Grow With Us

In depth look at our audience & traffic sources.

Updated for the 2020 year.

www.thehusk.ca/grow

03

QUICK OVERVIEW

For those who don't like to read.

The TL/DR version.

2M +

Traffic through since launch

100k+

Monthly Traffic

83 %

Unique Traffic

1:28

Average session time

MALE

Makes up 82% of traffic

Music

Main Audience Interest

Desktop

Main Technology Used

USA

Main Source Of Traffic

ENG

Main language

18-34

Majority Age

For those who would want to get an in-depth look into our audience you can continue through this PDF.

Traffic Source

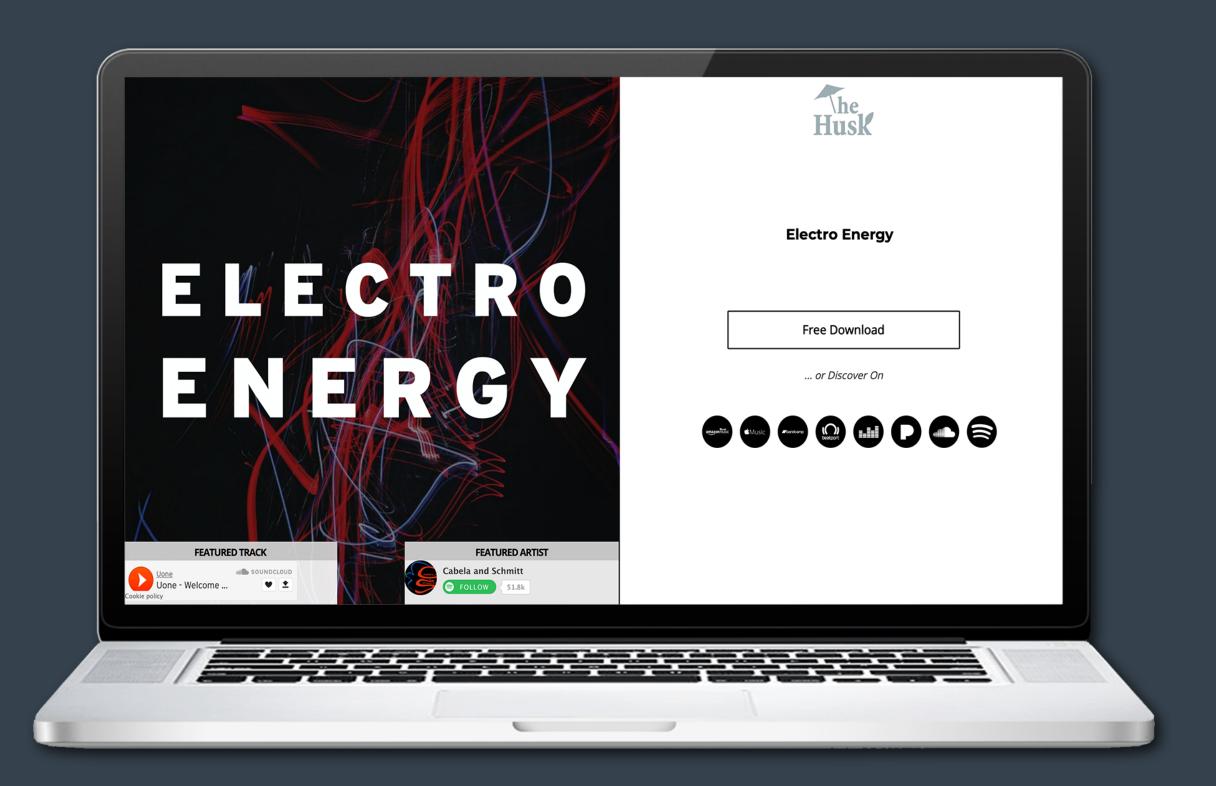
Where is the traffic coming from?

Traffic is coming from Download Gates via The Husk platform.

All traffic is coming through gates to download new content, listen to new music, & find new artists. There are tens of thousands of download gates on The Husk platform which generate over 100k monthly visits collectively. This is who you are advertising too.

It works just like any other advertising. We have a traffic source & you can pay to advertise to the traffic. (See gate example image to the right)

The Traffic is completely organic and are coming through the platform on their own accord. No one is being incentivized by anyone to be there or interact with download gates.



WHO ARE THEY?

Overview about our traffic.

See who they are.

Below are who the traffic consists of. Our audience is heavily made up of music industry professionals & Music fans. The perfect audience to target.



Demographics.

