

Πάνω από μισό εκατομμύριο χρήστες κατέγραψε το 24Sports&News τον μήνα Οκτώβριο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Οκτώβριο 30,125,618 εμφανίσεις και 1,463,040 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή του 24Sports&News κατέγραψαν συνολικές εμφανίσεις 17,650,220 και 538,785 συνολικούς χρήστες για τον μήνα Οκτώβριο.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν 7,050,177 συνολικές εμφανίσεις και 289,372 χρήστες για τον μήνα Οκτώβριο.

Η ιστοσελίδα και η εφαρμογή του απόλυτου οδηγού διασκέδασης στην Κύπρο Wiz Guide, κατέγραψαν 4,583,857 συνολικές εμφανίσεις και 177,161 χρήστες για τον μήνα Οκτώβριο.

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

ADSTORE ANALYTICS OCTOBER 2022			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	30,125,618	13,517,981	1,463,040
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
NEWS (Kathimerini, 24sports&news)	24,700,397	12,053,648	828,157
LIFESTYLE (must, gastronomos, athena recipes, WiZ guide)	5,425,221	1,464,333	634,883
ENGLISH (Knews, WiZ English)	224,008	51,312	31,608
ADSTORE DISPLAY IMPRESSIONS 89,968,695			
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
538,785

Event count
17,650,220

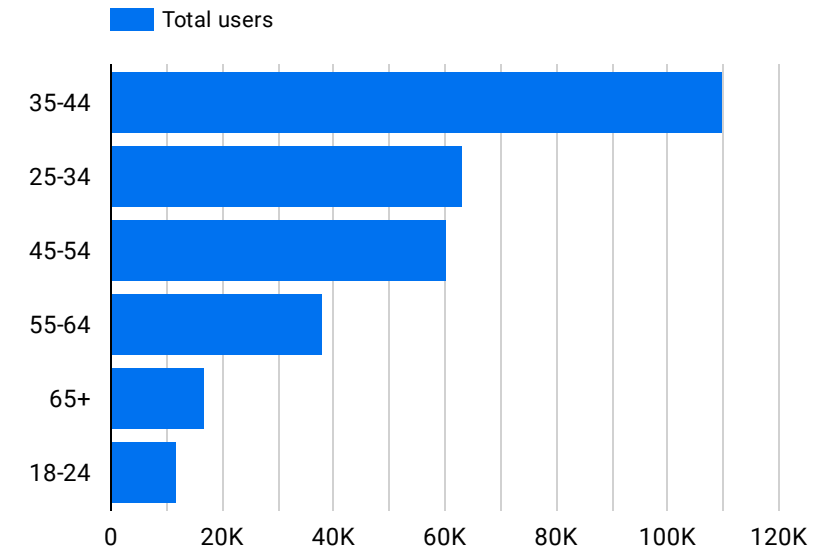
	Interests	Total users ▾
1.	Media & Entertainment/TV Lovers	197,905
2.	News & Politics/Avid News Readers	172,246
3.	Beauty & Wellness/Frequently Visits Salons	161,212
4.	Sports & Fitness/Sports Fans	158,772
5.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	155,853
6.	Sports & Fitness/Sports Fans/Soccer Fans	136,475
7.	News & Politics/Avid News Readers/Entertainment News Enthusias...	125,455

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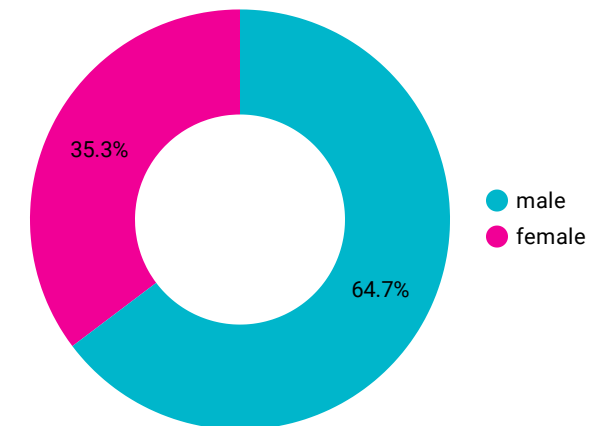
	Event name	Event count ▾	Total users
1.	page_view	7,116,649	532,889
2.	user_engagement	3,933,655	345,238
3.	session_start	2,258,914	535,523
4.	screen_view	1,894,703	5,829
5.	scroll	740,272	123,637
6.	article_view	463,048	4,936
7.	first_visit	373,076	365,989
8.	SPLASH_AD	247,145	5,774
9.	KYPIEΣ	174,651	3,682

