

## Αύξηση 18,3% στους συνολικούς χρήστες κατέγραψε ο Όμιλος SPPMEDIA για τον μήνα Οκτώβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Οκτώβριο 32,390,581 εμφανίσεις και 1,369,004 διαφορετικούς επισκέπτες με αύξηση 18,3% σε σύγκριση με τον προηγούμενο μήνα.

Η ιστοσελίδα και η εφαρμογή του 24sports&news, κατέγραψαν για τον μήνα Οκτώβριο 18,952,999 συνολικές εμφανίσεις και συνολικούς χρήστες 539,554.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 10,381,629 και συνολικούς χρήστες 313,972.

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

### ADSTORE ANALYTICS OCTOBER 2020

Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	32,390,581	15,221,504	1,369,004
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	29,334,628	13,637,853	853,526
<b>LIFESTYLE</b> (must, gastronomos, wiz guide, athena recipes)	3,055,953	1,583,651	515,478
<b>ENGLISH</b> (Knews, WIZ English)	423,511	125,569	64,865

### ADSTORE DISPLAY IMPRESSIONS 114,565,045

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

[www.ad-store.net](http://www.ad-store.net)

Η ΚΑΘΗΜΕΡΙΝΗ

24SPORTS

must



γαστρονόμος



BEAUTIFUL  
PEOPLE

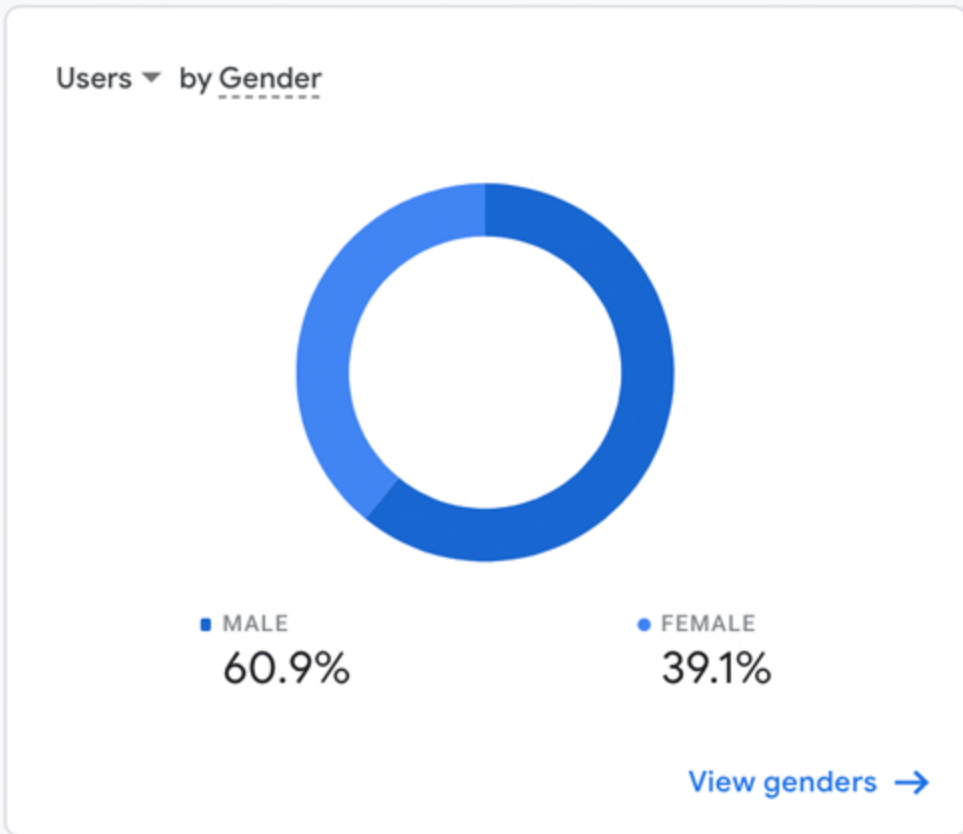
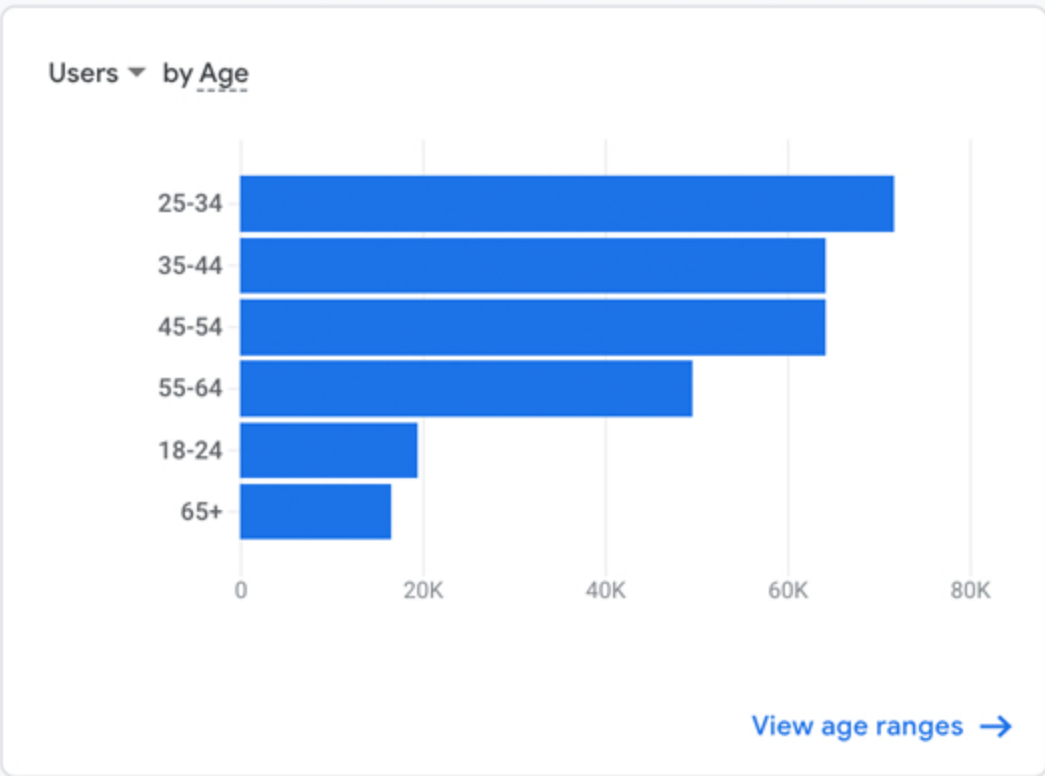
KNEWS



24NEWS

wizguide

Event name	↓ Event count	Total users
<b>Totals</b>	<b>18,952,999</b> 100% of total	<b>539,554</b> 100% of total
1 page_view	7,296,371	525,681
2 user_engagement	5,810,941	350,001
3 session_start	2,332,381	529,408
4 screen_view	1,718,998	5,377
5 article_view	451,647	4,203
6 first_visit	351,483	341,026
7 scroll	265,511	41,142
8 SPLASH_AD	229,231	4,998
9 ΚΥΠΙΕΣ	162,485	3,189
10 Κύριες	124,252	1,750

