

ANNIE BABY APPS LLC

ANNIE BABY MONITOR

Stay close to your baby wherever you are.



Introducing the Annie Baby Monitor

What is Annie Baby Monitor and how it works?



Smartphone
baby monitor



Car
baby monitor



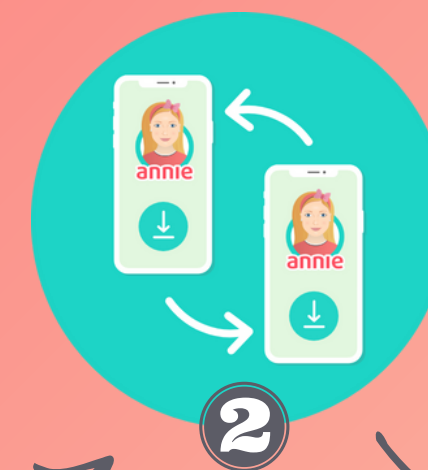
Travel
baby monitor



This mobile app helps parents monitor baby.
All needed are two devices and an internet connection.
Parents can stay close to their baby wherever they are.



1
DOWNLOAD



2
PAIR



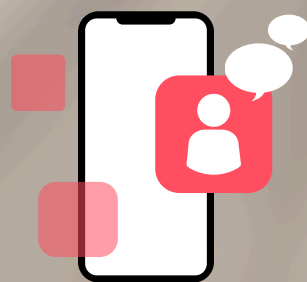
3
START
MONITORING



Introducing the Best Features of Annie Baby Monitor App



UNLIMITED
REACH



TWO-WAY
AUDIO & VIDEO



MOTION
DETECTION



SMART
ALERTS



NIGHT
VISION



LULLABIES &
WHITE NOISES



BABY
TRACKER

Introducing New Feature Baby Tracker



Feeding



Diaper



Growth



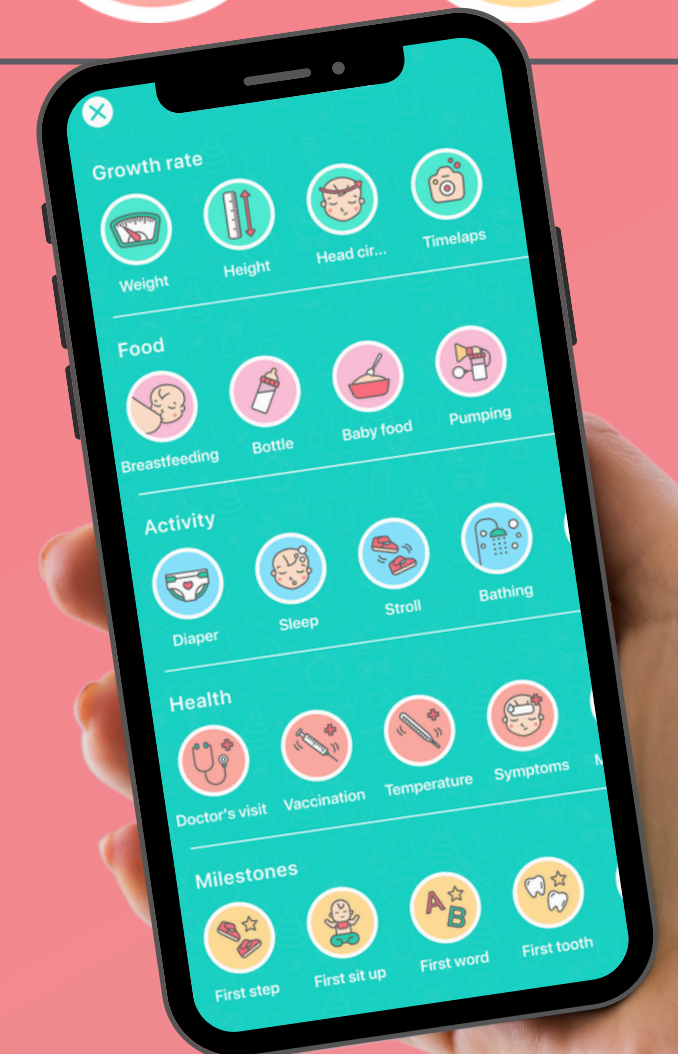
Health



Milestones



With this feature parents can keep track of baby's daily routine. Log every feeding, diaper changes, sleep patterns, growth milestones, and all memorable firsts.



NEW



All your devices.
One thrilling experience.



USERS
iOS



5.9M
Impressions



500K+
Downloads



4.5+
Rating



USERS
ANDROID



4.5M
Impressions



400K+
Downloads



4.1+
Rating



Best baby
monitoring app
of 2023



The data has been evaluated for the past year, i.e. July 2022 to July 2023, and includes data from all over the world.



Market Research - TOP Worldwide Countries

Annie is number one in the US market



United States

No. 1

The Annie Baby Monitor app is the number one for the words "baby monitor" and "baby monitor app" in the iOS US market.



