The World’s Largest Community
Of Millennial Mothers

MomJunction
The World’s Largest Community
Of Millennial Mothers
India’s Biggest Parenting Platform
- User Intent Driven Searches (87.5% organic traffic)
BIGGEST SOCIAL COMMUNITY ACROSS PLATFORMS

3M
320k
371k
WHAT DO MOM’S LOVE
READING ON MOMJUNCTION

85% are active online and get information related to pregnancy and baby care online

55% of them like to buy baby toys, gears etc before the birth of the baby

50% Audience from Mobile
45% Repeat & 55% New Visitors
Avg Time Spent - 1:47 Mins

8.27 Million page views from India

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 - 34 yrs</td>
<td>62%</td>
</tr>
<tr>
<td>18 - 24 yrs</td>
<td>16.5%</td>
</tr>
<tr>
<td>35 - 44 yrs</td>
<td>14%</td>
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</tbody>
</table>
MOBILE APP INTERFACE

My Pregnancy  Community  Q & A

Anonymous User

Can I eat Amla candy or Amala Kamurba in first trimester which is better
13 m
0 Upvotes  0 Answers

Anonymous User

Is it safe to drink haldi milk with little pepper in 8th month pregnancy?
11 h

5 Things Your Baby Loves In The Womb

27th Week

No sooner does a woman announce her pregnancy, she’s flooded with advice and gifts by her friends and family members. It could be anything - her favorite food, smart pregnancy outfits, or special shoes to fit her swollen feet into - these are the general stuff that people around get for her.

While the expecting mother enjoys all the attention, she does her bit for the baby as well. She’ll shop for stuff like baby clothes, general toys, or diaper bags. But all of this

Anonymous User

Hlo frnds......I m four month pregnant and I m suffering from cough and sneeze. Please tell me what should I do.
now
0 Likes  0 Comments

Taranpreet Kaur @taranaman1994

Hi everyone, saw this really interesting initiative by Goodknight on Rakshabandhan. Little children made rakhi for the Covid warriors to protect them from malaria and dengue. It's called RakshakKiRakhi. Here is the video
MICROSITE
E-COM INTEGRATION
When you think of Cottontouch, what words come to your mind?

Indicate agreements with the following statements:

A. Creativity  B. Development

How likely are you to recommend Fisher price to a friend or colleague?
MOMMY/ SHARENTING CONTENT
NEW GOLD STANDARDS OF Gentle Care

written by CHANORAMA DESHMUKH

NOVEMBER 20, 2018

Baby products. That’s today’s topic! A baby’s skin is so soft, no? As a mother, you always want to preserve that softness, or at least make it last as long as it can! I wanted the same. And to do that, using the right baby care products is essential.

Now, I’m a very skeptical person. No matter how expensive or famous the baby product is, I like to raise my eyebrows and inspect it to see if it’s capable of living up to its bold claims. One such range of baby care products that came under my scrutinizing eye was the Johnson’s Baby Care range. Although Johnson’s has been in this industry for over 100 years now they recently launched a revamped version of their range, which caught my eye.

My Experience With The New Johnson’s Baby Care Range

well-rounded.

Your Baby Is Developing Much Faster Than You Think!

Written By AKISHI GOEB

OCTOBER 5, 2017

You definitely want to see him develop smartly and here’s your child gets is yours! You are the one into a school.

child develops fast and learns various skills at a start developing cognitive, social and emotional ant to help them develop these skills to make them
மென்னிகருட்பு மென்னிஜாளி ஓம்னின்கள் (பூதராகத்தகாள்) அரசாயன குடும்ப வெளிப்படையை அளிக்கும் வரலாறு

Written by ANUJ JOSHI
AUGUST 1, 2019

மென்னிகருட்பு மென்னிஜாளி ஓம்னின்கள் (பூதராகத்தகாள்) அரசாயன குடும்ப வெளிப்படையை அளிக்கும் வரலாறு

Written by MOMJUNCTION
OCTOBER 17, 2019

மென்னிஜாளி ஓம்னினை குற்றம் பெற்று வாய்ந்த குடும்பங்கள் பெருமளவு புதிய குடும்பங்கள் மறுநிலைகளை உருவாக்குகின்றன. இது குற்றம் பெற்ற குடும்பங்கள் மறைந்து விளைவாக்குப்பட்டு வந்து வரும் காலத்தில் மென்னிகருட்பு மென்னிஜாளி ஓம்னின் குழுவை அமைக்க வேண்டும். மென்னிகருட்பு மென்னிஜாளி ஓம்னின் குழுவை அமைக்க வேண்டும்.
7 WAYS TO PROTECT YOUR BABY

1,530 likes

mom_junction In these times of illnesses and distress, taking care of your little one might seem like an avalanche. But as mothers, we need to remember,

1. Turn washing hands into a game. Put alarms.

1,468 likes

mom_junction No matter what the world is saying about these chaotic times, the level of a mother’s anxiety is tough to fathom.
MOMMY TO-BE BOX/BABY BOX
MOMJUNCTION BOX
(PREGNANCY + BABY BOX)

639 likes

twinklingtina We unboxed our @mom_junction baby box and was presently surprised with the lovely goodies from @mamaearth.in I am a big fan of Mama Earth products because they are effective and safe.