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Users By Ages



Users By Gender



Total users
289,372

Event count
7,050,177

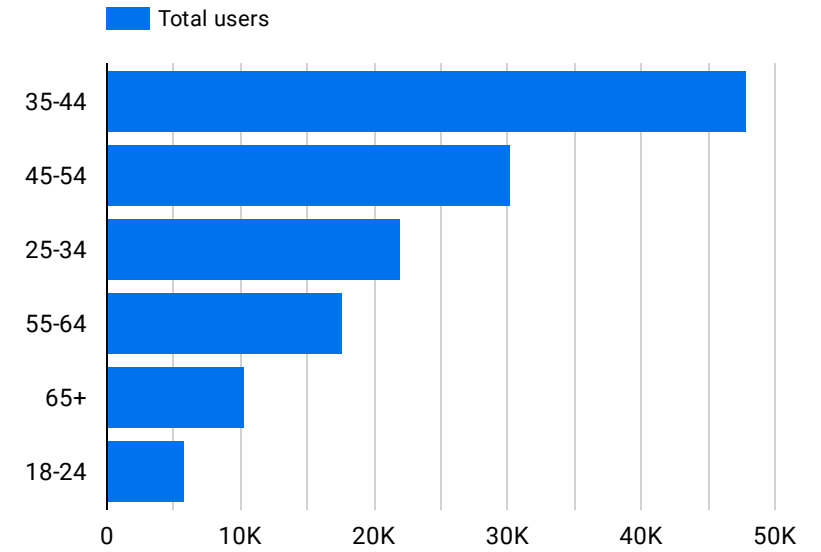
Interests		Total users ▾
1.	News & Politics/Avid News Readers	81,936
2.	Media & Entertainment/TV Lovers	79,871
3.	Food & Dining/Cooking Enthusiasts/30 M...	75,538
4.	Beauty & Wellness/Frequently Visits Salons	65,174
5.	Sports & Fitness/Sports Fans	62,649
6.	Lifestyles & Hobbies/Green Living Enthusi...	61,336
7.	News & Politics/Avid News Readers/Enter...	58,414

1 - 100 / 131 < >

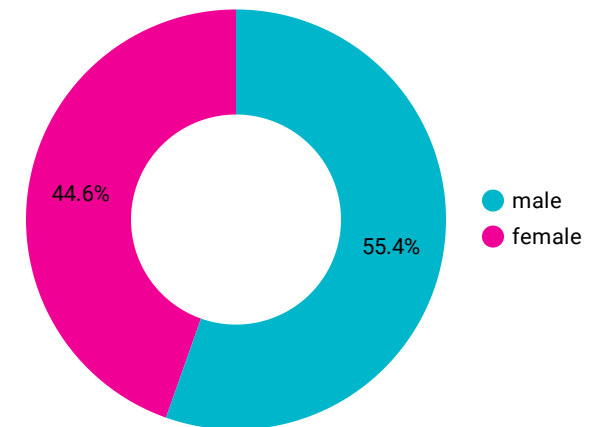
Event name		Event count ▾	Total users
1.	page_view	2,667,250	280,508
2.	user_engagement	1,434,465	178,092
3.	screen_view	993,700	7,056
4.	session_start	823,860	287,170
5.	scroll	302,150	39,419
6.	first_visit	211,150	209,238
7.	article_view	156,071	5,193
8.	Πρώτη	137,066	4,282
9.	SPLASH_AD	123,630	6,978

