



India Blooms News Service
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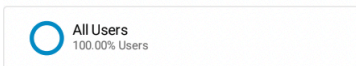
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INDIA BLOOM AND DEFAULT SUSBCRIBERS (MSN.COM / JIO.COM, ETC.) ANALYTICS IN 2023

www.indiablooms.com / JAN TO MAY 2023

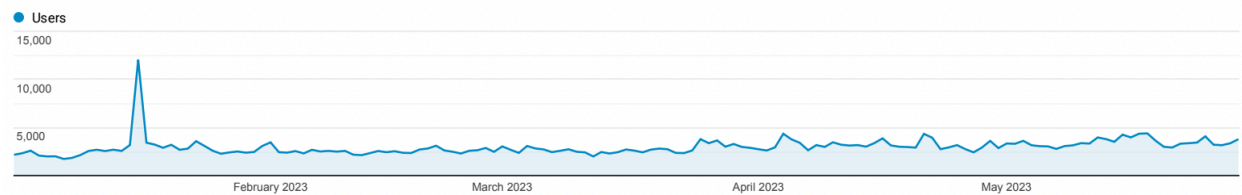
Average Monthly Unique Visitors and Pageviews:
Users: 414,694 / New Users: 412,009 / Page Views: 623,756

Audience Overview



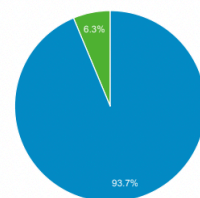
1 Jan 2023 - 29 May 2023

Overview



Users 414,694	New Users 412,009	Sessions 466,912	Number of Sessions per User 1.13
Page Views 623,756	Pages/Session 1.34	Avg. Session Duration 00:00:52	Bounce Rate 90.50%

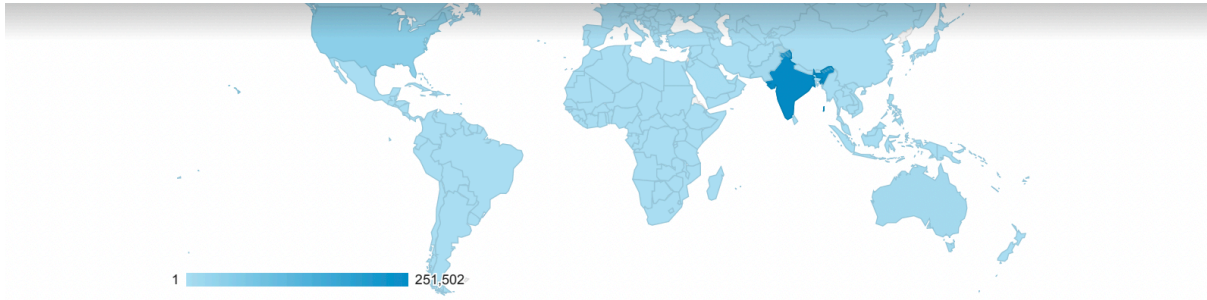
■ New Visitor ■ Returning Visitor



Language

Users % Users

RANKING OF COUNTRIES VISITOR-WISE



Country	Acquisition			Behaviour			Conversions Goal 1: Pujo		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Pujo (Goal 1 Conversion Rate)	Pujo (Goal 1 Completions)	Pujo (Goal 1 Value)
	414,694 % of Total: 100.00% (414,694)	412,137 % of Total: 100.03% (412,009)	466,912 % of Total: 100.00% (466,912)	90.50% Avg for View: 90.50% (0.00%)	1.34 Avg for View: 1.34 (0.00%)	00:00:52 Avg for View: 00:00:52 (0.00%)	<0.01% Avg for View: <0.01% (0.00%)	1 % of Total: 100.00% (1)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. India	251,502 (60.44%)	248,323 (60.25%)	290,026 (62.12%)	89.55%	1.40	00:00:59	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. United States	40,873 (9.82%)	41,056 (9.96%)	44,947 (9.63%)	90.88%	1.46	00:00:52	<0.01%	1 (100.00%)	US\$0.00 (0.00%)
3. Singapore	15,147 (3.64%)	15,055 (3.65%)	15,259 (3.27%)	98.60%	1.02	00:00:03	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. Canada	13,485 (3.24%)	13,340 (3.24%)	14,748 (3.16%)	91.12%	1.25	00:00:39	0.00%	0 (0.00%)	US\$0.00 (0.00%)
5. United Kingdom	10,516 (2.53%)	10,471 (2.54%)	11,431 (2.45%)	91.95%	1.11	00:00:22	0.00%	0 (0.00%)	US\$0.00 (0.00%)
6. Pakistan	9,094 (2.19%)	9,026 (2.19%)	10,002 (2.14%)	90.17%	1.15	00:00:24	0.00%	0 (0.00%)	US\$0.00 (0.00%)
7. Sweden	8,470 (2.04%)	8,448 (2.05%)	8,502 (1.82%)	99.31%	1.01	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
8. (not set)	7,850 (1.89%)	7,741 (1.88%)	7,991 (1.71%)	89.85%	1.16	00:01:34	0.00%	0 (0.00%)	US\$0.00 (0.00%)
9. Bangladesh	7,249 (1.74%)	7,230 (1.75%)	7,838 (1.68%)	89.76%	1.17	00:00:25	0.00%	0 (0.00%)	US\$0.00 (0.00%)
10. Australia	5,353 (1.29%)	5,341 (1.30%)	5,803 (1.24%)	92.26%	1.10	00:00:24	0.00%	0 (0.00%)	US\$0.00 (0.00%)