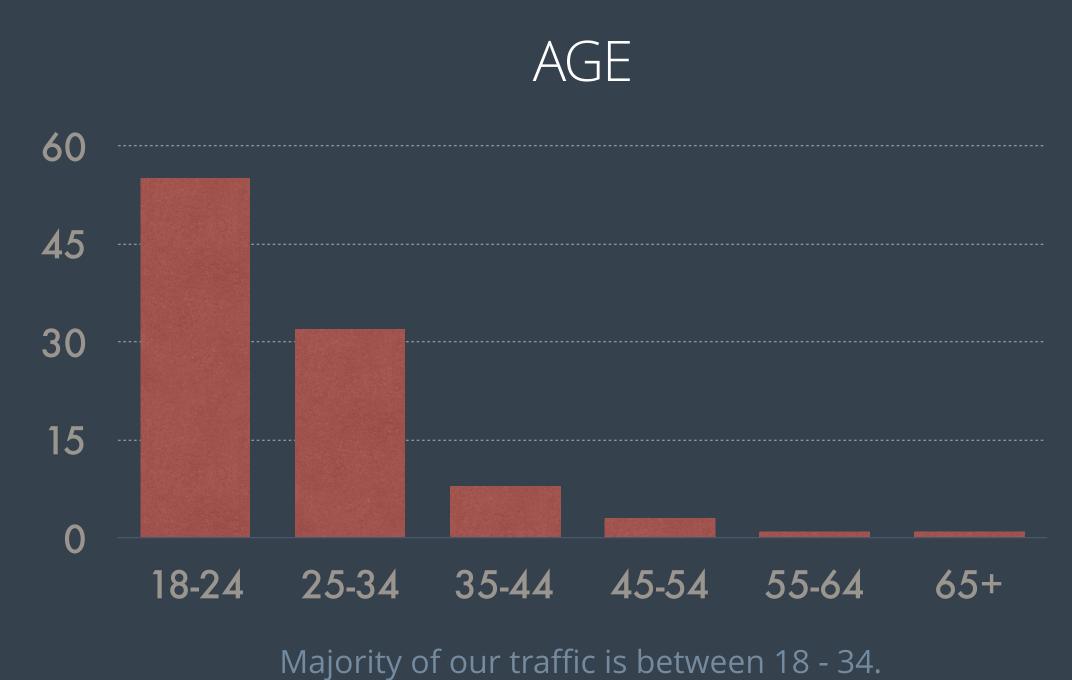
Get to know who they are.

MALES

82% ** ** ** ** ** **

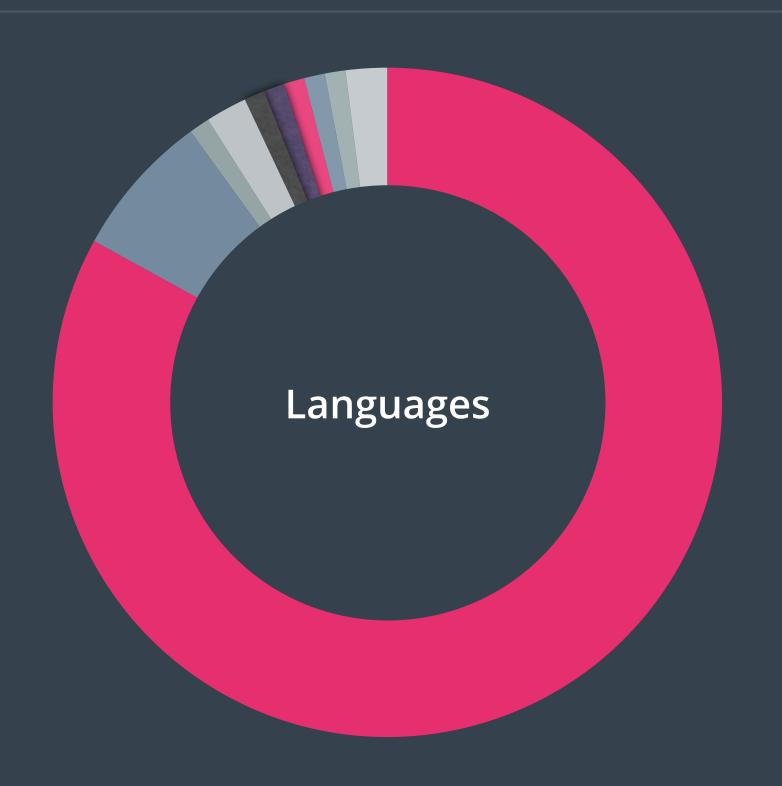
FEMALES

18% * * *



Languages

Top 10 Languages.



English 83%

> The majority of our traffic speaks English with various other languages scattered throughout the world.

