

Internet/e-Commerce

February app data: Stable DAU trends across sectors, Hinge DAUs best in dating

Industry Overview

Stable DAU trends for app usage in February

We track monthly global mobile app DLs and DAUs per Sensor Tower to help gauge user trends across social media, eCommerce, subscription services, and more. For February, social media DAUs were very stable across the group while downloads remain down on sector maturity. eCommerce had stable DAU trends for most apps, Wayfair & Chewy remain down but improved m/m. For OTAs, most downloads/DAUs decelerated slightly, but remained stable for Expedia, while DAUs decelerated for Rideshare. Real Estate DL/DAU trends remain down y/y.

Media: Stable DAUs; IG and YT still getting SFV boost

Facebook downloads decelerated 7pts to flat y/y in February (on a 6pt tougher comp), while y/y DAUs were stable at +2%. **Instagram** DLs accelerated 6pts to 6% y/y, while DAUs were stable at +6%. **Threads** DLs of 25mn declined -9% m/m in Feb, while DAUs grew 7% m/m (3pt accel). **Pinterest** DLs accelerated 5pts to 9% y/y, while DAUs grew 7% y/y (1pt accel). **Snap** DLs improved 1pt to -16% y/y, while DAUs slowed to +9% y/y (2pt decel). **TikTok** DLs contracted 4pts to -1% y/y, while DAUs accelerated 1pt to +1% y/y in Feb. **YouTube** DLs decelerated 6pts to -5% y/y (on a 12pt tougher comp), while DAU growth was stable at 7% y/y. **Roblox** downloads grew 6% y/y (2pt accel), while DAUs decelerated 7pts to +18% y/y. **Twitch** DAUs trends slowed to 13% y/y (-3pts).

eComm: Stable DAUs, Wayfair/Chewy DAUs improve m/m

Amazon DLs accelerated 12pts to -4% y/y in February, while DAUs remained stable at +3% y/y. **eBay** downloads improved to +5% y/y vs. down -3% in Jan, while DAUs were stable at -1% y/y. **Etsy** downloads declined 11% y/y (5pt accel), while DAUs were stable at -4% y/y. **Wayfair** downloads increased 9% y/y, a 32pt accelerated vs. -23% in January and DAUs accelerated 14pts to -4% y/y. **Chewy** DLs decreased 8% y/y vs. -7% prior, while DAUs accelerated 2pts to -2% y/y. **DoorDash** DLs were stable at 12% y/y, while DAUs grew 1% y/y (1pt decelerated). **Uber Eats** downloads accelerated 2pts to -5% y/y, while DAUs declined 11% y/y in Feb. **Bed Bath** DLs/DAUs both accelerated 37pts/15pts to +48%/+44% y/y. **Instacart** DLs grew 3% y/y (3pt decelerated), while DAUs were stable at +10% y/y.

Travel/transport: Modest DAU deceleration in Feb.

Airbnb DLs/DAUs decelerated 4pts/2pts to +30%/5% y/y in February. **Booking** DLs contracted 17% y/y vs. -10% prior, while DAUs grew 12% y/y (1pt decel). **Expedia** DLs/DAUs both remained stable at +2%/+18% y/y. **Vrbo** DLs declined 10% y/y (23pt accelerated), while DAUs fell 15% y/y (4pt accel vs Jan.). **Uber** DLs accelerated 8pts to +4% y/y, while DAUs grew 8% y/y (1pt decelerated vs. January). **Lyft** DLs grew 12% y/y, decelerated 1pt, while DAUs slowed to -2% y/y (decelerated 6 pt).

Dating & Real estate: Hinge best performer in dating

Hinge DAUs were up 14% y/y, outperforming **Match** at -8%, **Tinder** at -14% and **Bumble** at -2%. **Zillow** downloads grew 13% y/y, accelerated 11pt, while DAUs declined 9% y/y (accelerated 3pt). **Redfin** downloads accelerated 7pts to -6% y/y, while DAUs slowed to -15% y/y (1pt down). **Opendoor** DLs/DAUs accelerated 9pts/5pts to -21%/-31% y/y in February.