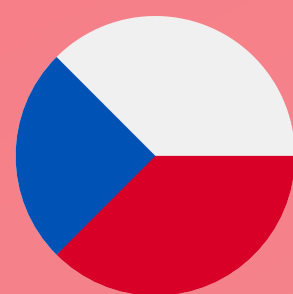
Germany

"babyphone"



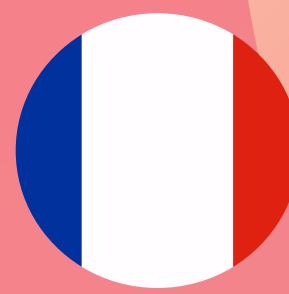
United Kingdom

"baby monitor"



Czech Republic

"dětská chůvička"



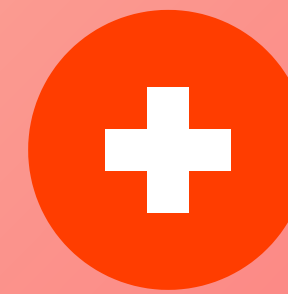
France

"babyphone"



Australia

"nanny cam"



Switzerland

"babyphone"



Sweden

"babyvakt"

Source app.apptweak.com,
data for the period July 2022 to July 2023



One of the **TOP 10 most-read blogs** focused on baby monitors, baby names and parenting.



AUDIENCE



881K

Users



613K

User Engagement



1.5M

Page Views

DEMOGRAPHIC
DATA



32%

Age
25-34



65.7%

Women



34.3%

Men

COUNTRY
AND
DEVICE



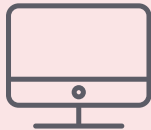
404K

US
48.40%



693K

Phone
83.92%



122K

Desktop
14.84%

The data has been evaluated for the past year, i.e. July 2022 to July 2023, and includes data from all over the world.



Introduction of The Target Group

Annie Baby Monitor blog reader

Age: 18-44

Gender: 65.7% Women

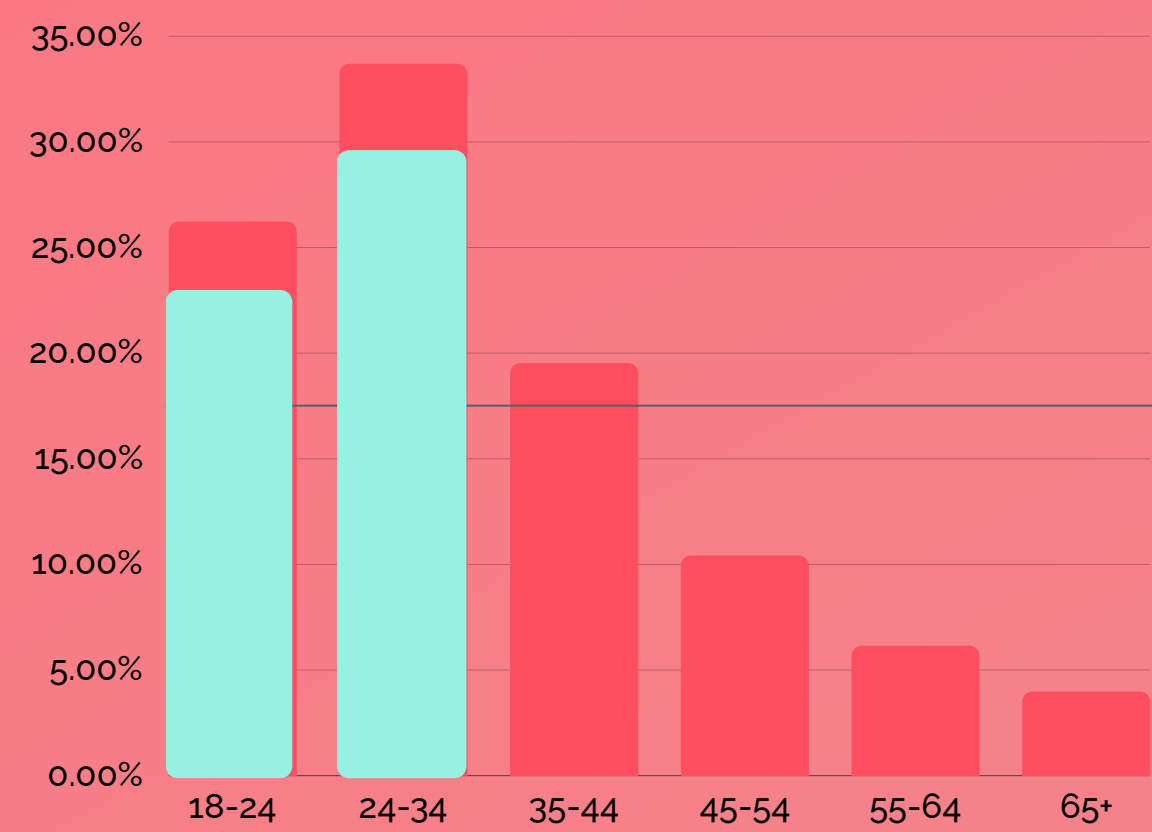
Language: 63.19% US English

Country: 48.40% United States

Device: 58.98% Apple iPhone

Needs:

The majority of users (63.33%) are expectant parents. They turn to our blog because they need help choosing a baby's name. Other users (36.67%) are already at home with the baby, looking up the information they need, whether it's related to help with feeding and sleeping, or choosing the right products.



Target Affinity Index (TAI)

Women 24-34 **40K**

Women 18-24 **31K**



The data has been evaluated for the past year, i.e. July 2022 to July 2023, and includes data from all over the world.

Why Annie Baby Monitor?

Annie Baby Monitor is trusted and used by millions of parents worldwide!



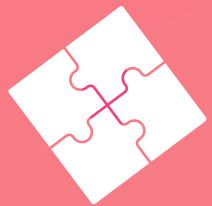
Precise targeting of the target group of mothers and pregnant women.



Authentic user content is more credible than standard advertising.



The created content will remain available to all users forever.



Native formats are interactive and therefore easy to remember.



41K engaged contacts and 11% open rate.



Over 613K user engagement across Annie website, mainly the blog section.

ANNIE BABY MONITOR



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