- English 83%
- French 2%
- Indonesian 1%
- Dutch 2%

- Spanish 7%German 1%
- Russian 1%
- Japanese 1%
- Portuguese 1%
- Korean 1%

INTERESTS

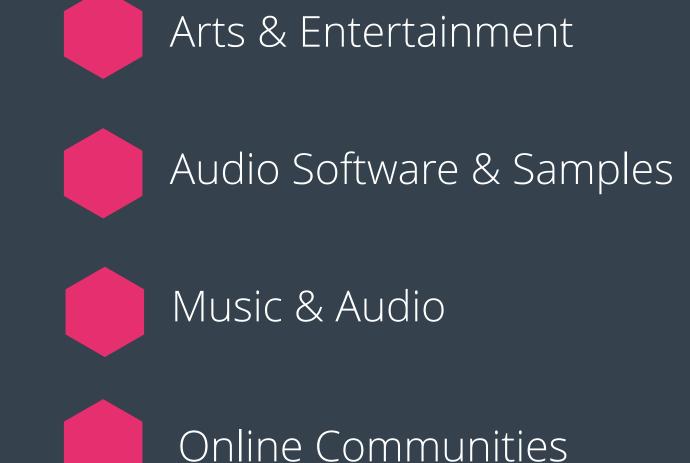
What our audience loves.

Google Analytics

The traffic coming through our platform have many interests. All of our traffic shows interest in all things music. The top interests are listed below.



Business & Technology Advertising & Marketing



Geographical Information

Traffic Locations.

Worldwide Audience

General Overview of heavy traffic areas.



CANADA

2019/2020 Traffic

Heaviest Traffic Areas

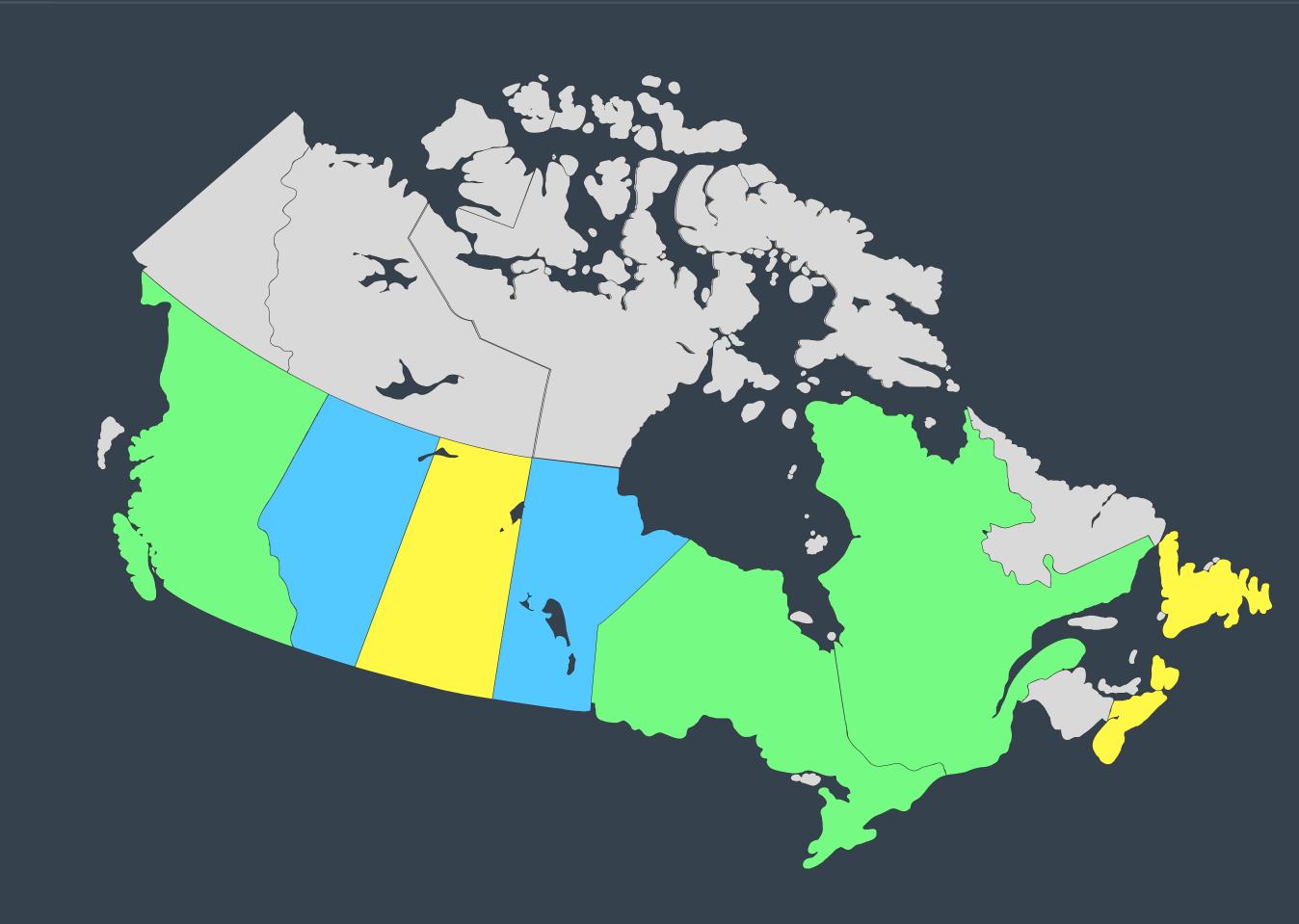
Ontario, Quebec, & British Columbia.