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Equity

United States

Justin Post
Research Analyst
BofAS
+1 415 676 3547
justin.post@bofa.com

Curtis Nagle, CFA
Research Analyst
BofAS
c.nagle@bofa.com

Michael McGovern
Research Analyst
BofAS
mmcgovern@bofa.com

Omar Dessouky, CFA
Research Analyst
BofAS
omar.dessouky@bofa.com

Steven McDermott
Research Analyst
BofAS
steven.mcdermott@bofa.com

DLs: Downloads

DAUs: Daily Active Users

TT: TikTok

SFV: Short Form Video

IG: Instagram

YT: YouTube

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Timestamp: 04 March 2024 05:29AM EST

February mobile data update

Sensor Tower download and DAU estimates are generated by combining App Store and Google Play data provided by Publisher & Developer partnerships with signals from the App Stores, including App Rankings and App Metadata to backfill non-partner data. Sensor Tower has data sharing partnerships with many top Publishers and Developers with >50% of all App Store revenue coming from Sensor Tower partner apps. We have aggregated this data on our covered applications to gauge potential user and usage trends.

We note that Sensor Tower has made **revisions to downloads and app revenue estimates, with the most recent revision in December 2023**. Metrics on apps could reportedly change by up to $\pm 5\%$ for Android and iOS. According to Sensor Tower, this update is the result of incorporating more data from their global mobile panel apps and is expected to better measure app usage in specific regions. These changes could improve future accuracy but may impact historical data.

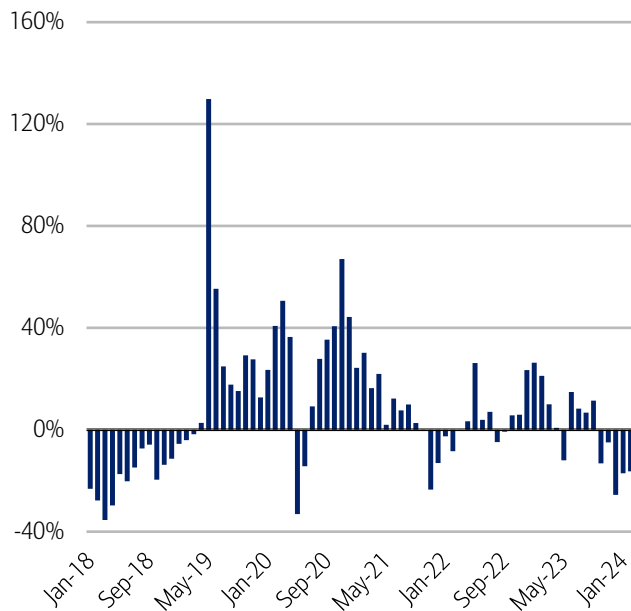
Online Media

Snap

Per Sensor Tower, global downloads declined 16% y/y to 28.3mn in February vs. -17% in January and were down 10% on a m/m basis. US downloads increased 12% y/y and International downloads decreased 18% y/y (stable vs. January).

Exhibit 1: Snap monthly download trends (y/y)

Snap downloads in February fell 16% y/y (vs. -17% y/y prior)

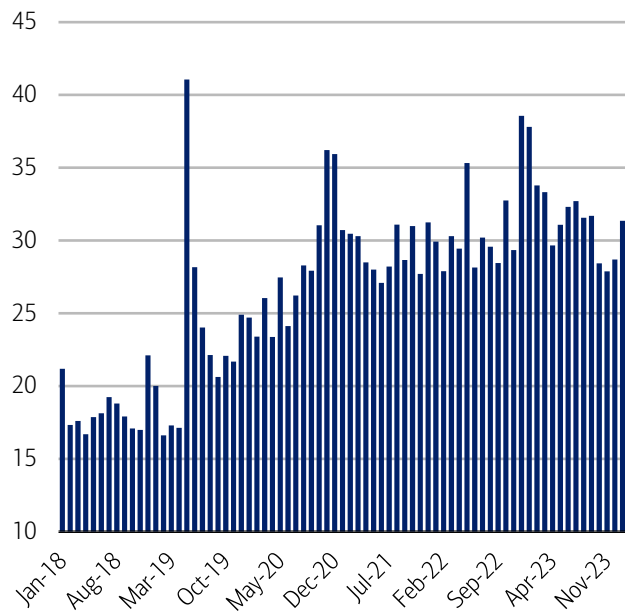


Source: Sensor Tower

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Exhibit 2: Snap worldwide gross downloads (mn)

