6. Beauty & Wellness/Frequently Visits Salons	61,115
7. Sports & Fitness/Health & Fitness Buffs	58,876

1 - 100 / 118 < >

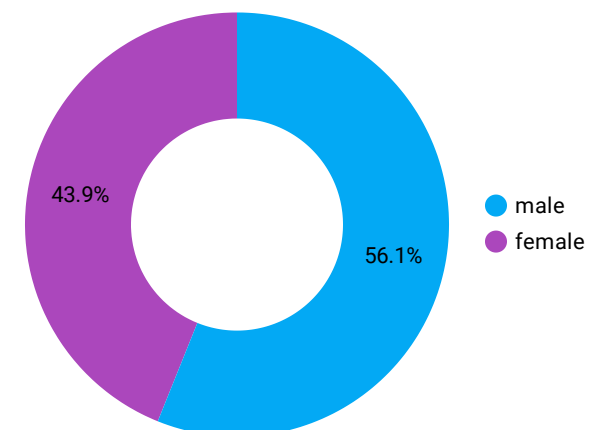
Event name	Event count	Total users
1. page_view	2,998,176	352,100
2. user_engagement	1,464,811	185,755
3. session_start	1,054,407	356,509
4. screen_view	943,500	7,514
5. first_visit	261,384	258,007
6. SPLASH_AD	149,083	7,352
7. article_view	145,982	5,280
8. Πρώτη	125,826	4,426
9. scroll	117,067	37,533
Grand total	7,466,618	362,397

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Users by Ages



Users by Gender



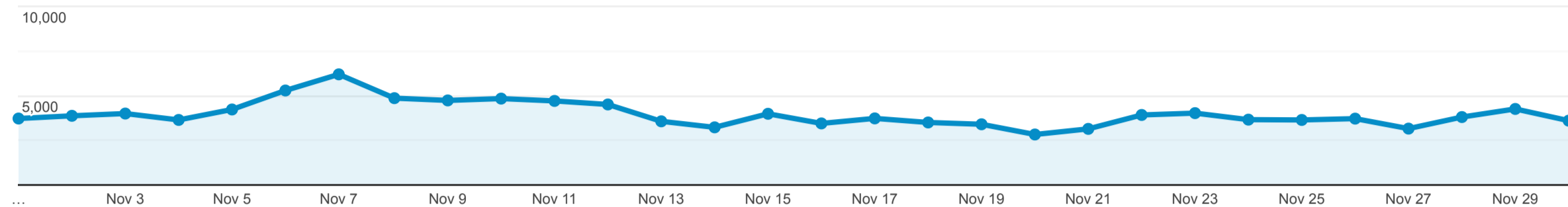
Audience Overview

Nov 1, 2021 - Nov 30, 2021

All Users
100.00% Sessions

Overview

Sessions



Sessions

118,734

Users

51,720

Pageviews

328,960

Pages / Session

2.77

Avg. Session Duration

00:04:22

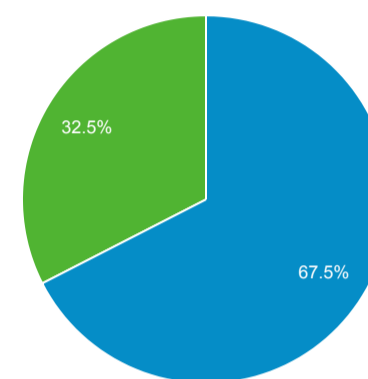
Bounce Rate

72.42%

% New Sessions

32.51%

Returning Visitor New Visitor



Language

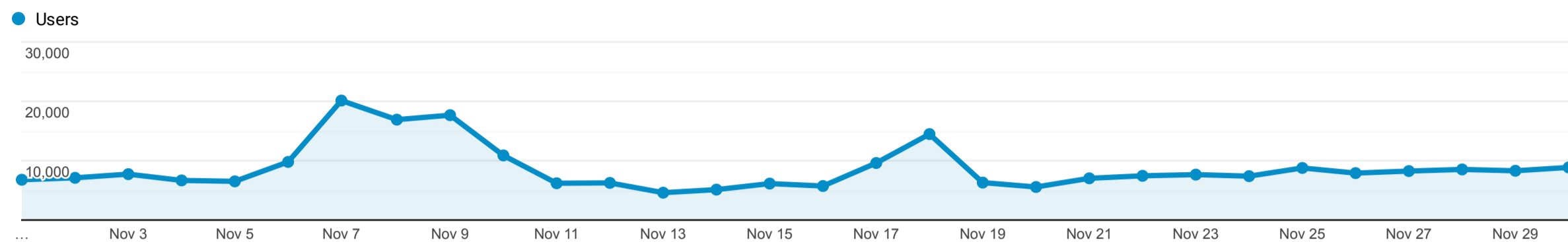
Language	Sessions	% Sessions
1. en-us	47,720	40.19%
2. el-gr	27,214	22.92%
3. en-gb	25,560	21.53%
4. el-cy	7,547	6.36%
5. el	6,398	5.39%
6. en-cy	2,048	1.72%
7. en	403	0.34%
8. el-gb	262	0.22%
9. en-au	191	0.16%
10. de	120	0.10%