Minor Traffic Areas

Alberta, & Manitoba.

Low Traffic Areas

New FoundLand, Saskatchewan, & Nova Scotia.



UNITED STATES

2019/2020 Traffic

Heaviest Traffic Areas

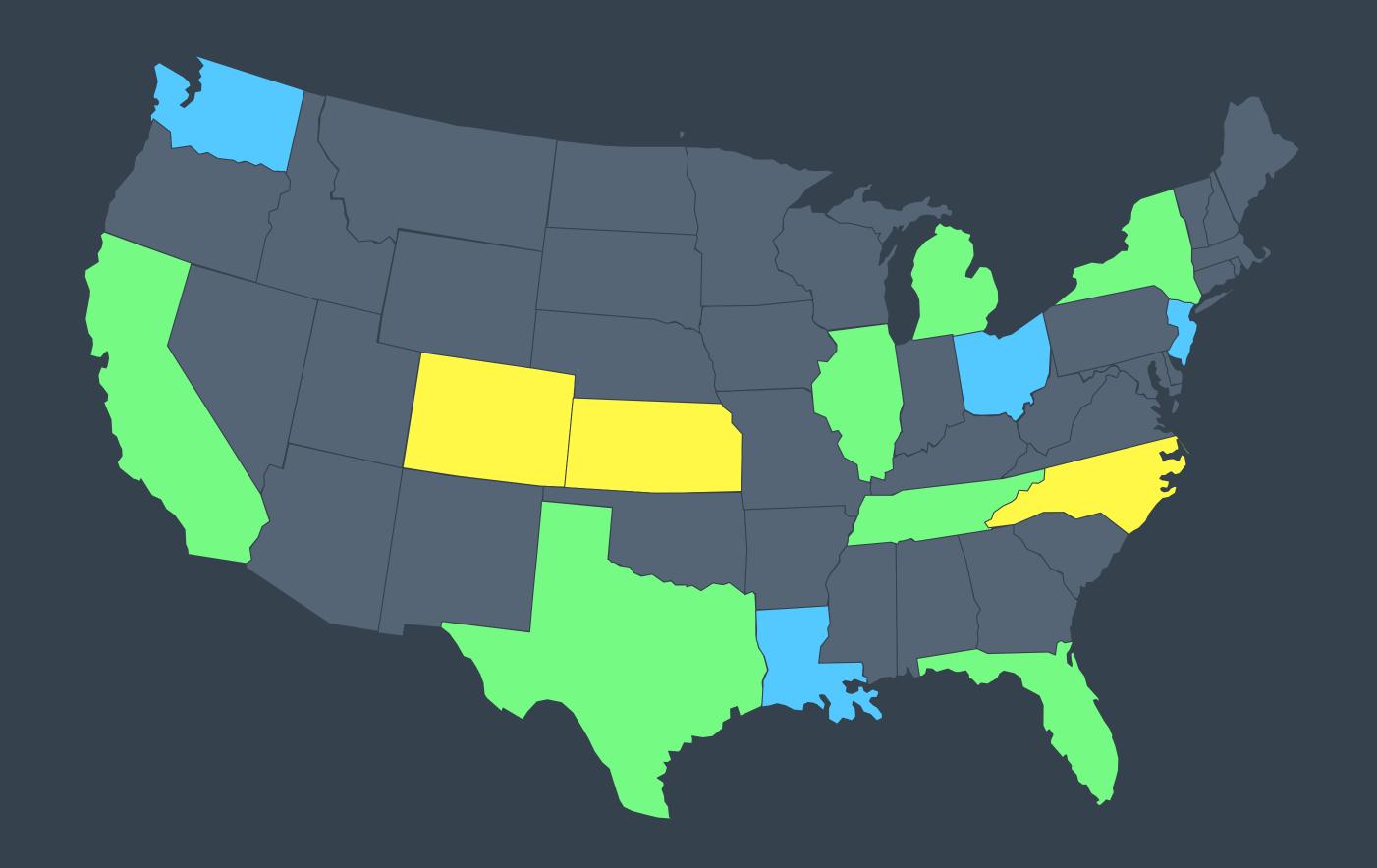
California, New York, Florida, Tennessee, Michigan, Illinois, & Texas.

Minor Traffic Areas

Washington, Louisiana, Ohio, & New Jersey.

