



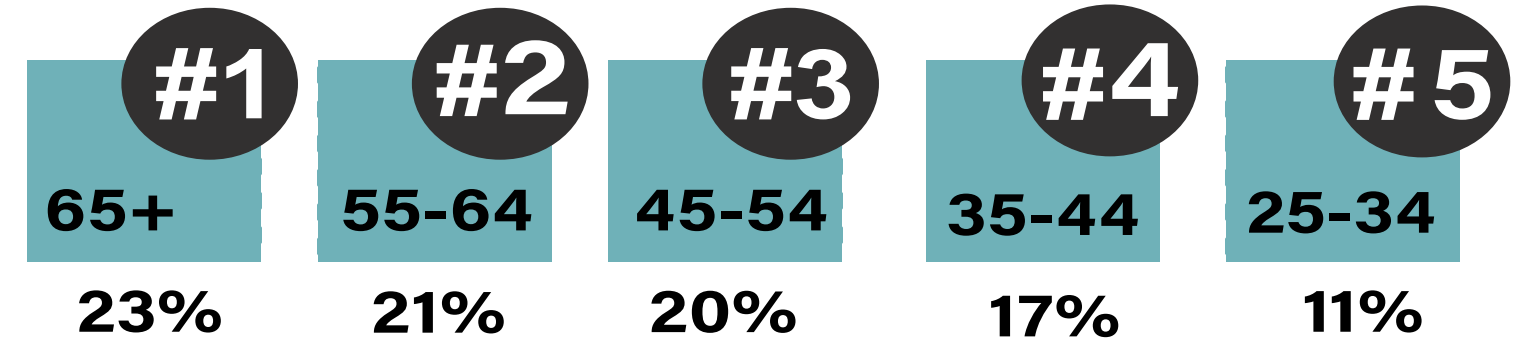
STATISTICS

Q1 2022

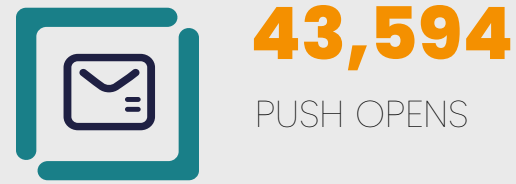


LIFETIME TOTAL
35,410
TOTAL INSTALLS

AGE RANGES



USAGE THIS QUARTER



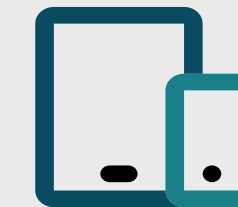
GENDER

54%
OF USERS
ARE WOMEN



46%
OF USERS
ARE MEN

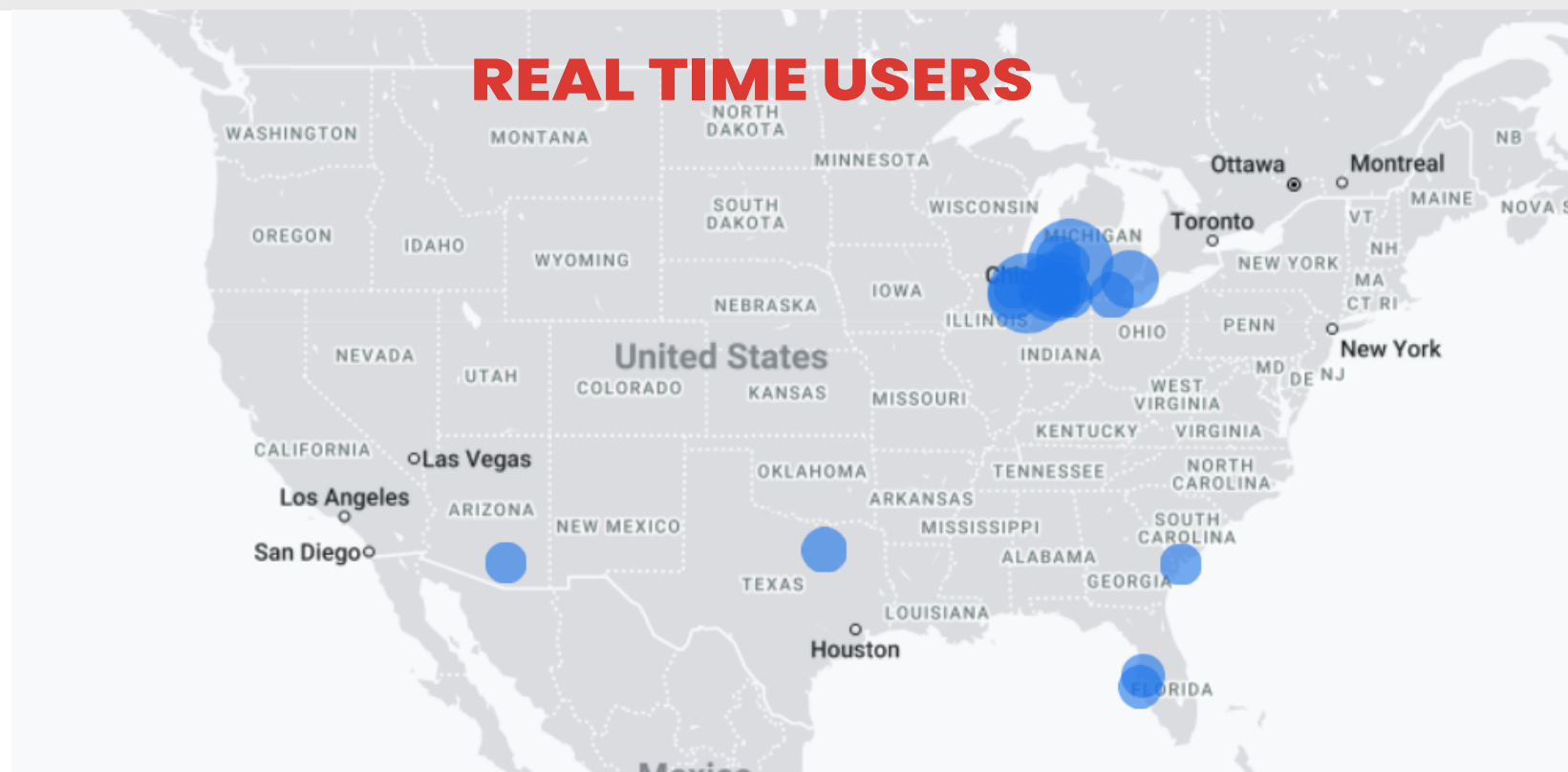
PLATFORMS



66%
APPLE
DEVICES

33%
ANDROID
DEVICES

REAL TIME USERS



TOP 5 AFFINITY GROUPS

- 1 Cooking Enthusiasts/30 Minute Chefs
- 2 Pet Lovers
- 3 Media & Entertainment/TV Lovers
- 4 News & Politics/Avid News Readers
- 5 Banking & Finance/Avid Investors

TOP 5 IN THE MARKET TO BUY

- 1 Home & Garden/Home Decor
- 2 Real Estate/Residential Properties/Residential Properties (For Sale)
- 3 Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
- 4 Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
- 5 Gifts & Occasions/Gift Baskets