Product name: PHANTOM wooden robotic chessboard
Package: Ultimate
Listing link: (click here)
Type: Indiegogo campaign

About the product

Play online chess with a gorgeous physical set using the PHANTOM wooden robotic chessboard. Consisting of solid wood pieces and a wooden board, this advanced set blends gorgeous craftsmanship with advanced tech. In fact, it incorporates a precise mechanism and sensor array. This sensor array technology can detect the location of each piece.
## Analytics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platform listing views - 30 days</td>
<td>8506</td>
</tr>
<tr>
<td>Total impressions - (social media, newsletters, sliders, platform)</td>
<td>8,900,000+</td>
</tr>
<tr>
<td>Clicks (direct promotion + listing buy now button) - 30 days</td>
<td>10321</td>
</tr>
<tr>
<td>Dedicated email blast open rate</td>
<td>18%</td>
</tr>
<tr>
<td>ROI (Return on Investment)</td>
<td>3:1</td>
</tr>
</tbody>
</table>

### Top traffic sources

- Daily newsletter: 15%
- Dedicated Blast: 2%
- Weekly newsletter: 21%
- Platform listing: 25%
- Social media: 19%
- Other: 18%

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Platform listing views / 5 days

<table>
<thead>
<tr>
<th>Day</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>750</td>
</tr>
<tr>
<td>2</td>
<td>750</td>
</tr>
<tr>
<td>3</td>
<td>1500</td>
</tr>
<tr>
<td>4</td>
<td>1500</td>
</tr>
<tr>
<td>5</td>
<td>750</td>
</tr>
</tbody>
</table>

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Dedicated email blast open rate: 18%
Demographics & Statistics

Newsletter demographics
51% USA
22% Germany
19% Hungary
8% Other

Platform listing demographics
53% USA
24% Monaco
18% France
5% Other

Operating system
54% Mac OS
21% Windows OS
17% iOS
4% Android OS
4% Other

Continue to the Website