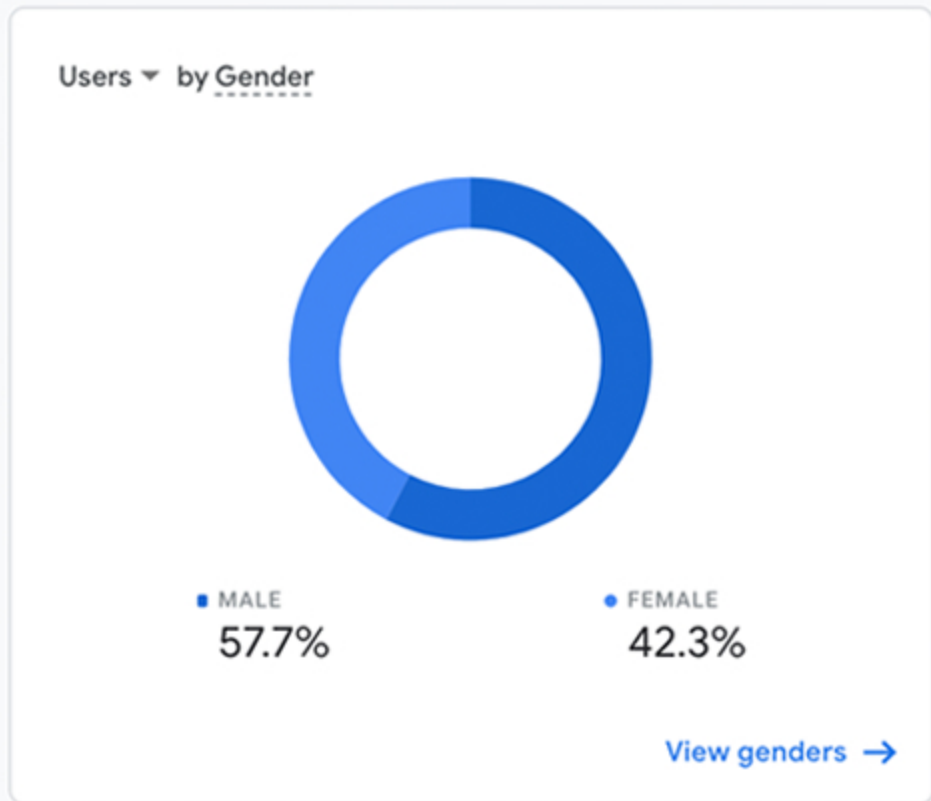
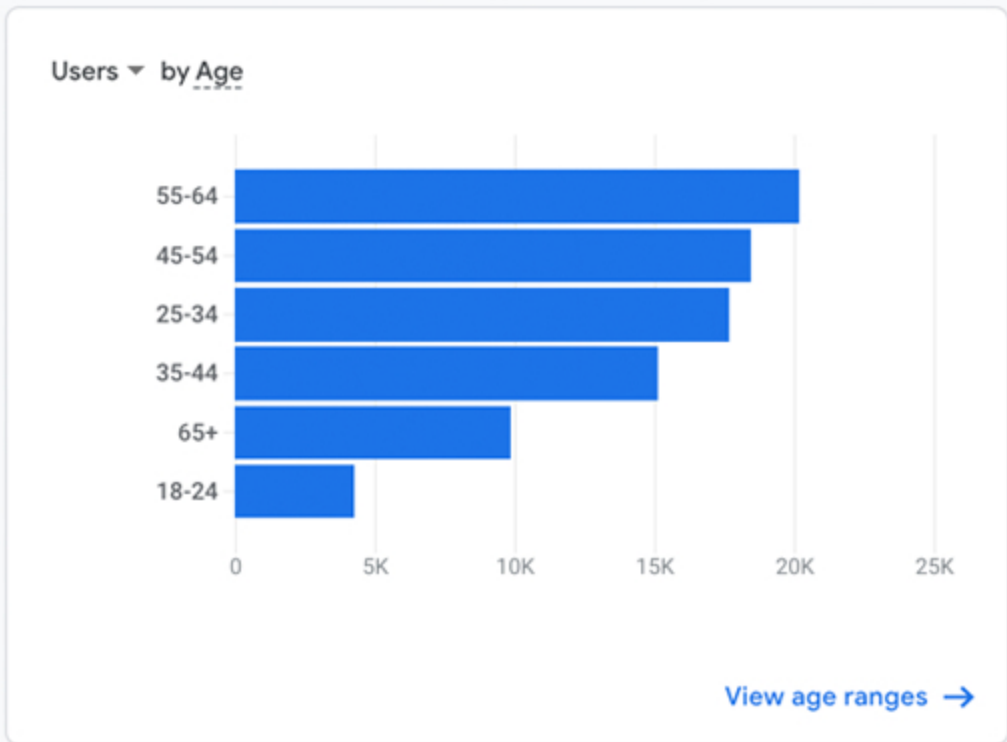