Snap worldwide gross downloads reached 28.3mn in February



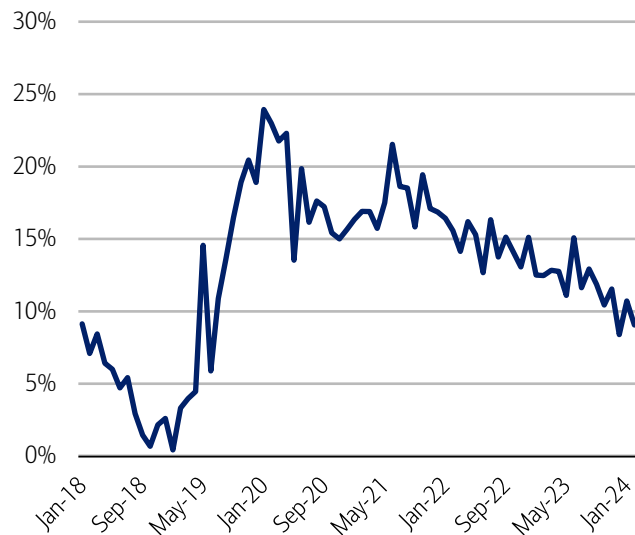
Source: Sensor Tower

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Worldwide Snap DAUs of 396.1mn grew 9% y/y in February (a deceleration vs 11% January) and were up 1% m/m. US DAUs were -1% on a y/y basis and 2% m/m basis, while European users grew 4% y/y (and 1% m/m). RoW DAUs grew 14% y/y in February (a 2pt deceleration vs. 16% in January) and were +1% m/m.

Exhibit 3: Snap worldwide DAU trend (y/y)

Snap worldwide DAUs were up 9% y/y in February (vs. +11% prior)

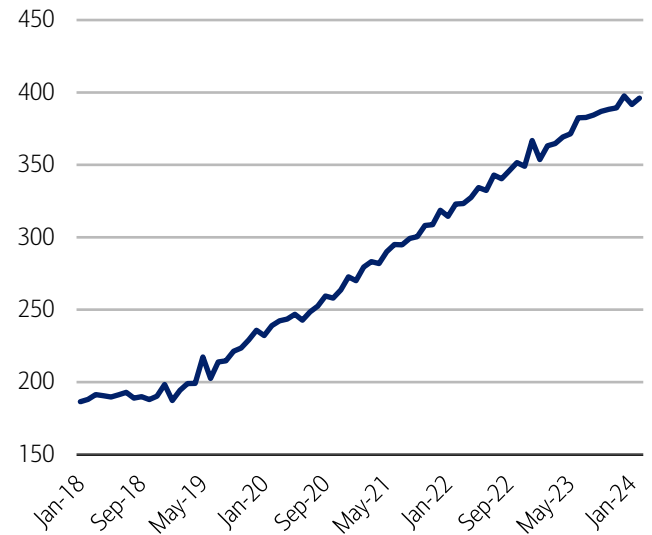


Source: Sensor Tower

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Exhibit 4: Snap worldwide DAUs (mn)

Snap worldwide DAUs reached 396.1mn in February



Source: Sensor Tower

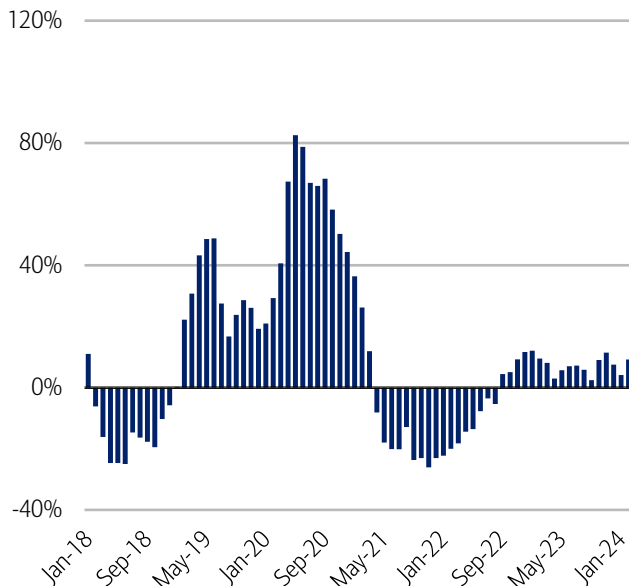
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Pinterest

Pinterest app download growth accelerated 5pts to +9% y/y but downloads decreased -6% m/m. US downloads grew 17% y/y (vs. 7% prior) and were -9% m/m, while International downloads were 8% y/y (vs. 4% in January). Worldwide downloads of 15.8mn remain above 2019 levels but were 20% below the COVID peak in May 2020.

