GadgetFlow

Octopus, the first icon-based
watch & scheduler for kids!

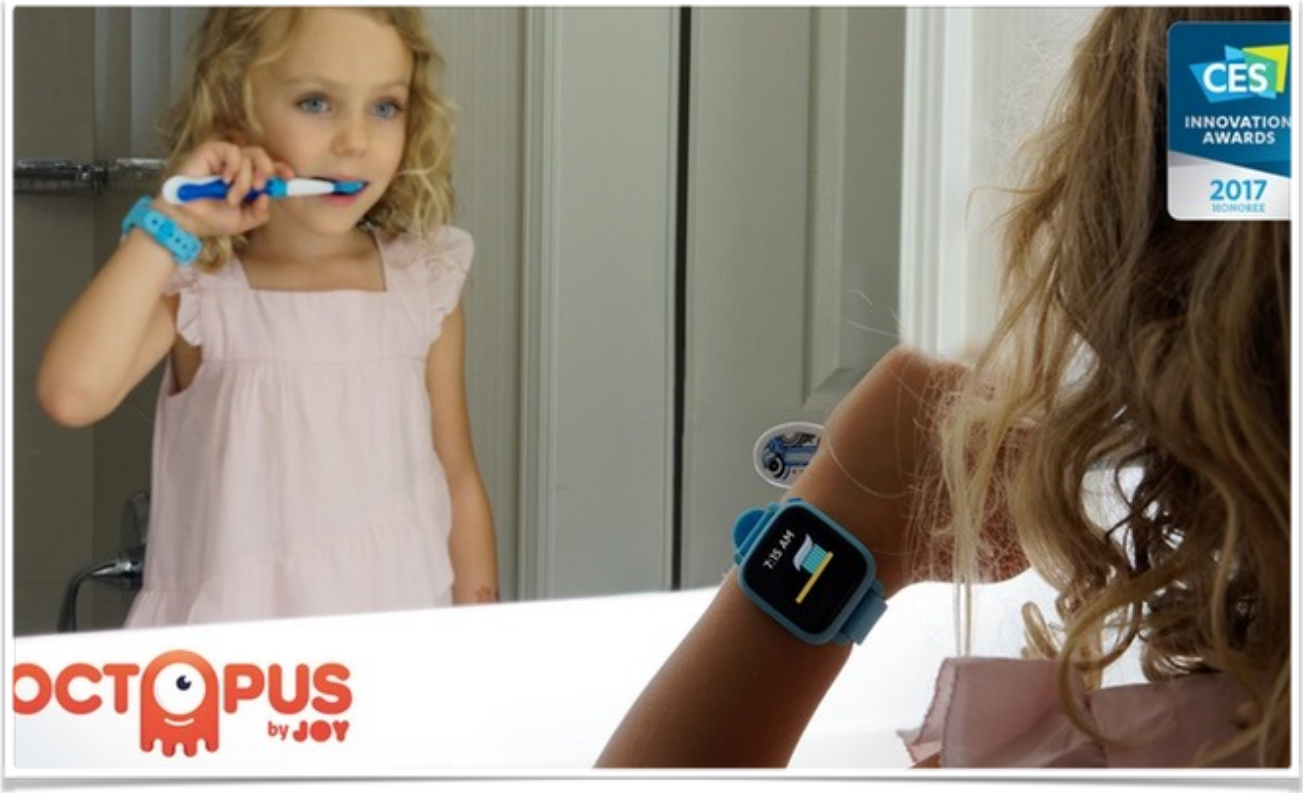
Product name: Octopus, the first icon-based watch & scheduler for kids!