This baby box contains:

#1 MamaEarth Gentle cleansing shampoo – You know shampoo time isn’t a favorite time for kids, they don’t want to keep their eyes closed, they don’t want

573 likes

bowtie_and_lipsticks Received this lovely baby box of @my_lotus_baby from @momjunction.
These diapers have a triple layer air through system ensuring your baby's skin remains dry. They are clinically proven to be rash free as the diapers are extra soft, fluffy, and they absorb quickly. They also come with a revolutionary wetness indicator.

There is an adorable bunny print on each Merries diaper.

Kao Merries Diapers Review, Price In India

Merries Baby Diapers Review – DELHIBLOGGER
Aug 7, 2018 - With my elder one I had many diaper issues like the diaper rashes or diaper leakage disasters. merries india, merries diapers, delhi blogger, last ...
SAMPLING ACTIVITY - SOCIAL
EXPERT CONTENT
Are There Any Benefits Of Prebiotics For Babies?

Medically reviewed by Dr. Ashraf Kasem (MD (Pediatrics))
Written by Dr. Ritika Shah
May 19, 2020

Tooth Discoloration In Babies And Toddlers: Causes And Treatment

Medically reviewed by Dr. Shailesh Shenoy (MDS)
Written by Dr. Ritika Shah
April 6, 2020
IN CONVERSATION WITH DR DHANASEKHAR

HOW TO CHOOSE SAFE BABY PRODUCTS TODAY

Dr. Dhanasekhaar Kesavelu
MBBS, MRCGP, FRCPCH, CCT, Endoscopy Fellowship (U.K.)
In the final part of our series with senior child psychologist Rupal Patel, we talk about a few toys like the Fisher-Price Laugh and Learn Smart Stages Tablet and the role of technology in a child's growth & development.

#AskTheExpert #raisingkids #childrenfirst #parentingadvice #parentinghacks #parenting101 #parenthood #parentlife #motherhood #parentingwin

How do you determine what is safe for your baby and what isn't? Dr. Dhanashekhar Kesavelu delves into the important aspects of safety and the factors you should consider before buying baby products. Watch the video to learn more about safety and the most trusted brand in the market today!

Momjunction
Philips India
Philips Avent

#AssuredSafety
SAMPLE DISTRIBUTION VIA SEO (HIGH USER INTENT PAGES)
Sample Distribution Flow

1. Awareness Building
   - Creative posts on MJ social pages)

2. SEO Pages Integration
   - Product placement on MJ pages

3. Landing Page Creation
   - Detailed landing page on the product & CRM lead form

4. Collating Details
   - Adding details to CRM - Name, email, address, Phone number

5. Dispatching MJ box
   - Sample box set Which includes…
     - 1 SKU piece
Diaper rash can be nasty and certainly cause a lot of discomfort to the infant, while there are many reasons why it occurs, one of the major reasons is that nappy rash most probably occur due to diaper rash. Most parents rely on diaper rash creams to deal with the problem, but picking the best diaper rash cream for babies can be a challenge.

Here, Mom Junction provides a list of 15 Best Baby Diaper Creams that help provide optimum relief for your little ones from rashes. But first, let's find out about causes of rash in the area.

<table>
<thead>
<tr>
<th>PRODUCTS</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>Aquaphor Baby Healing Ointment</td>
<td>$14.99</td>
</tr>
<tr>
<td>Babyganics Diaper Rash Cream</td>
<td>$11.99</td>
</tr>
<tr>
<td>But's the Baby Diaper Ointment</td>
<td>$14.99</td>
</tr>
<tr>
<td>Neats Medicine Strength Baby Diaper Rash Cream</td>
<td>$11.99</td>
</tr>
<tr>
<td>Weleda Diaper Corn Cream</td>
<td>$11.99</td>
</tr>
<tr>
<td>Dondubin Baby Rash Cream</td>
<td>$11.99</td>
</tr>
<tr>
<td>Calendula Baby Calming Diaper Rash Cream</td>
<td>$11.99</td>
</tr>
<tr>
<td>Triple-Base Medicinal Ointment For Diaper Rash</td>
<td>$11.99</td>
</tr>
<tr>
<td>Babies Diaper Rash Cream</td>
<td>$11.99</td>
</tr>
<tr>
<td>Honest Diaper Rash Cream</td>
<td>$11.99</td>
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</tbody>
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1. Aquaphor Baby Healing Ointment

