

Global rank

Jul 2024 - Sep 2024 Worldwide

Domain	Rank
vesti.kz	#33,763
sportarena.kz	#59,528
shaiba.kz	#99,097
offside.kz	#130,142
prosports.kz	#433,083

Country rank

Jul 2024 - Sep 2024 Kazakhstan

Domain	Rank
vesti.kz	#183
sportarena.kz	#481
shaiba.kz	#492
offside.kz	#636
prosports.kz	#5,306

Industry rank

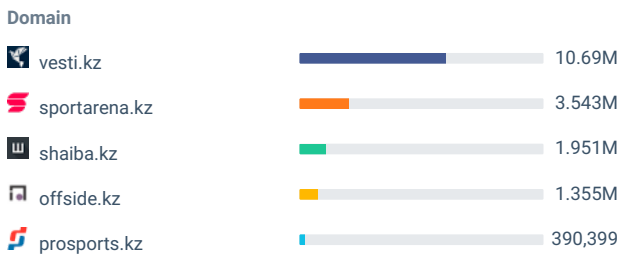
In Sports/Sports - Other

Domain	Rank
vesti.kz	#468
sportarena.kz	#794
shaiba.kz	#1,328
offside.kz	N/A
prosports.kz	#5,764

Traffic & Engagement

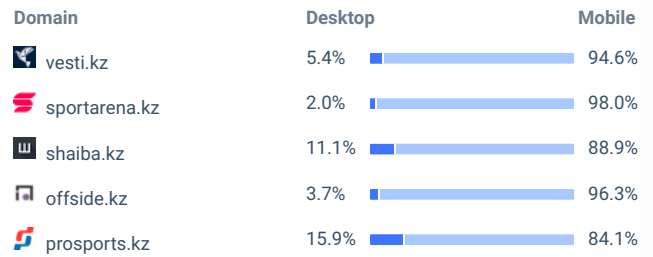
Total visits

Jul 2024 - Sep 2024 Worldwide



Device distribution

Jul 2024 - Sep 2024 Worldwide



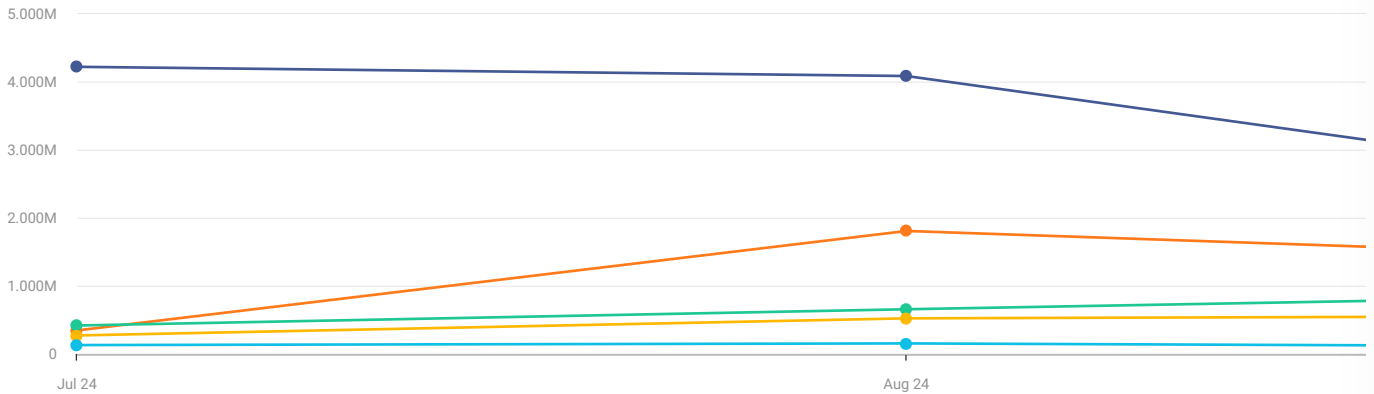
Engagement

Metric	vesti.kz	sportarena.kz	shaiba.kz	offside.kz	prosports.kz
Monthly visits	3.566M 🏆	1.181M	650,627	451,837	130,133
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	00:01:35	00:00:54	00:02:22 🏆	00:00:45	00:00:48
Pages per visit	2.14	1.45	2.38 🏆	1.41	1.51
Bounce rate	48.54%	69.94%	43.81% 🏆	66.4%	49.57%
Page Views	7.625M 🏆	1.717M	1.550M	634,864	196,337
Deduplicated audience	BETA Gain access to more insights				

Visits over time

Jul 2024 - Sep 2024 Worldwide All traffic

vesti.kz
 sportarena.kz
 shaiba.kz
 offside.kz
 prosports.kz
10.69M **3.543M** **1.951M** **1.355M** **390,399**