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Users By Ages



Users By Gender



Total users
177,161

Event count
4,583,857

Sessions
899,751

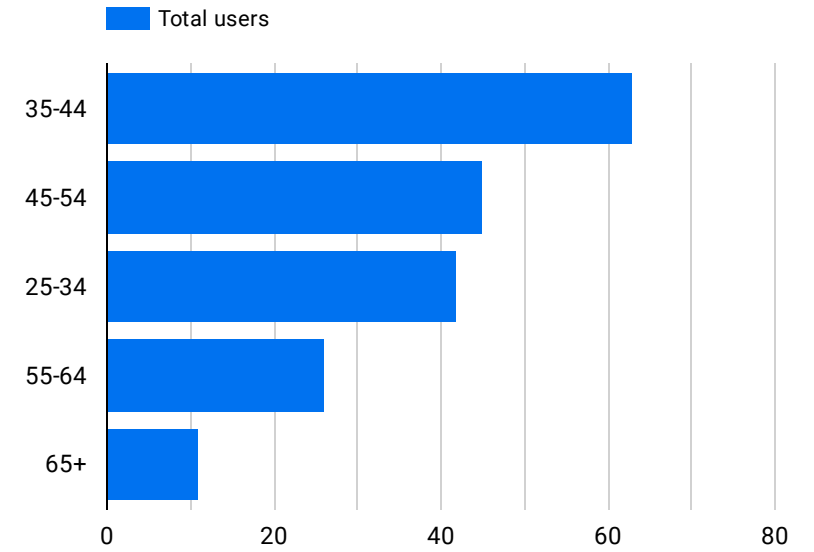
Interests		Total users
1.	Media & Entertainment/Comics & Animati...	158
2.	Shoppers	158
3.	Technology/Mobile Enthusiasts	148
4.	Travel/Travel Buffs	146
5.	Food & Dining/Cooking Enthusiasts	142
6.	Technology/Technophiles	134
7.	Sports & Fitness/Health & Fitness Buffs	133

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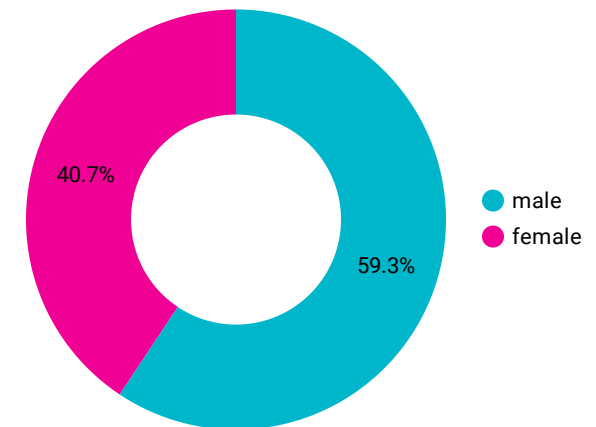
Event name		Event count	Total users
1.	page_view	2,360,021	176,507
2.	user_engagement	954,964	109,693
3.	session_start	893,850	176,441
4.	scroll	219,218	43,524
5.	first_visit	133,594	133,563
6.	click	17,361	7,391
7.	screen_view	3,366	359
8.	notification_receive	600	166
9.	app_exception	237	41