Audience Overview

Nov 1, 2021 - Nov 30, 2021

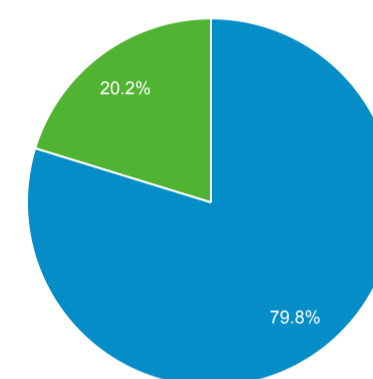
All Users
100.00% Users

Overview



Users 204,537	New Users 171,888	Sessions 285,698	Number of Sessions per User 1.40
Pageviews 558,322	Pages / Session 1.95	Avg. Session Duration 00:02:21	Bounce Rate 82.47%

■ New Visitor ■ Returning Visitor



Language

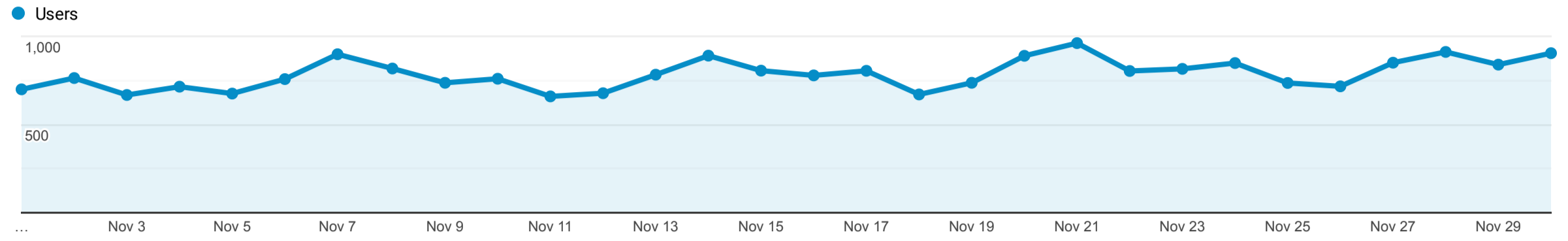
Language	Users	% Users
1. el-gr	88,425	43.49%
2. en-us	52,013	25.58%
3. en-gb	30,114	14.81%
4. el	19,343	9.51%
5. el-cy	6,502	3.20%
6. en-cy	2,497	1.23%
7. de-de	793	0.39%
8. el-gb	493	0.24%
9. en-au	456	0.22%
10. en	394	0.19%

Audience Overview

Nov 1, 2021 - Nov 30, 2021

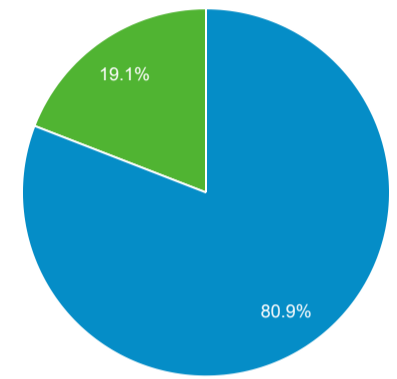
All Users
100.00% Users

Overview



Users 19,892	New Users 17,587	Sessions 27,081	Number of Sessions per User 1.36
Pageviews 68,828	Pages / Session 2.54	Avg. Session Duration 00:02:08	Bounce Rate 70.77%

