

### Global rank

Jan 2025 - Mar 2025 Worldwide

Domain	Rank
vesti.kz	#35,378
sportarena.kz	#164,061
shaiba.kz	#120,377
offside.kz	#175,948
prosports.kz	#303,258

### Country rank

Jan 2025 - Mar 2025 Kazakhstan

Domain	Rank
vesti.kz	#265
sportarena.kz	#1,902
shaiba.kz	#659
offside.kz	#1,048
prosports.kz	#4,524

### Industry rank

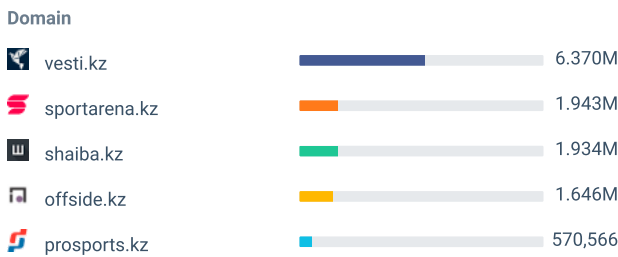
In Sports/Sports - Other

Domain	Rank
vesti.kz	#513
sportarena.kz	#2,218
shaiba.kz	#1,634
offside.kz	#2,370
prosports.kz	#4,010

## Traffic & Engagement

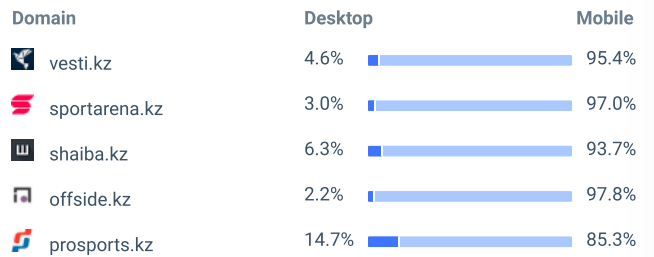
### Total visits

Jan 2025 - Mar 2025 Worldwide



### Device distribution

Jan 2025 - Mar 2025 Worldwide



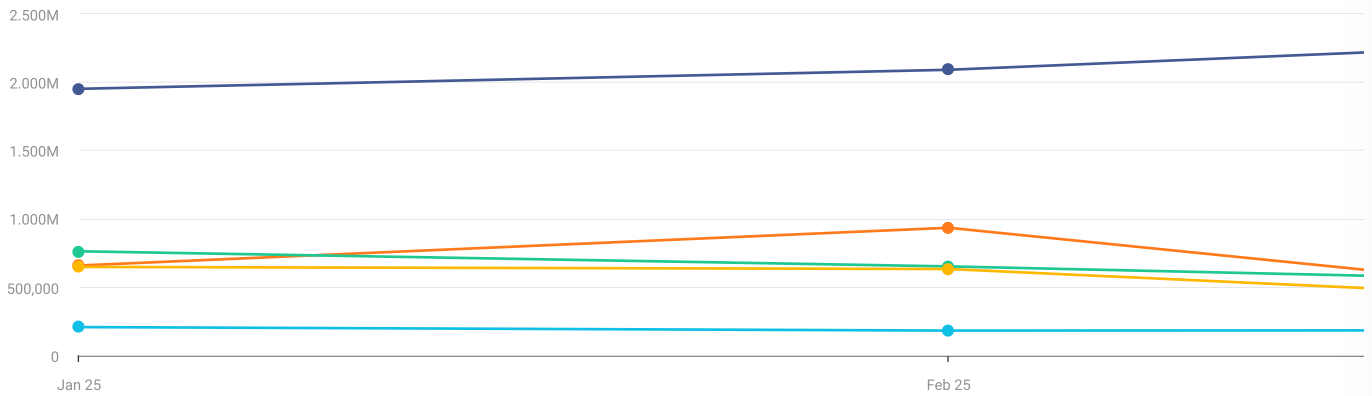
## Engagement

Metric	vesti.kz	sportarena.kz	shaiba.kz	offside.kz	prosports.kz
Monthly visits	2.123M 🏆	647,927	644,849	548,936	190,189
Monthly unique visitors	N/A	N/A	N/A	N/A	N/A
Visits / Unique visitors	N/A	N/A	N/A	N/A	N/A
Visit duration	00:01:14	00:01:21	00:02:51 🏆	00:00:42	00:00:44
Pages per visit	1.95	1.49	2.58 🏆	1.29	1.59
Bounce rate	50.55%	66.32%	38.84% 🏆	73.71%	50.79%
Page Views	4.139M 🏆	968,370	1.664M	709,898	301,855
Deduplicated audience <span>BETA</span>	Gain access to more insights				

## Visits over time

Jan 2025 - Mar 2025 Worldwide All traffic

vesti.kz 6.370M
  sportarena.kz 1.943M
  shaiba.kz 1.934M
  offside.kz 1.646M
  prosports.kz 570,566