Exhibit 5: Pinterest monthly download trends (y/y)

Pinterest downloads trends were +9% y/y in February (vs. +4% prior)

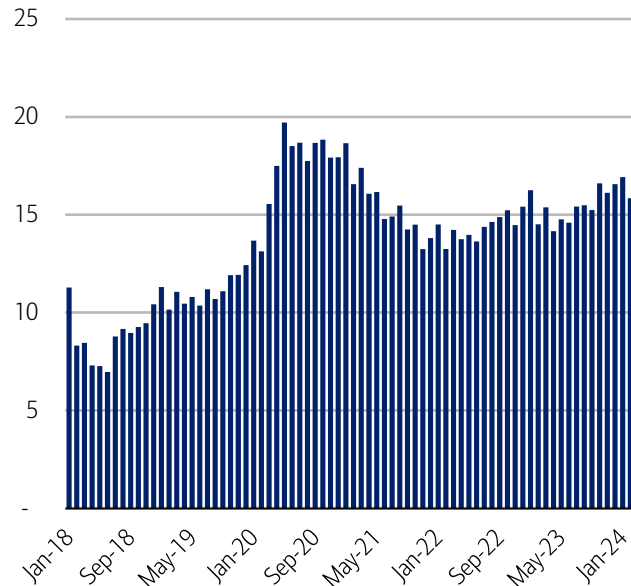


Source: Sensor Tower

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Exhibit 6: Pinterest worldwide gross downloads (mn)

Pinterest reached 15.8mn worldwide downloads in February



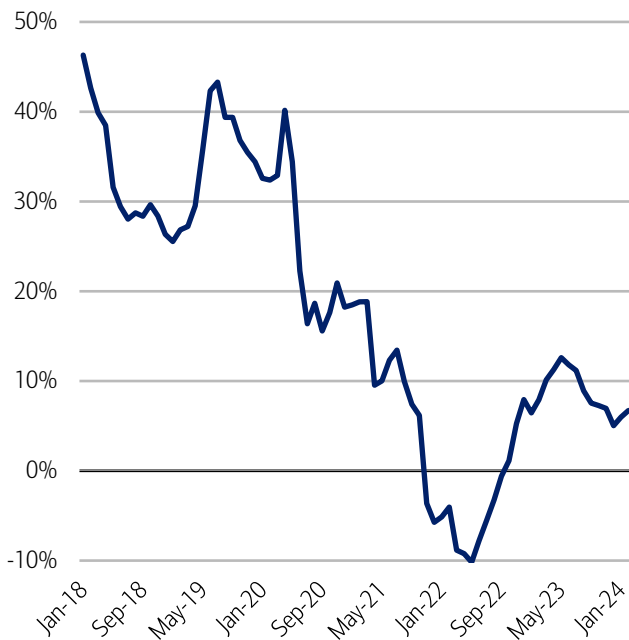
Source: Sensor Tower

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Pinterest DAUs of 113.3mn grew 7% y/y in February (+1pt accel. from January). US DAUs grew 3% y/y (stable vs. prior) and International DAUs grew 8% y/y. For February, US DAUs were 19.8mn. Vs. December, global DAUs were up 3%.

Exhibit 7: Pinterest DAU trend (y/y)

Pinterest DAUs grew 7% y/y in February (vs. 6% prior)



Source: Sensor Tower

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Exhibit 8: Pinterest worldwide DAUs (mn)

Pinterest worldwide DAUs reached 113.3mn in February



Source: Sensor Tower

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**Exhibit 9: Worldwide Download and DAU trends – Online Media**