**Features:**
- The diaper cream is pediatrician recommended and hypoallergenic, which means it is ideal even for babies with sensitive skin.
- The active ingredient is petroleum jelly, which helps form a protective barrier against the skin.
- Does not contain paraben-based preservatives, free of dye and added fragrance.
- The cream also contains panthenol, a derivative of vitamin B5, that helps in healing the skin faster.
- Overall, an excellent diaper rash cream with multipurpose usage – can be used for rashes, minor cuts, and skin dryness.
Get A Free Sample Of J&J Cotton Touch lotion
Get Your FREE Merries Diaper Pants Sample Today

Mom Junction in association with Merries is offering you a FREE SAMPLE (3 Sample Units) of Merries Diaper Pants because your baby deserves the best. And being an awesome parent, you ought to be given a chance to try

Sign Up and get rewards
Customized Lead Form Capture
Sample Distribution & Report Sharing

Total 2,000 applicants

- **S size**
- **M size**

<table>
<thead>
<tr>
<th>Date</th>
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<td>10-Oct</td>
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FB COMMUNITY SETUP/ W BABY CARE EXPERT TO ANSWER QUESTIONS
MEETING WITH FELLOW MOMS

**INSIGHT**

Mom2mom

Only a mom can understand the plight of another mom

**SOLUTION**

VIRTUAL MEETS UPS

Moms can exchange their anxiety, fears, joy, fun moments etc

**EXECUTION**

Create a bi weekly online meetups with new moms

Tips on baby care - and other moms can share their tips on surviving the lockdown with new born
New moms are worried about new born in this current COVID Situation

Direct interaction with doctors is a challenge and we can build on this gap

Concerned about new born?

Rope in popular gynecologist to generate awareness and share expert insights

Bi-weekly online Session on MJ Social channels to speak on their queries directly with experts (pregnancy & Baby health)
• When does teething start in babies?
• Baby tooth timeline
• When should you be concerned if your baby isn’t teething?
• What are the signs of teething?
• Remedies to soothe your baby’s teething pain
• How long does teething pain last?
• Ways to care of your baby’s teeth
• Brushing your baby’s teeth
• Frequently asked questions
MOMMY AMBASSADORS
(FB COMMUNITY/WhatsApp Groups)
CREATING MICRO AMBASSADOR PROGRAMS—SELECTED KOL/SELECTED MOMS FROM METROS TO DRIVE CONVERSATIONS

**BURST Ambassadors - Southeast**
Group: 780 members
Congratulations on becoming a BURST ambassador! This group is designed to co... 4 posts a day

**BURST Ambassadors - Northeast**
Group: 551 members
Congratulations on becoming a BURST ambassador! This group is designed ... 2 posts a day

**BURST Ambassadors - The West**
Group: 661 members
Congratulations on becoming a BURST ambassador! This group is designed ... 2 posts a day

**BURST Ambassadors - Midwest**
Group: 667 members
Congratulations on becoming a BURST ambassador! This group is designed ... 5 posts a day
IMPACT PLACEMENT ON MJ ARTICLES
INTEGRATED MOMMY VIDEO (ENGLISH + REGIONAL LANGUAGES)
4 Hacks Every Parent Must Know To Soothe Their Fussy Baby
New Mom Arpita Reviews Zandu...
WHY US?
Most Trusted Website

Top Parenting Websites in India:

- MomJunction.com (DA: 75)
- IndianParenting.com (DA: 57)
- BabyCenter.in (DA: 56)
- BuddingStar.com (DA: 34)
- Mompresso (DA: 37) (formerly MyCity4Kids)
- First Cry Parenting (DA: 70)
- BabyChakra (DA: 40)
- Tiny Steps (DA: 38)
Oral Thrush In Babies: Symptoms, Treatments And Home Remedies

Medically reviewed by Dr. Raashid Hamid (MS, MCH, Pediatrics)
Written by Rohit Garoo (BSc)
June 9, 2020

Expert verified content
International & Domestic Panel of Doctors across categories

Visit our panel of Medical Reviewers: https://www.momjunction.com/about-us/#medical-reviewers
High User Intent & Relevance

87.45% Of traffic is from Search

100.00% Organic

Top 5 Organic keywords
Out of 18,541: ①

0% Paid
Top 5 Paid keywords
No Paid Keywords