Amabrush - World's First Automatic Toothbrush
“Really nice experience, great communication, superb outcome and ROI, and they simply know what they do!”

- Marvin from Amabrush

**Product name:** Amabrush - World's First Automatic Toothbrush  
**Package:** Pro  
**Listing link:** [click here]  
**Type:** Kickstarter campaign

**About the product**

Experience an all-over clean for your teeth when you use the Amabrush Automatic 10-Second Toothbrush. This revolutionary oral cleaning device gives each of your teeth the royal treatment in just seconds. The Amabrush consists of three parts: the mouthpiece, handpiece, and toothpaste capsules. You begin by placing the toothpaste capsule inside the handpiece.
Analytics

Platform listing views - 30 days

<table>
<thead>
<tr>
<th>Metric</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total impressions - (social media, newsletters, sliders, platform)</td>
<td>1,100,000+</td>
</tr>
<tr>
<td>Clicks (direct promotion + listing buy now button) - 30 days</td>
<td>9,459</td>
</tr>
<tr>
<td>ROI (Return on Investment)</td>
<td>13:1</td>
</tr>
<tr>
<td>Total backers via Gadget Flow</td>
<td>156</td>
</tr>
<tr>
<td>Amount raised via Gadget Flow (+ $6,256 after moving on Indiegogo)</td>
<td>$24,960</td>
</tr>
</tbody>
</table>

Platform listing views / 5 days

Top traffic sources

- Daily newsletter: 22%
- Weekly: 39%
- Social media: 18%
- Platform listing: 14%
- Other: 7%
Newsletter demographics

51% USA
27% United Kingdom
19% Hong Kong
3% Other

Platform listing demographics

56% USA
18% UK
14% France
12% Other

Operating system

36% Mac OS
34% Windows OS
18% iOS
6% Android OS
6% Other

Continue to the Website