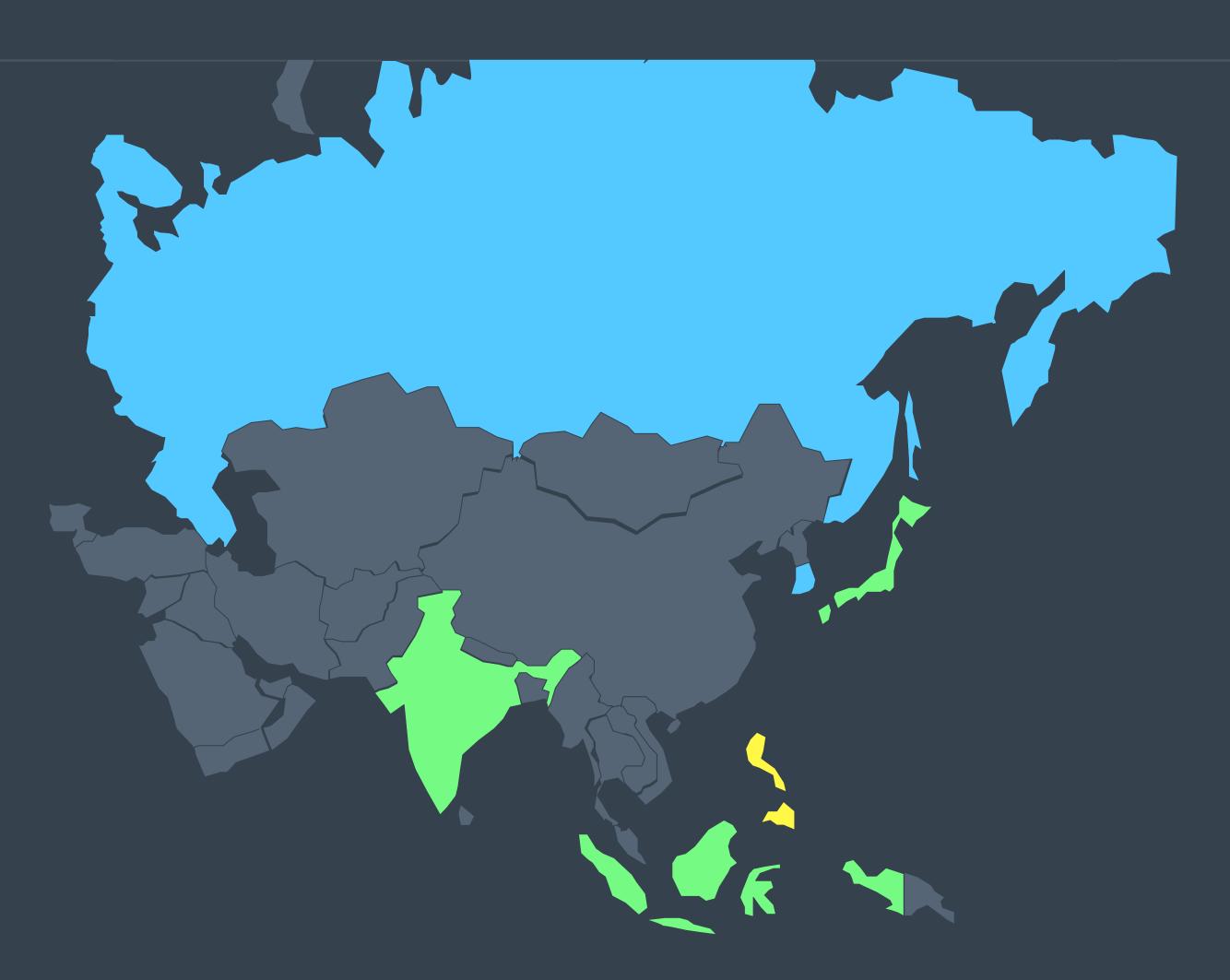
Low Traffic Areas

North Carolina, Kansas, & Colorado.



ASIA

- Heaviest Traffic Areas
 India, Indonesia, & Japan.
- Minor Traffic Areas
 Russia & South Korea.
- Low Traffic Areas
 Phillipines.



