



Skinner's

Product name: Skinners - Ultraportable Footwear

Package: Premium

Listing link: ([click here](#))

Type: Kickstarter project

About the product

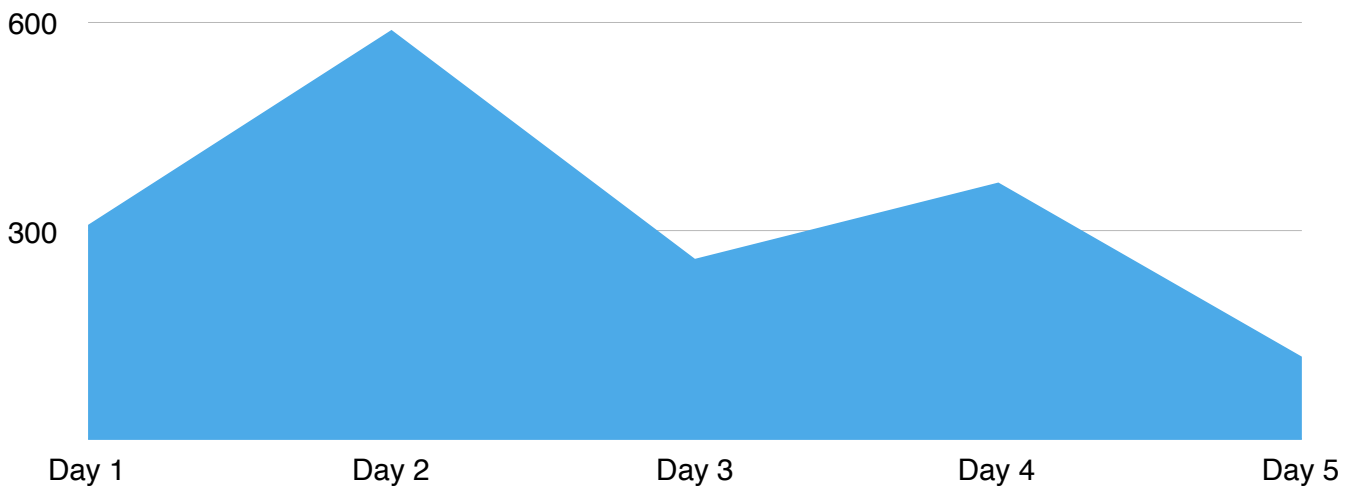


Socks, flip-flops, running shoes. Skinners disrupt this trinity of gym footwear and combine the advantages of each – the freedom of a sock, the great grip and the basic protection of shoes. Enrich your training on natural or soft surfaces and activate all your foot muscles and tendons. Skinners simulates the barefoot experience and forces your feet to adapt to the terrain. A strong athlete starts with strong feet.

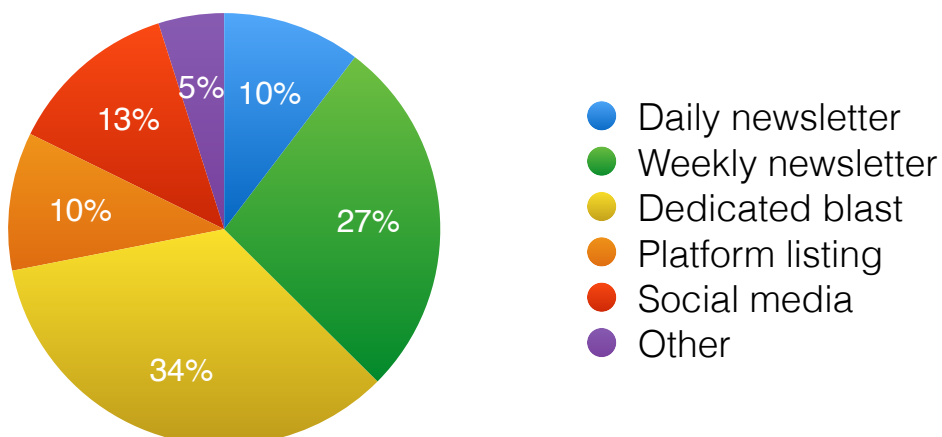
Analytics

Platform listing views - 30 days	9,119
Total impressions - (social media, newsletters, sliders, platform)	2,300,000+
Clicks (direct promotion + listing buy now button) - 30 days	5,320
Dedicated email blast open rate	22%
ROI (Return on Investment)	4:1
Total amount raised through Gadget Flow campaign	\$19,092
Total backers converted	91

Platform listing views / 5 days



Top traffic sources



Demographics & Statistics

Newsletter demographics

81% USA

9% Belgium

4% Canada

6% Other

Platform listing demographics

79% USA

8% Canada

8% Italy

5% Other

Operating system

39% Windows OS

36% Mac OS

20% iOS

4% Android OS

1% Other

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