



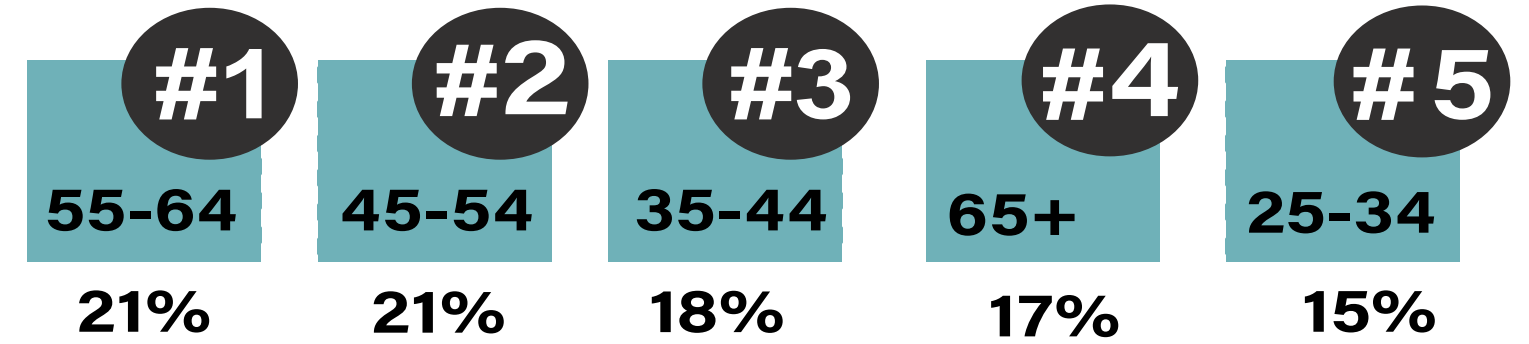
STATISTICS

Q4 2022



LIFETIME TOTAL
36,594
TOTAL INSTALLS

AGE RANGES



USAGE THIS QUARTER



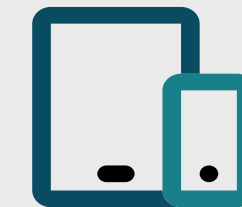
GENDER

49%
OF USERS
ARE WOMEN



51%
OF USERS
ARE MEN

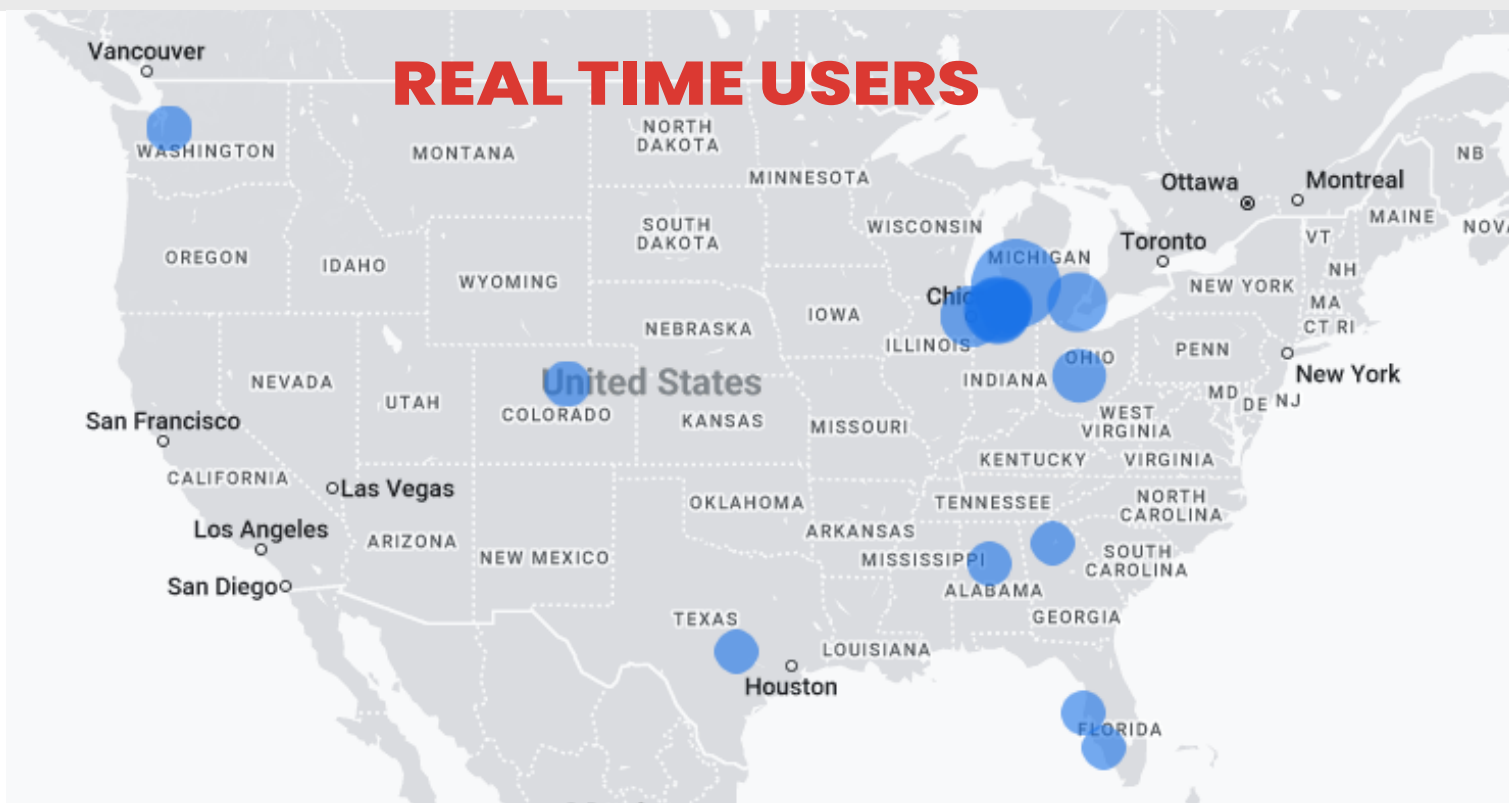
PLATFORMS



63%
APPLE
DEVICES

36%
ANDROID
DEVICES

REAL TIME USERS



TOP 5 AFFINITY GROUPS

- 1 Cooking Enthusiasts/
30 Minute Chefs
- 2 Pet Lovers
- 3 News & Politics/Avid News
Readers
- 4 Media & Entertainment/
TV Lovers
- 5 Shoppers/Bargain Hunters

TOP 5 IN THE MARKET TO BUY

- 1 Gifts & Occasions/Holiday Items
- 2 Home & Garden/Home Decor
- 3 Apparel & Accessories
- 4 Motor Vehicles (Used)
- 5 Real Estate/Residential Properties
(For Sale)