Geography

Top Countries

Jul 2024 - Sep 2024 All traffic

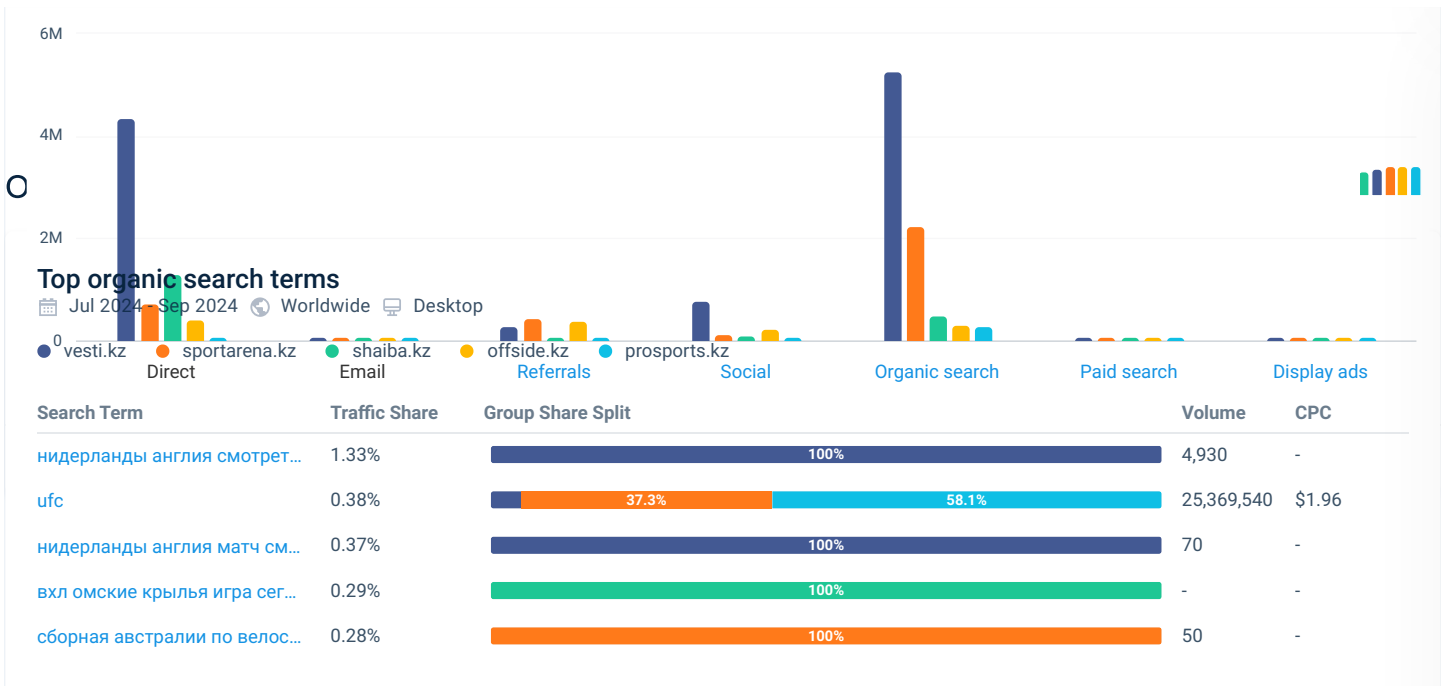


Country	Traffic Share	Group traffic share split
Kazakhstan	69.49%	59.0% 15.9% 14.1%
Russia	14.75%	59.0% 30.5%
Uzbekistan	6.49%	55.7% 35.5%
Ukraine	2.61%	65.6% 30.4%
Belarus	1.06%	73.0% 21.0%

Marketing Channels

Channels overview

Jul 2024 - Sep 2024 Worldwide All traffic



Paid Search

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

Top paid search terms



No results

Try broadening your parameters or searching for something else.

Referrals

● sportarena.kz is in the lead with 17.55% referrals traffic

Top referring websites

📅 Jul 2024 - Sep 2024 🌐 Worldwide 🖥️ Desktop

Domain	Website Categories	Traffic Share	Group Traffic Share Split
clk.idealmedia.io	News and Media	30.61%	100%
smi24.kz	News and Media	26.19%	67.0% 33.0%
dzen.ru	Community and Society	20.16%	62.9% 25.6% 11.5%
top-page.ru	Computers Electronics and Technology	5.53%	100%
yandex.ru	Search Engines	3.60%	97.7%

Ad Monetization

Top ad destinations

📅 Jul 2024 - Sep 2024 🌐 Worldwide 🖥️ Desktop

Domain	Traffic share	Group Traffic Share Split
tennisi.kz	48.14%	100%
parimatch.kz	47.32%	100%
kino.kz	4.53%	100%

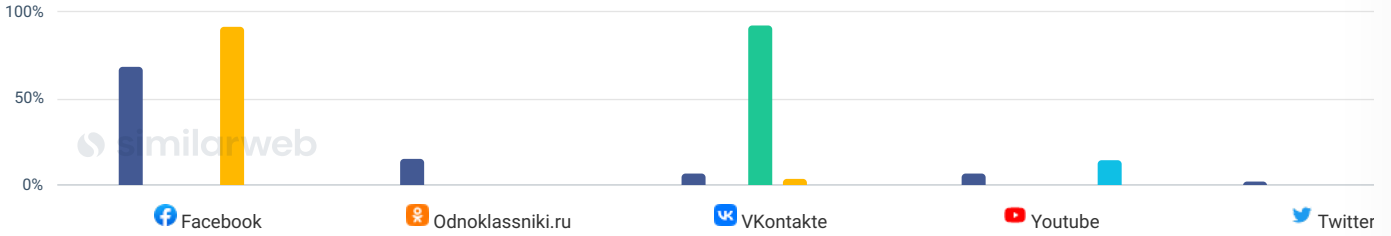
Social

● offside.kz is in the lead with 9.87% social traffic

Social traffic

Jul 2024 - Sep 2024 Worldwide Desktop

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



Display Advertising

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

Top publishers

Jul 2024 - Sep 2024 Worldwide Desktop



No results

Try a different website, date range or country

Display ad network

Jul 2024 - Sep 2024 Worldwide Desktop

Ad Network	Total Group Traffic Share	Group Traffic Share Split				
Unidentified Networks	100%	35.2%	21.8%	13.0%	12.1%	17.9%