### Users by Interests

INTERESTS	USERS
Media & Enter...ent/TV Lovers	144K
Food & Dining... Minute Chefs	140K
News & Politi... News Readers	127K
Lifestyles & H...ng Enthusiasts	126K
Sports & Fitness/Sports Fans	122K
Sports & Fitne...s/Soccer Fans	109K
Lifestyles & H...r Enthusiasts	105K

[View interests →](#)

Event name	↓ Event count	Total users
<b>Totals</b>	<b>10,381,629</b> 100% of total	<b>313,972</b> 100% of total
1 page_view	3,174,262	302,008
2 user_engagement	2,808,840	199,146
3 screen_view	1,777,550	9,491
4 session_start	1,118,452	310,992
5 article_view	276,178	7,293
6 SPLASH_AD	269,604	8,976
7 Πρώτη	250,855	5,276
8 first_visit	228,640	224,086
9 scroll	147,250	35,451
10 ΠΡΩΤΗ	124,646	3,549



Users ▾ by Interests

INTERESTS	USERS
Food & Dining... Minute Chefs	45K
News & Politi... News Readers	42K
Media & Enter...ent/TV Lovers	41K
Lifestyles & H...ng Enthusiasts	38K
Sports & Fitne... Fitness Buffs	32K
Sports & Fitness/Sports Fans	31K
Travel/Travel Buffs	31K

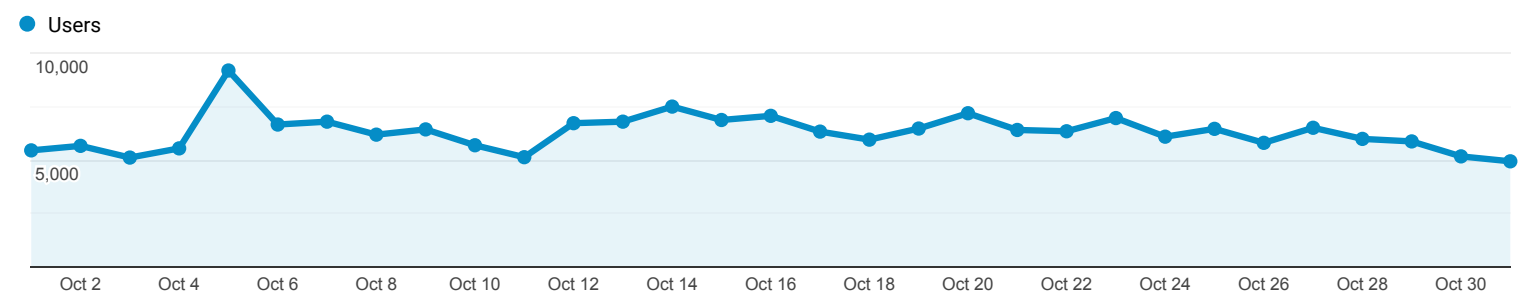
[View interests →](#)