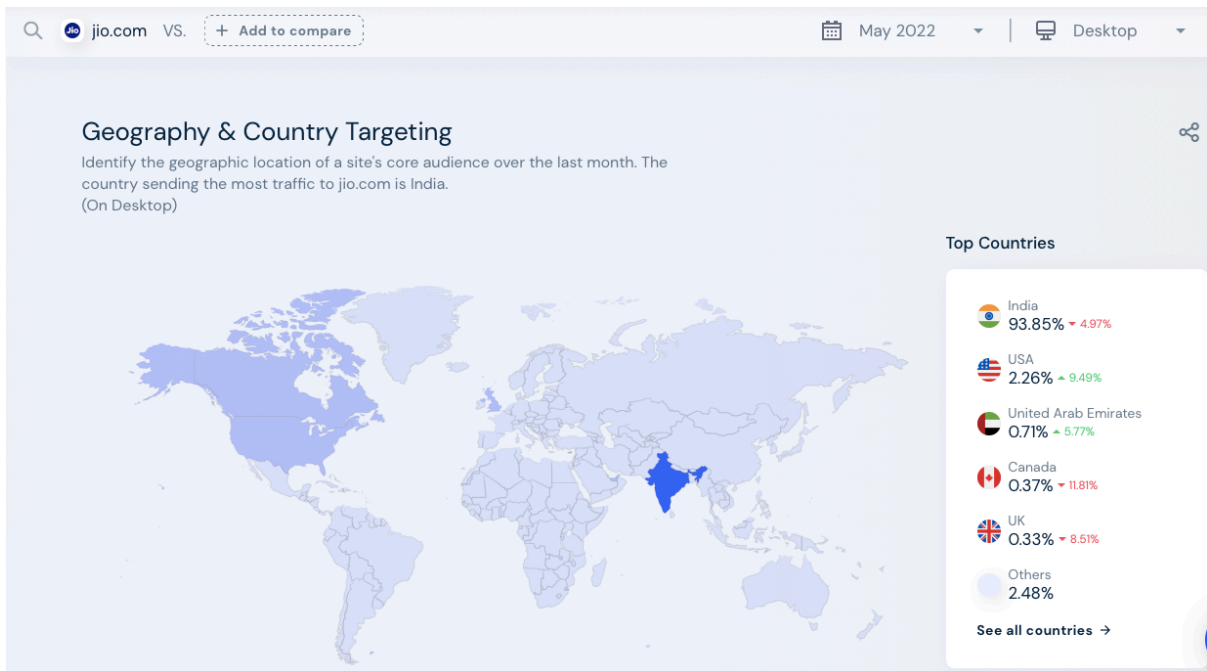
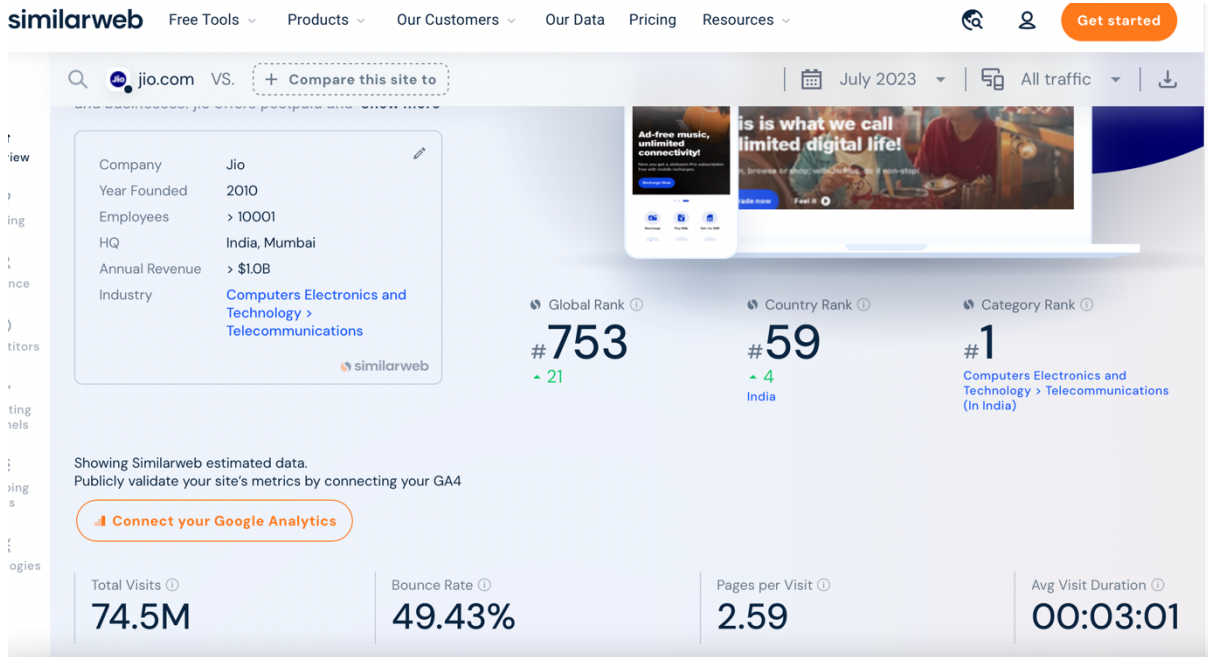
Rows 1 - 10 of 213

