



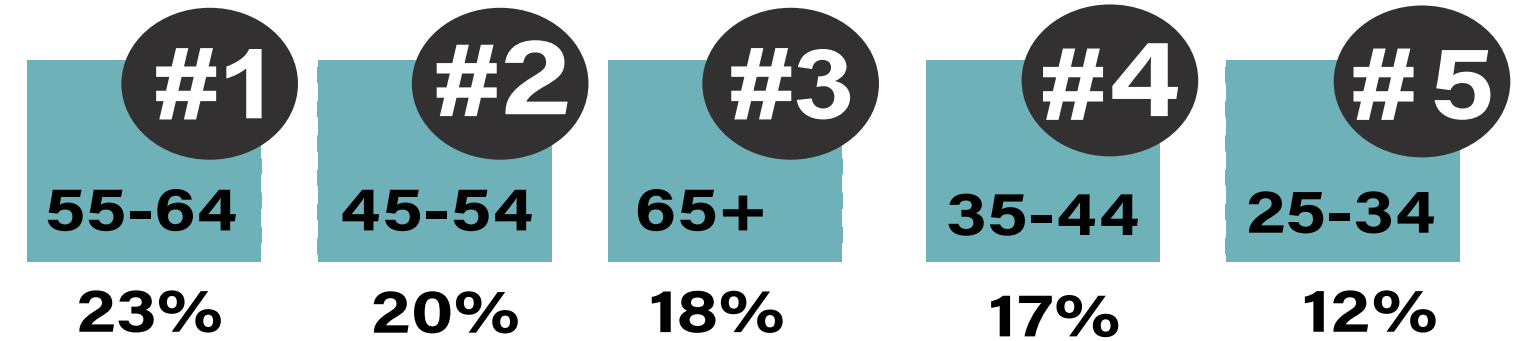
# STATISTICS

## Q2 2023

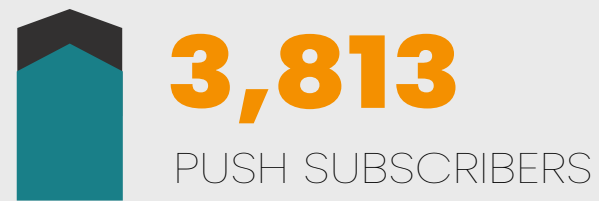


LIFETIME TOTAL  
**37,669**  
TOTAL INSTALLS

### AGE RANGES



### USAGE THIS QUARTER



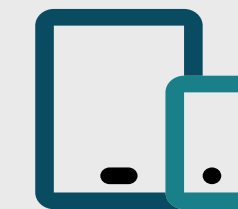
### GENDER

**56%**  
OF USERS  
ARE WOMEN



**44%**  
OF USERS  
ARE MEN

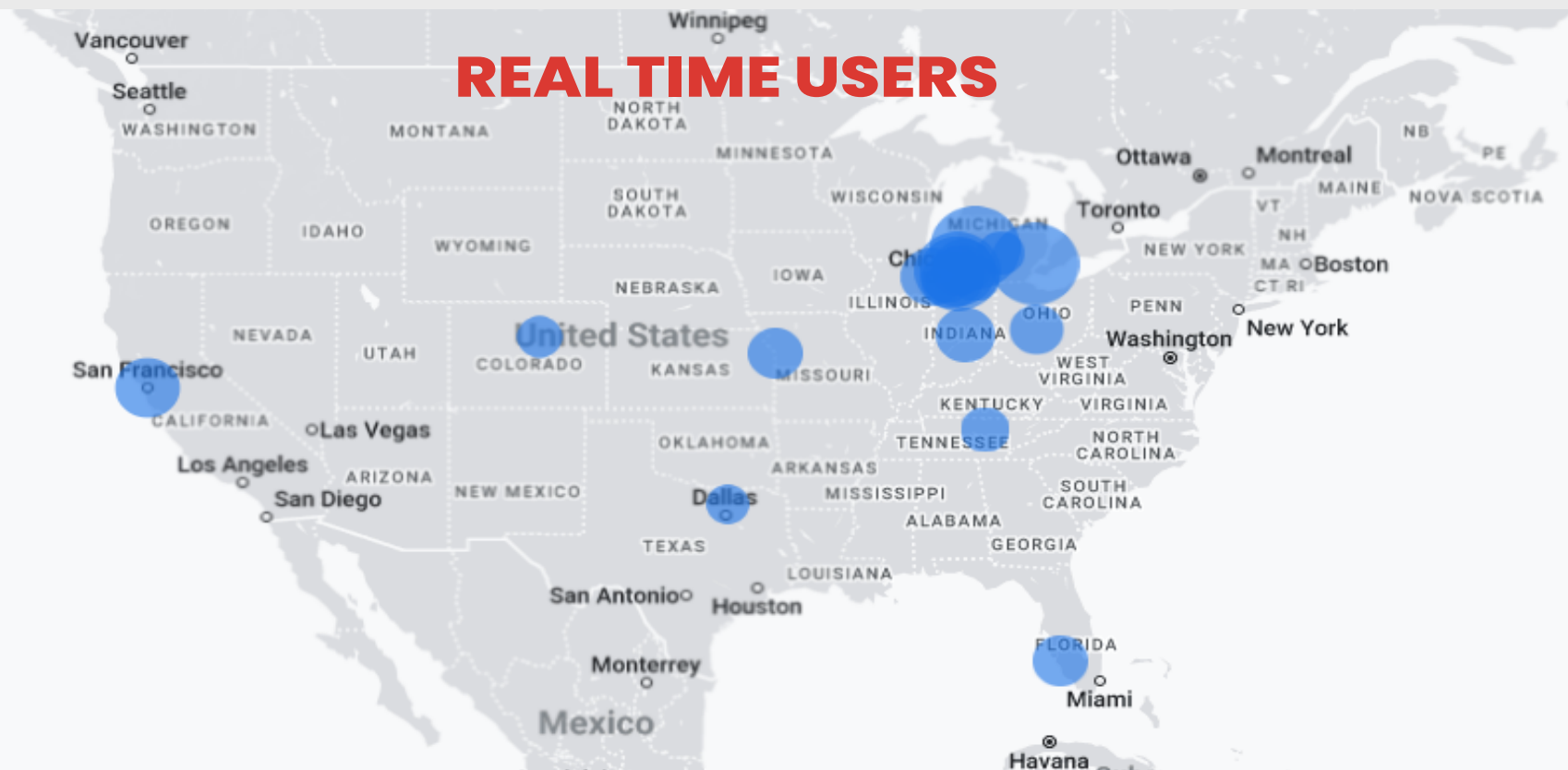
### PLATFORMS



**62%**  
APPLE  
DEVICES

**38%**  
ANDROID  
DEVICES

### REAL TIME USERS



### TOP 5 AFFINITY GROUPS

- 1 Avid News Readers/Entertainment News Enthusiasts
- 2 Media & Entertainment/Movie Lovers
- 3 Home & Garden/Home Decor Enthusiasts
- 4 Media & Entertainment/Light TV Viewers
- 5 Shoppers/Shopping Enthusiasts

### TOP 5 IN THE MARKET TO BUY

- 1 Home & Garden/Home Decor
- 2 Gifts & Occasions/Holiday Items & Decorations
- 3 Gifts & Occasions/Gift Baskets
- 4 Real Estate/Residential Properties/Residential Properties (For Sale)
- 5 Baby & Children's Products/Toys