## Audience Overview

**All Users**  
100.00% Users

Oct 1, 2020 - Oct 31, 2020

### Overview



Users  
**134,538**

New Users  
**109,024**

Sessions  
**227,501**

Number of Sessions per User  
**1.69**

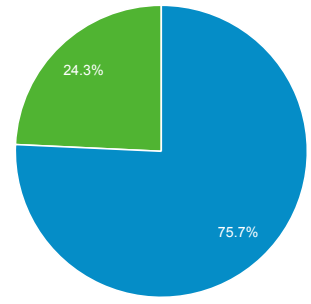
Pageviews  
**488,483**

Pages / Session  
**2.15**

Avg. Session Duration  
**00:02:44**

Bounce Rate  
**73.53%**

■ New Visitor ■ Returning Visitor



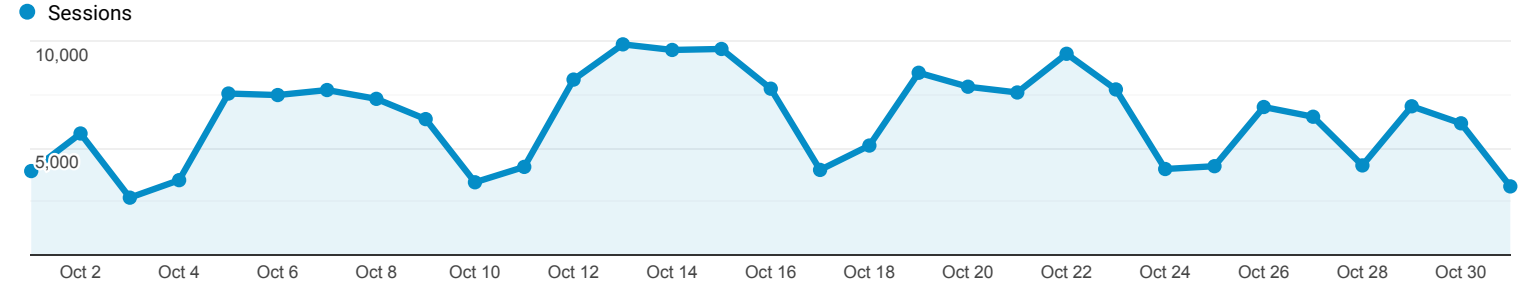
Language	Users	% Users
1. el-gr	53,079	39.31%
2. el	27,293	20.21%
3. en-gb	21,982	16.28%
4. en-us	21,780	16.13%
5. el-cy	5,072	3.76%
6. en-cy	2,026	1.50%
7. en	1,009	0.75%
8. de-de	428	0.32%
9. de	297	0.22%
10. el-gb	290	0.21%

### Audience Overview

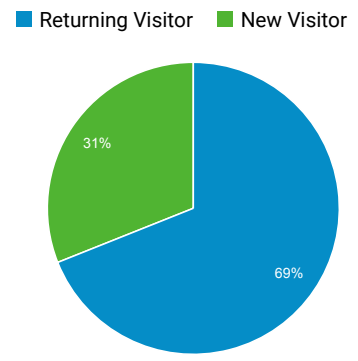
**All Users**  
100.00% Sessions

Oct 1, 2020 - Oct 31, 2020

**Overview**



<b>Sessions</b> 197,184	<b>Users</b> 78,980	<b>Pageviews</b> 796,892
<b>Pages / Session</b> 4.04	<b>Avg. Session Duration</b> 00:08:10	<b>Bounce Rate</b> 64.45%
<b>% New Sessions</b> 31.00%		