All IBNS contents are on **JIO Mobile** and **MSN.COM** platforms by default.

The Analytics of **JIO.COM**

TOTAL VISITS: 74.5 Million in July 2023

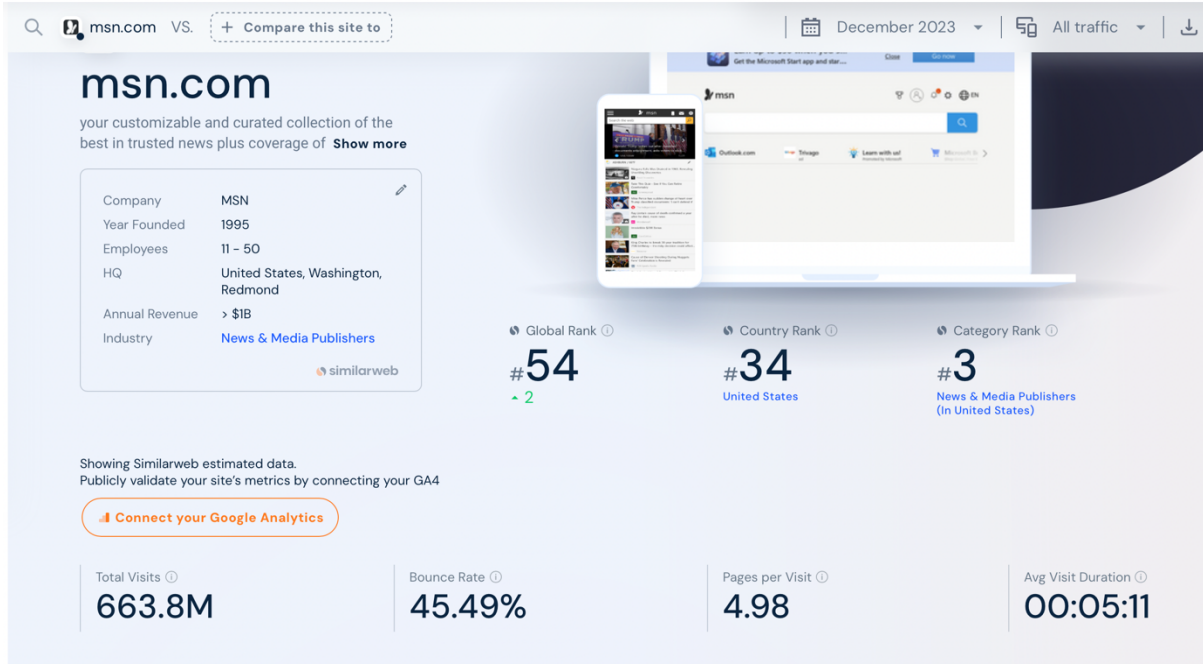
COUNTRY RANK: 59 (India)



SOURCE: <https://www.similarweb.com/website/jio.com/#overview>

MSN.COM Analytics:

TOTAL VISITS: 663.8 Million in December 2023
COUNTRY RANK: 34 (USA)



SOURCE: <https://www.similarweb.com/website/msn.com/#overview>

We are on JioChat: JioChat is an instant messaging app from Jio Mobile. We have three channels- including IBNS and Notintown- on Jio Chat messaging app. **Jio Chat total downloads: 10 million plus**

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