EUROPE

2019/2020 Traffic

Heaviest Traffic Areas

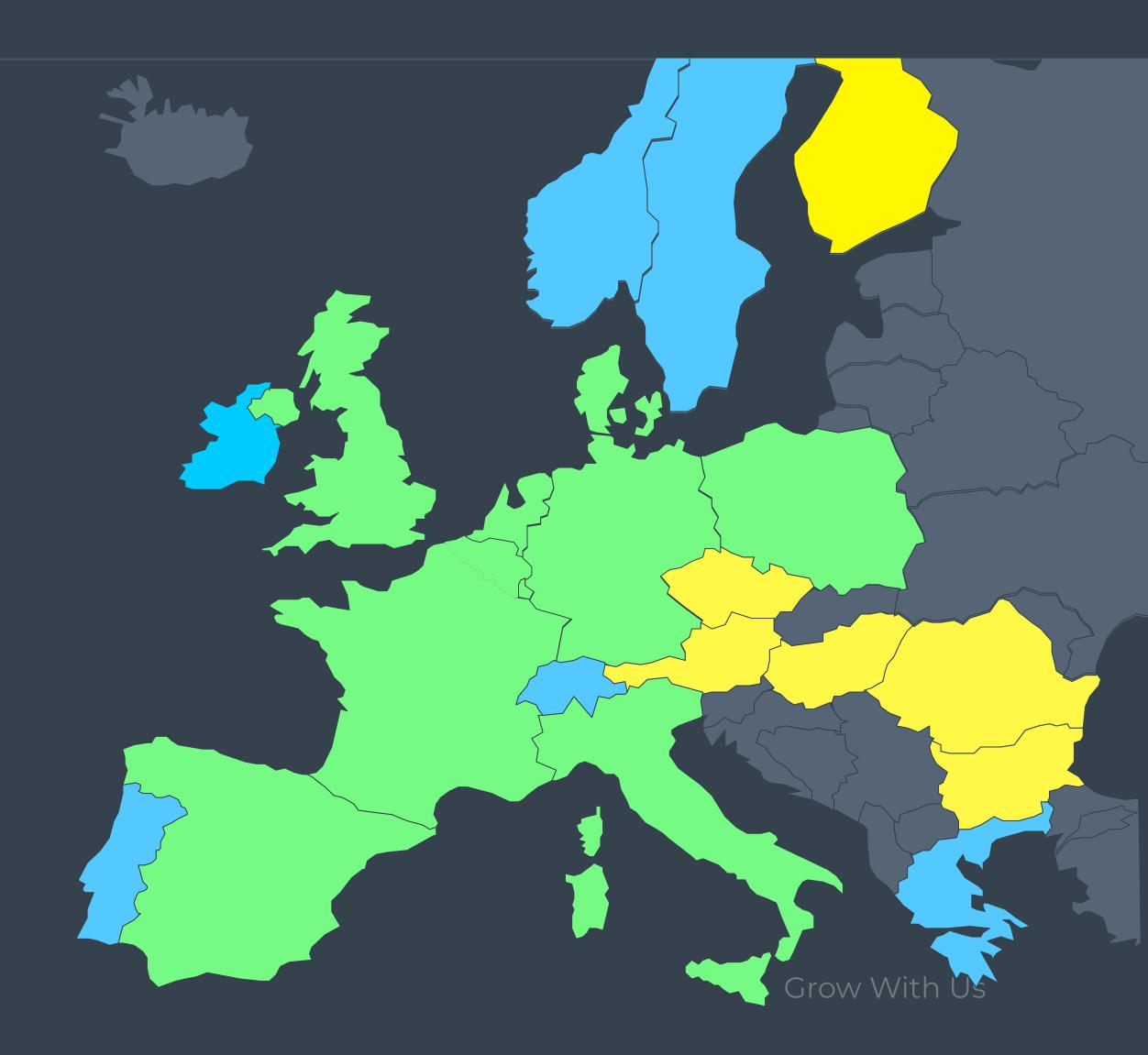
Germany, United Kingdom, France, Netherlands, Italy, Spain, Poland, & Belgium.