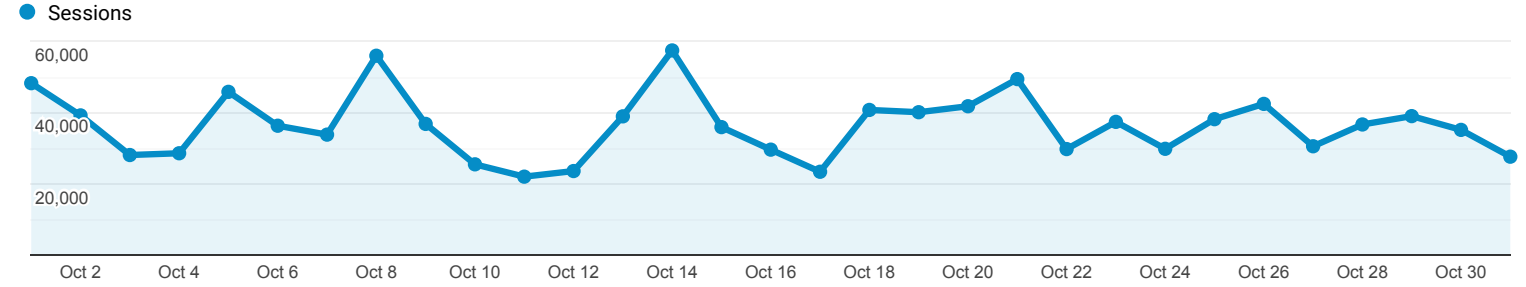
Language	Sessions	% Sessions
1. en-us	99,237	50.33%
2. en-gb	44,215	22.42%
3. el-gr	30,251	15.34%
4. el	9,334	4.73%
5. el-cy	4,996	2.53%
6. en	2,634	1.34%
7. en-cy	2,508	1.27%
8. en-au	480	0.24%
9. fr-fr	400	0.20%
10. de-de	396	0.20%

### Audience Overview

Oct 1, 2020 - Oct 31, 2020

All Users  
100.00% Sessions

Overview



Sessions

**1,127,363**

Users

**280,731**

Pageviews

**1,670,168**

Pages / Session

**1.48**

Avg. Session Duration

**00:01:28**

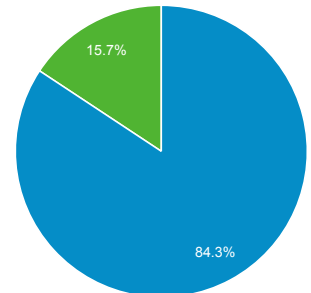
Bounce Rate

**84.38%**

% New Sessions

**15.70%**

Returning Visitor New Visitor



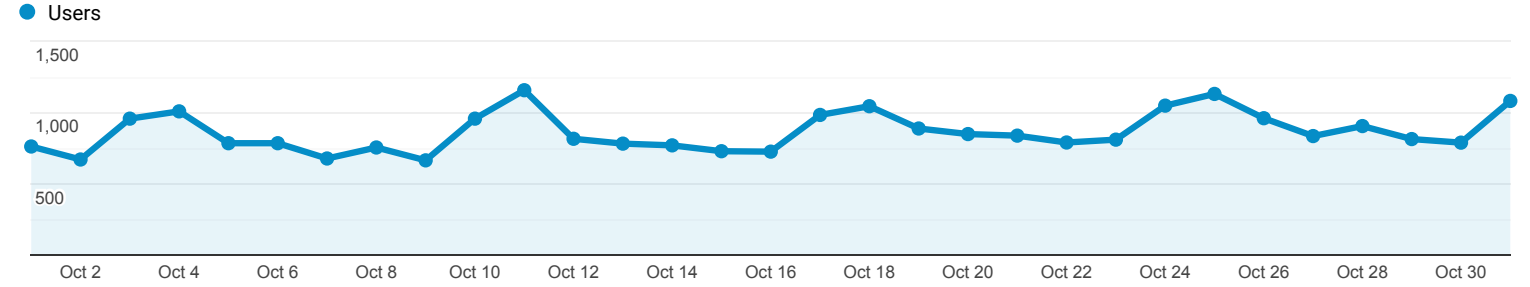
Language	Sessions	% Sessions
1. el-gr	490,729	43.53%
2. en-gb	223,172	19.80%
3. en-us	155,566	13.80%
4. el-cy	140,615	12.47%
5. en-cy	47,705	4.23%
6. el	40,017	3.55%
7. el-gb	9,623	0.85%
8. en	2,756	0.24%
9. en-au	2,385	0.21%
10. en-gr	2,052	0.18%