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Users By Ages



Users By Gender

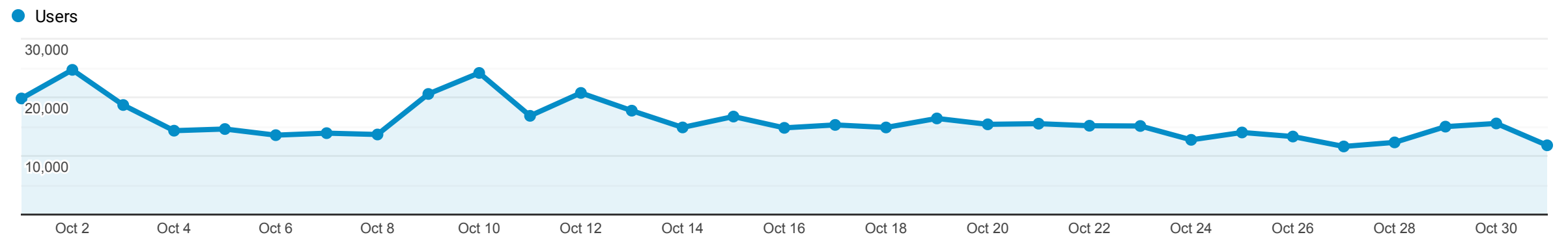


Audience Overview

Oct 1, 2022 - Oct 31, 2022

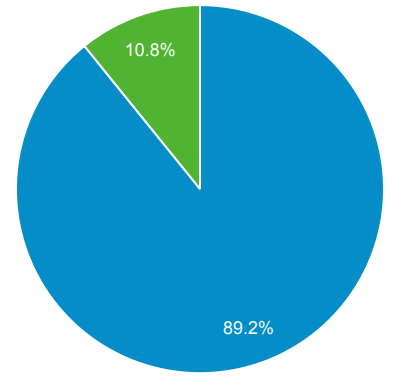
All Users
100.00% Users

Overview



Users 427,052	New Users 389,652	Sessions 524,125	Number of Sessions per User 1.23
Pageviews 756,897	Pages / Session 1.44	Avg. Session Duration 00:00:59	Bounce Rate 89.14%

■ New Visitor ■ Returning Visitor



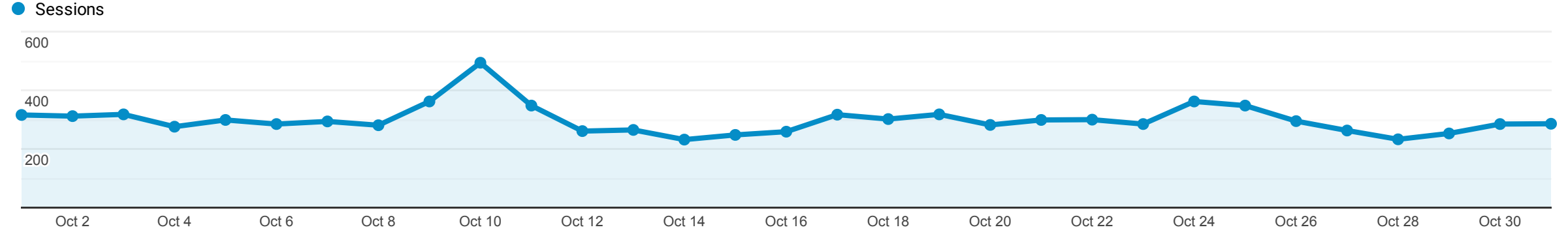
Language	Users	% Users
1. en	282,998	66.72%
2. el-gr	63,261	14.91%
3. en-gb	35,838	8.45%
4. en-us	15,299	3.61%
5. el	13,858	3.27%
6. el-cy	6,206	1.46%
7. en-cy	2,922	0.69%
8. en-au	713	0.17%
9. de-de	585	0.14%
10. el-gb	539	0.13%

Audience Overview

Oct 1, 2022 - Oct 31, 2022

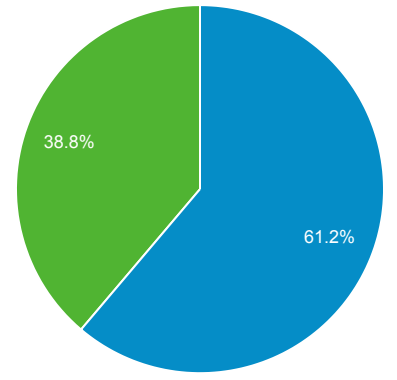
All Users
100.00% Sessions

Overview



Sessions 9,247	Users 6,516	Pageviews 19,933	Pages / Session 2.16
Avg. Session Duration 00:02:47	Bounce Rate 80.18%	% New Sessions 61.17%	

■ New Visitor ■ Returning Visitor



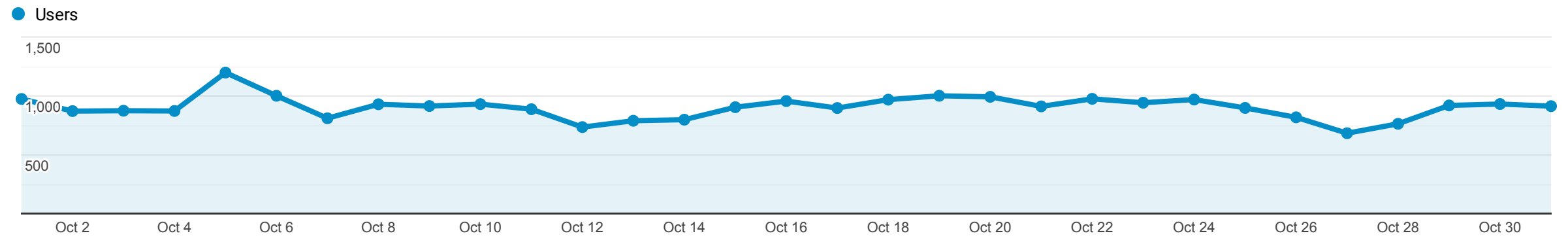
Language	Sessions	% Sessions
1. el-gr	3,328	35.99%
2. en-us	2,579	27.89%
3. el	1,474	15.94%
4. en-gb	1,021	11.04%
5. el-cy	446	4.82%
6. en	69	0.75%
7. c	41	0.44%
8. de-de	41	0.44%
9. en-au	34	0.37%
10. en-cy	34	0.37%