Minor Traffic Areas

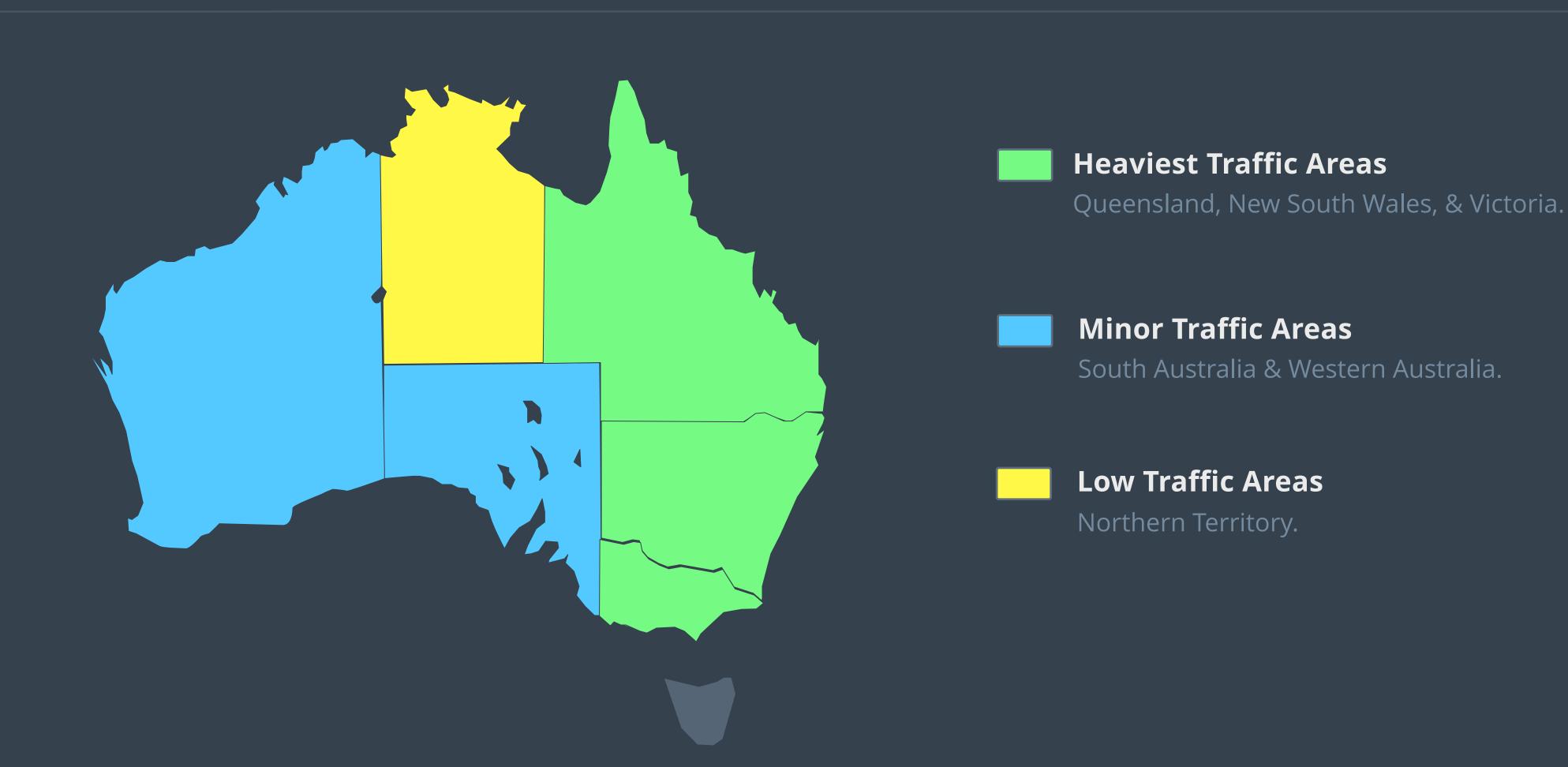
Sweden, Norway, Portugal, Greece, & Switzerland.

Low Traffic Areas

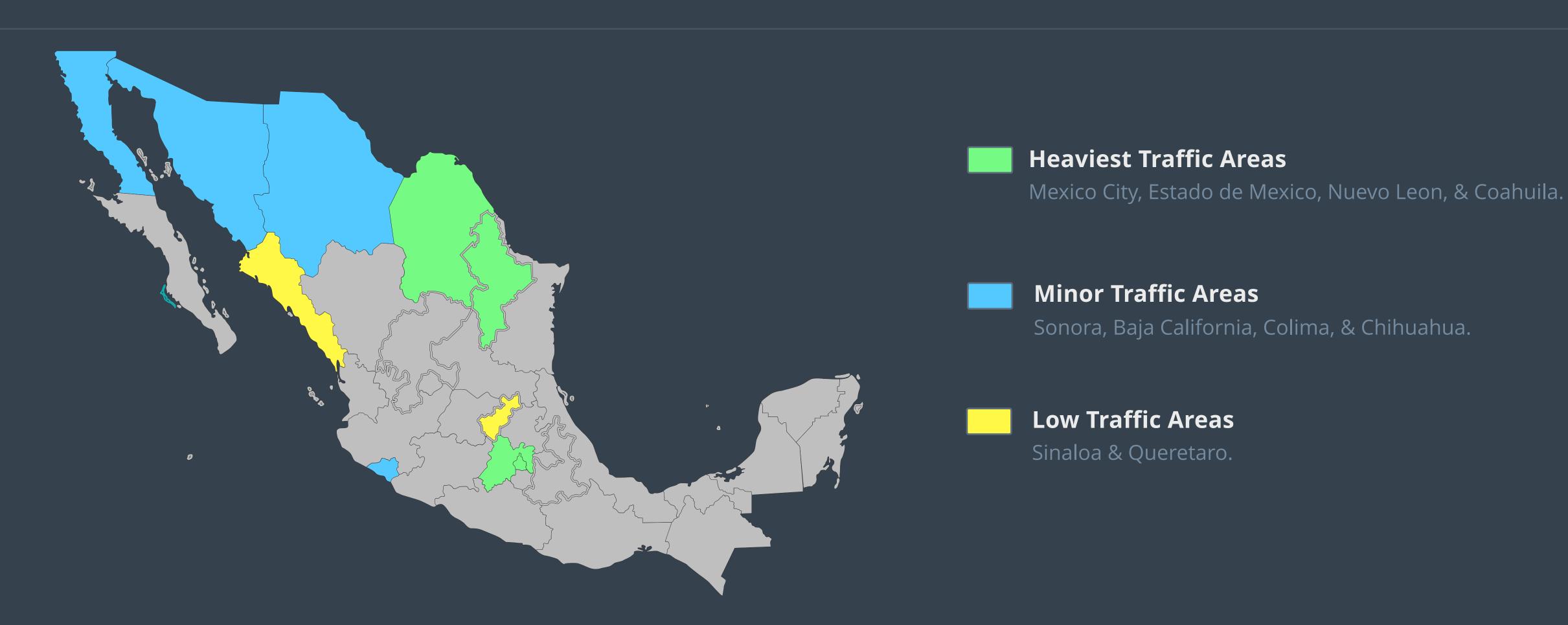
Finland, Czech Republic, Hungary, Bulgaria, Romania, & Austria.