## Geography

### Top Countries

Jan 2025 - Mar 2025 All traffic

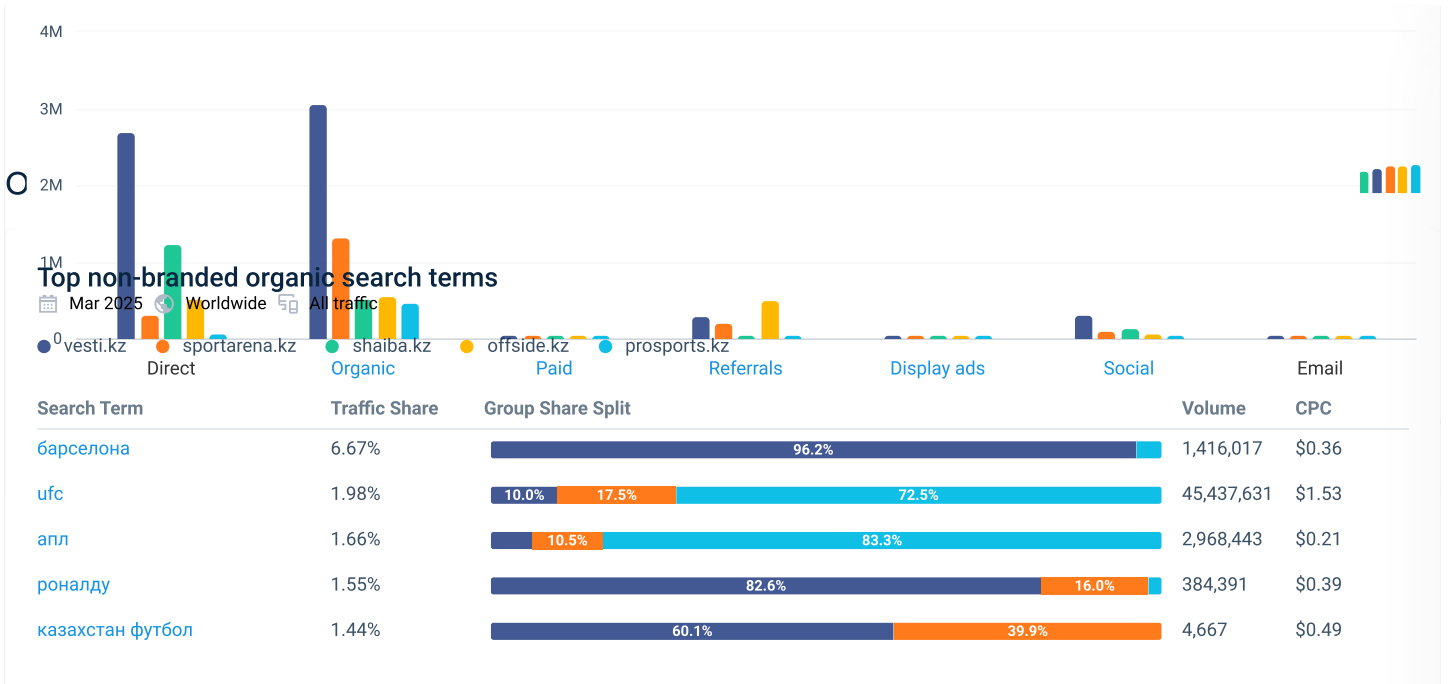


Country	Traffic Share	Group traffic share split
Kazakhstan	59.00%	44.9% 10.3% 24.0% 18.6%
Russia	15.88%	43.5% 32.1%
Uzbekistan	11.33%	70.7% 22.4%
Ukraine	2.30%	79.1% 17.3%
Belarus	1.73%	46.0% 14.9% 18.0% 18.9%

## Marketing Channels

### Channels overview

Jan 2025 - Mar 2025 Worldwide All traffic



### Paid Search

● shaiba.kz is in the lead with <1% paid search

### Top non-branded paid search terms



No results











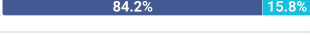



Try broadening your parameters or searching for something else.

# Referrals

● sportarena.kz is in the lead with 13.08% referrals traffic 

## Top referring websites













Jan 2025 - Mar 2025 Worldwide Desktop

Domain	Website Categories	Traffic Share	Group Traffic Share Split
 dzen.ru	Community and Society	48.66% 	 33.4% 45.0% 21.1%
 smi24.kz	News and Media	12.83% 	 59.5% 40.5%