■ New Visitor ■ Returning Visitor



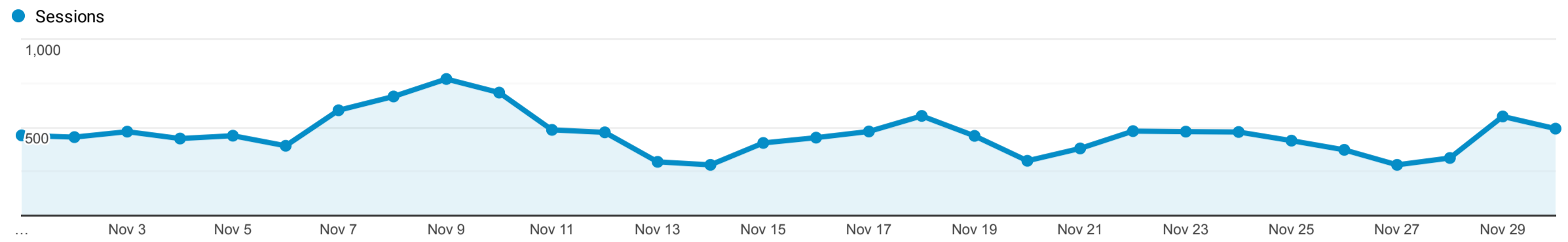
Language	Users	% Users
1. el-gr	8,058	40.68%
2. el	4,550	22.97%
3. en-gb	3,280	16.56%
4. en-us	2,559	12.92%
5. el-cy	564	2.85%
6. en-cy	231	1.17%
7. de-de	68	0.34%
8. en	56	0.28%
9. en-au	51	0.26%
10. c	37	0.19%

Audience Overview

Nov 1, 2021 - Nov 30, 2021

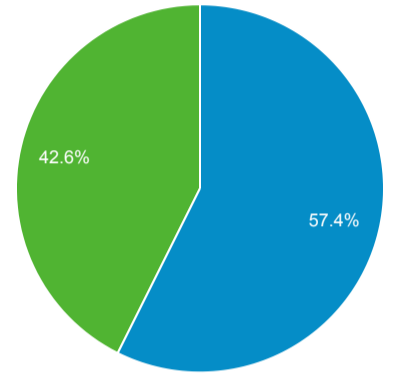
All Users
100.00% Sessions

Overview



Sessions 13,833	Users 9,251	Pageviews 33,996	Pages / Session 2.46
Avg. Session Duration 00:03:53	Bounce Rate 80.83%	% New Sessions 57.31%	

■ New Visitor ■ Returning Visitor



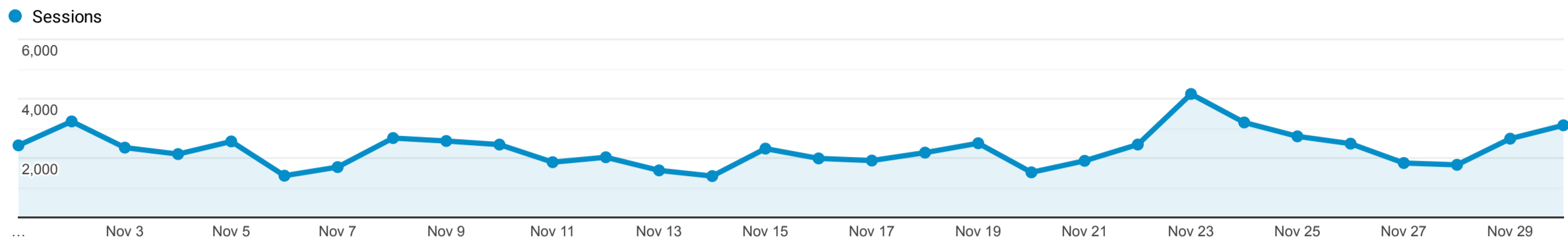
Language	Sessions	% Sessions
1. el-gr	5,213	37.69%
2. en-us	4,868	35.19%
3. el	1,287	9.30%
4. en-gb	1,269	9.17%
5. el-cy	754	5.45%
6. en-cy	81	0.59%
7. fr-fr	47	0.34%
8. en	41	0.30%
9. el-gb	36	0.26%
10. de	28	0.20%

Audience Overview

Nov 1, 2021 - Nov 30, 2021

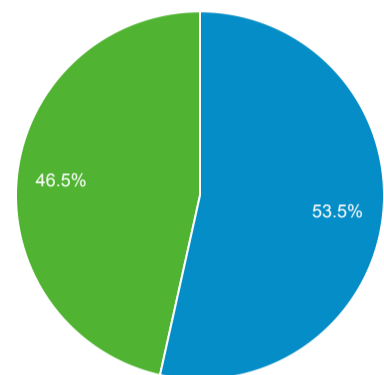
All Users
100.00% Sessions

Overview



Sessions 68,832	Users 36,949	Pageviews 278,421	Pages / Session 4.04
Avg. Session Duration 00:08:36	Bounce Rate 65.71%	% New Sessions 46.39%	

Returning Visitor New Visitor



Language	Sessions	% Sessions
1. en-gb	40,548	58.91%
2. en-us	17,042	24.76%
3. en-cy	1,396	2.03%
4. el-gr	982	1.43%
5. de-de	900	1.31%
6. en-ca	803	1.17%
7. en-au	584	0.85%
8. en	498	0.72%
9. fr-fr	458	0.67%
10. ru-ru	433	0.63%