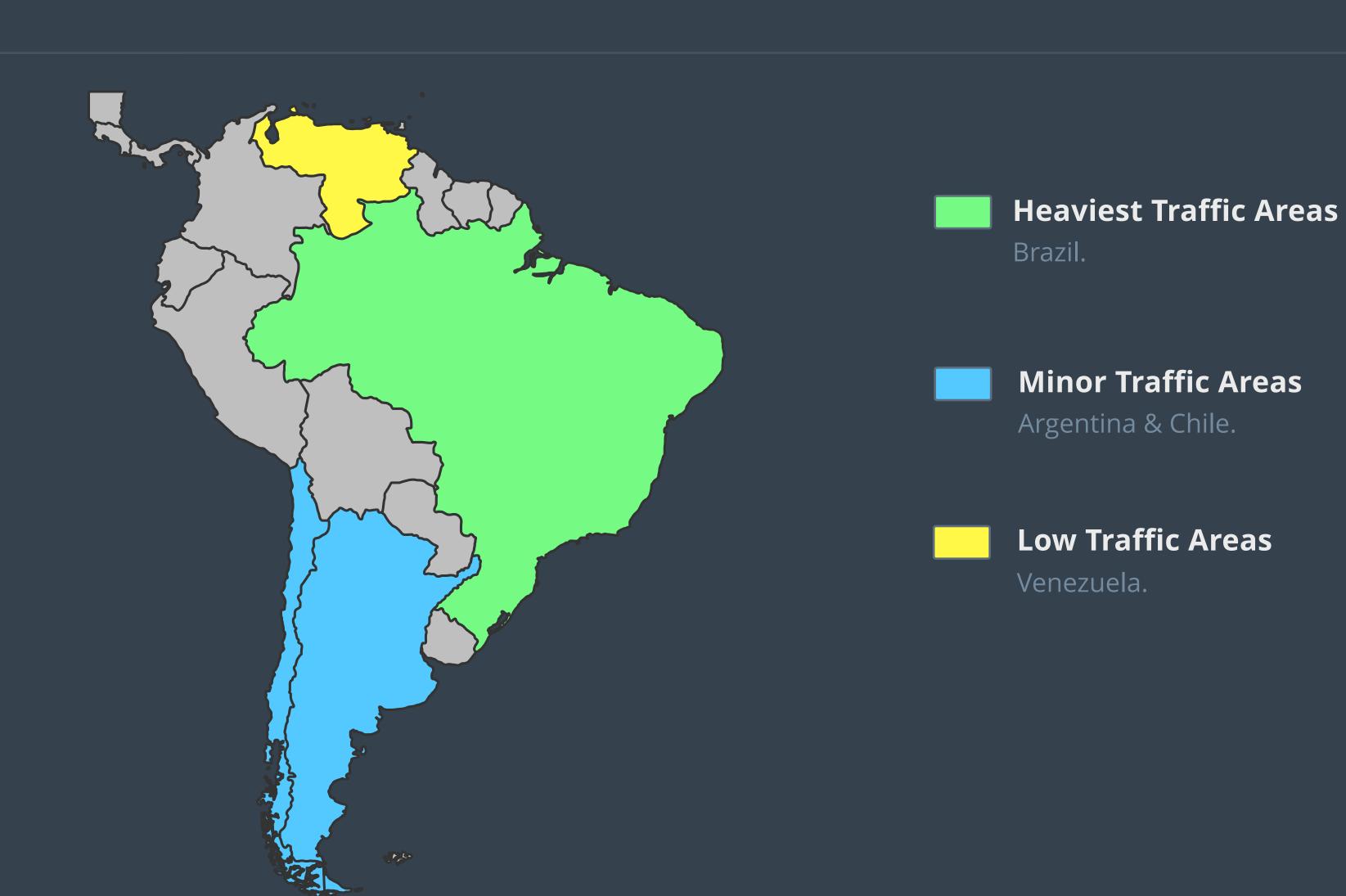
AUSTRALIA



MEXICO



SOUTH AMERICA



Contact us anytime!

We are always happy to help.