Audience Overview

Oct 1, 2022 - Oct 31, 2022

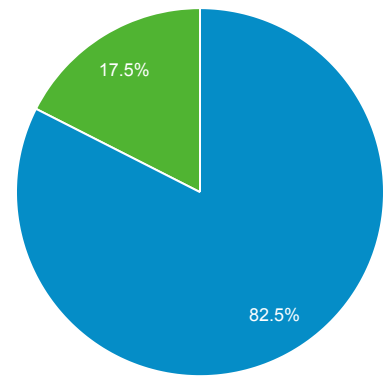
All Users
100.00% Users

Overview



Users 24,154	New Users 21,853	Sessions 31,210	Number of Sessions per User 1.29
Pageviews 64,534	Pages / Session 2.07	Avg. Session Duration 00:02:06	Bounce Rate 75.16%

New Visitor Returning Visitor



Language	Users	% Users
1. el-gr	9,484	39.24%
2. el	6,974	28.85%
3. en-gb	3,952	16.35%
4. en-us	2,362	9.77%
5. el-cy	529	2.19%
6. en-cy	221	0.91%
7. de-de	77	0.32%
8. en	75	0.31%
9. c	73	0.30%
10. en-au	58	0.24%

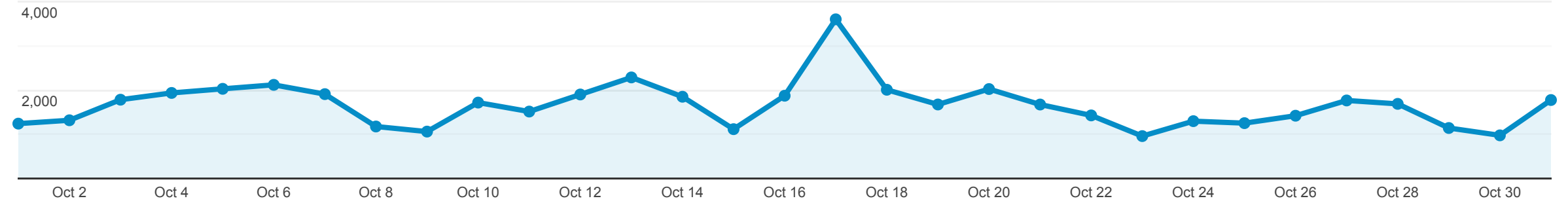
Audience Overview

Oct 1, 2022 - Oct 31, 2022

All Users
100.00% Sessions

Overview

Sessions



Sessions

51,312



Users

31,608



Pageviews

224,008



Pages / Session

4.37



Avg. Session Duration

00:09:40



Bounce Rate

65.31%

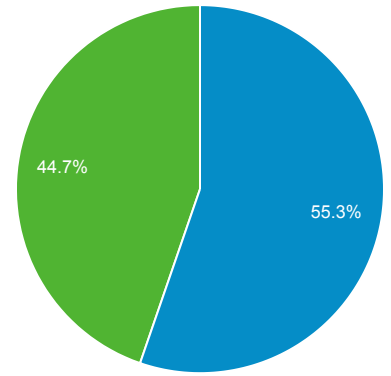


% New Sessions

55.15%



■ New Visitor ■ Returning Visitor



Language

Language	Sessions	% Sessions
1. en-gb	27,010	52.64%
2. en-us	13,407	26.13%
3. de-de	803	1.56%
4. en-au	791	1.54%
5. en-cy	676	1.32%
6. en-ca	670	1.31%
7. el-gr	668	1.30%
8. en	525	1.02%
9. tr-tr	465	0.91%
10. fr-fr	395	0.77%