Package: Basic

Listing link: (click here)

Type: Kickstarter Campaign

About the Product

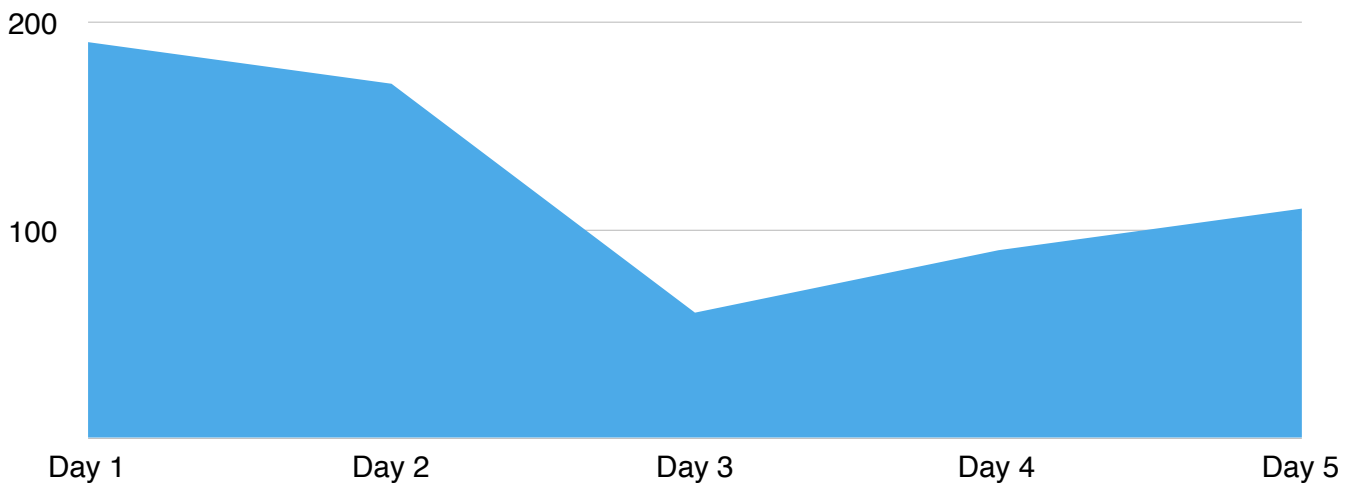


Octopus is the first icon-based watch that teaches kids good habits and the concept of time. First off, it's a watch. It gives the time with icons, making it the first clock that young kids can actually read and understand. It helps children conceptually link time to events. It's also a scheduler for children, which helps foster responsibility, independence and self-esteem.

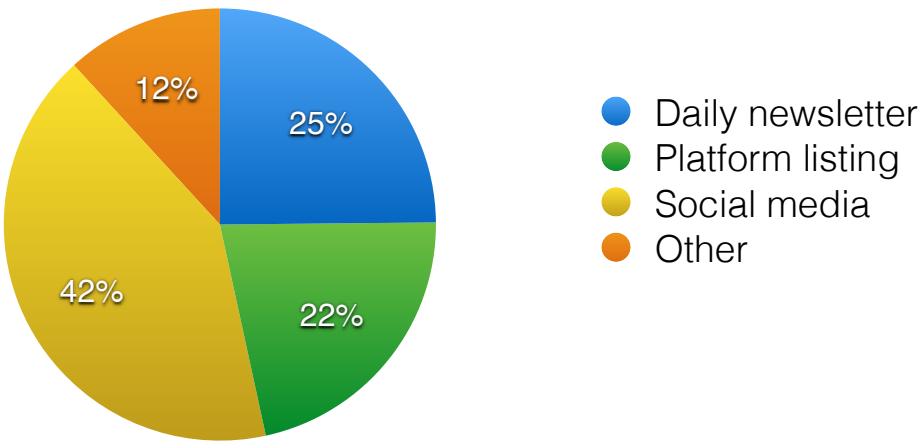
Analytics

Platform listing views - 30 days	3,371
Total impressions - (social media, newsletters, sliders, platform)	110,000
Clicks (listing buy now button) - 30 days	1,230
Dedicated email blast open rate	N/A
Total backers via Gadget Flow	20
Total amount raised via Gadget Flow	$2,579
ROI	9:1

Platform listing views / 5 days



Top traffic sources



Demographics & Statistics

Newsletter demographics

78% USA

13% Canada

5% France

4% Other

Platform listing demographics

72% USA

17% United Kingdom

5% Canada

6% Other

Operating system

44% Mac OS

22% Windows OS

18% Android OS

14% iOS

2% Other

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