 clck.idealmedia.io	News and Media	10.60% 	 100%
 app.ahrefs.com	Tennis	5.91% 	 84.2% 15.8%
 jira.tn.kz	Programming and Developer Software	5.68% 	 100%

# Ad Monetization

## Top ad destinations

Jan 2025 - Mar 2025 Worldwide Desktop

Domain	Traffic share	Group Traffic Share Split
 bible.new	62.84% 	 100%
 tennisi.kz	20.00% 	 100%
 tssp.kz	8.86% 	 100%
 hero-wars.com	8.30% 	 100%

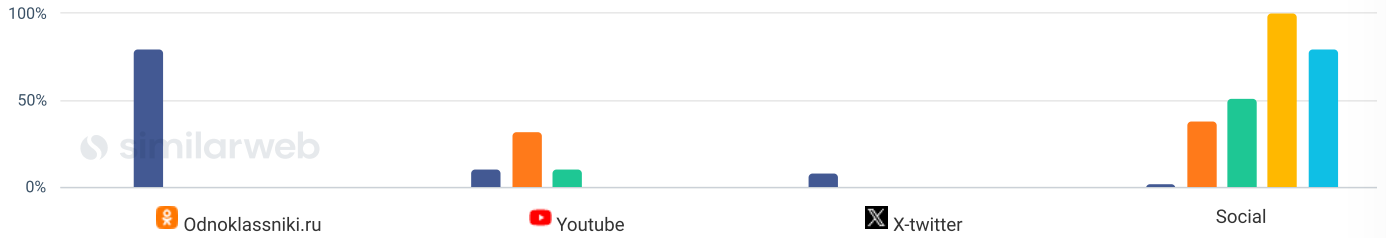
## Social

● offside.kz is in the lead with 4.73% social traffic

### Social traffic

Jan 2025 - Mar 2025 Worldwide Desktop

vesti.kz  sportarena.kz  shaiba.kz  offside.kz  prosports.kz



## Display Advertising

● offside.kz is in the lead with <1% display ads traffic

### Top publishers

Jan 2025 - Mar 2025 Worldwide Desktop



No results

Try a different website, date range or country

### Display ad network

Jan 2025 - Mar 2025 Worldwide Desktop

Ad Network

Total Group Traffic Share

Group Traffic Share Split

Unidentified Networks

100%