Audience Overview

Oct 1, 2020 - Oct 31, 2020

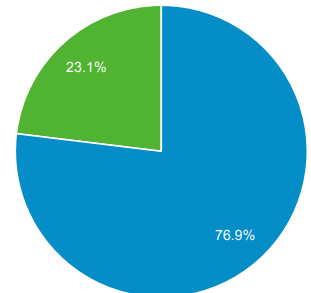
All Users  
100.00% Users

Overview



<b>Users</b> 21,229	<b>New Users</b> 18,177	<b>Sessions</b> 31,603
<b>Number of Sessions per User</b> 1.49	<b>Pageviews</b> 100,410	<b>Pages / Session</b> 3.18
<b>Avg. Session Duration</b> 00:02:43	<b>Bounce Rate</b> 68.85%	

■ New Visitor ■ Returning Visitor



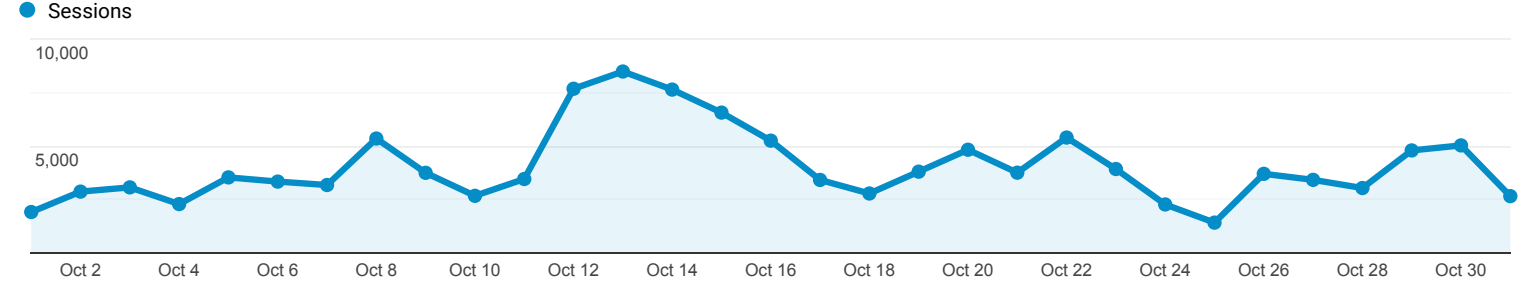
Language	Users	% Users
1. el-gr	8,022	37.30%
2. el	5,242	24.38%
3. en-gb	3,763	17.50%
4. en-us	2,623	12.20%
5. el-cy	830	3.86%
6. en-cy	258	1.20%
7. en	191	0.89%
8. de-de	70	0.33%
9. de	69	0.32%
10. en-au	64	0.30%

## Audience Overview

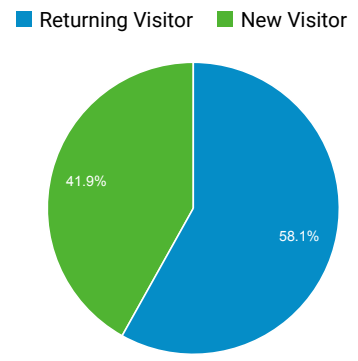
Oct 1, 2020 - Oct 31, 2020

All Users  
100.00% Sessions

### Overview



<b>Sessions</b> 125,569	<b>Users</b> 64,865	<b>Pageviews</b> 423,511
<b>Pages / Session</b> 3.37	<b>Avg. Session Duration</b> 00:06:36	<b>Bounce Rate</b> 69.51%
<b>% New Sessions</b> 41.80%		



Language	Sessions	% Sessions
1. en-gb	70,583	56.21%
2. en-us	30,167	24.02%
3. en	2,758	2.20%
4. en-cy	2,709	2.16%
5. el-gr	2,603	2.07%
6. fr	1,153	0.92%
7. en-au	1,013	0.81%
8. en-ca	995	0.79%
9. de-de	979	0.78%
10. ru-ru	887	0.71%