Monthly Sensor Tower estimates for Online media apps

Online Media	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Facebook																								
Downloads																								
M/M	19%	0%	-3%	-2%	6%	5%	-2%	-3%	-9%	5%	-1%	-3%	5%	-5%	2%	-2%	10%	-5%	0%	0%	-12%	17%	2%	-9%
Y/Y	5%	10%	5%	7%	10%	10%	15%	7%	3%	4%	3%	9%	-4%	-8%	-3%	-2%	1%	-8%	-7%	-3%	-6%	4%	7%	0%
DAUs																								
M/M	1%	-1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Y/Y	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Instagram																								
Downloads																								
M/M	11%	-6%	3%	4%	8%	-7%	0%	14%	-9%	25%	8%	-13%	4%	-14%	5%	14%	8%	-3%	-11%	-11%	4%	21%	4%	-8%
Y/Y	6%	3%	4%	7%	16%	-12%	2%	10%	9%	24%	39%	37%	28%	16%	18%	29%	29%	34%	19%	-7%	7%	4%	0%	6%
DAUs																								
M/M	0%	0%	0%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%
Y/Y	13%	11%	8%	7%	7%	6%	6%	6%	6%	6%	6%	7%	8%	9%	10%	10%	10%	10%	9%	9%	8%	6%	6%	6%
Pinterest																								
Downloads																								
M/M	7%	-3%	2%	-2%	5%	2%	2%	2%	-5%	7%	5%	-11%	6%	-8%	4%	-1%	6%	0%	-2%	9%	-3%	3%	2%	-6%
Y/Y	-18%	-14%	-14%	-8%	-4%	-5%	4%	5%	9%	12%	12%	9%	8%	3%	6%	7%	7%	6%	2%	9%	11%	8%	4%	9%
DAUs																								
M/M	-3%	0%	-2%	1%	2%	3%	0%	3%	1%	2%	2%	0%	-1%	1%	-1%	0%	1%	1%	-1%	3%	0%	0%	3%	0%
Y/Y	-9%	-9%	-10%	-8%	-6%	-3%	-1%	1%	5%	8%	6%	8%	10%	11%	13%	12%	11%	9%	8%	7%	7%	5%	6%	7%
Snap																								
Downloads																								
M/M	9%	-3%	20%	-20%	7%	-2%	-4%	15%	-10%	31%	-2%	-11%	-1%	-11%	5%	4%	1%	-3%	0%	-10%	-2%	3%	9%	-10%
Y/Y	0%	3%	26%	4%	7%	-5%	-1%	6%	6%	23%	26%	21%	10%	1%	-12%	15%	8%	7%	11%	-13%	-5%	-26%	-17%	-16%
DAUs																								
M/M	0%	1%	2%	-1%	3%	-1%	2%	2%	-1%	5%	-4%	3%	0%	1%	1%	3%	0%	0%	1%	0%	0%	2%	-2%	1%
Y/Y	14%	16%	15%	13%	16%	14%	15%	14%	13%	15%	13%	12%	13%	13%	11%	15%	12%	13%	12%	10%	12%	8%	11%	9%
TikTok																								
Downloads																								
M/M	12%	-1%	2%	-3%	13%	-4%	-4%	1%	-12%	11%	7%	-8%	6%	-3%	5%	3%	0%	6%	-5%	4%	-11%	3%	5%	-11%
Y/Y	3%	1%	-25%	-12%	7%	-6%	2%	9%	-1%	0%	-1%	9%	4%	1%	4%	11%	-2%	8%	7%	10%	12%	4%	3%	-1%
DAUs																								
M/M	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	-1%	-1%	2%	0%	2%	1%	0%	-1%	0%	-1%	0%	0%	0%
Y/Y	30%	25%	14%	12%	10%	9%	9%	9%	8%	7%	5%	4%	4%	5%	4%	5%	6%	5%	4%	3%	1%	1%	0%	1%
YouTube																								
Downloads																								
M/M	21%	-26%	-9%	19%	15%	6%	-10%	-3%	-18%	15%	0%	-6%	3%	5%	-3%	3%	2%	-4%	-8%	5%	-13%	18%	3%	-12%
Y/Y	-4%	-18%	-24%	-5%	8%	4%	4%	-9%	-28%	-24%	-21%	-9%	-22%	11%	19%	3%	-8%	-17%	-16%	-10%	-4%	-1%	1%	-5%
DAUs																								
M/M	0%	0%	-1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%
Y/Y	10%	8%	5%	4%	5%	5%	5%	5%	5%	4%	4%	4%	5%	6%	8%	8%	8%	8%	7%	7%	7%	7%	7%	7%

Source: Sensor Tower, BofA Global Research

BofA GLOBAL RESEARCH

Exhibit 10: Worldwide Download and DAU trends – Online Media (continued)

Monthly Sensor Tower estimates for Online media apps

	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
X																								
Downloads																								
M/M	12%	3%	-9%	-15%	10%	-2%	-2%	16%	4%	-6%	8%	-18%	3%	0%	9%	-19%	11%	-4%	-24%	13%	-12%	1%	2%	5%
Y/Y	7%	18%	-9%	-14%	-7%	-13%	-4%	-8%	-8%	5%	8%	-5%	-13%	-16%	1%	-3%	-2%	-4%	-26%	-27%	-39%	-34%	-38%	-21%
DAUs																								
M/M	1%	-1%	0%	-1%	0%	-1%	1%	1%	1%	-4%	-1%	-2%	-1%	0%	0%	-1%	0%	-3%	-5%	0%	-2%	-2%	0%	-1%
Y/Y	8%	4%	0%	-2%	0%	1%	2%	2%	3%	-1%	-3%	-6%	-7%	-6%	-6%	-7%	-7%	-9%	-15%	-15%	-18%	-17%	-16%	-15%
Threads																								
Downloads																								
M/M																		-71%	-27%	-37%	-2%	161%	-18%	-9%
Y/Y																								
DAUs																								
M/M																		-40%	-12%	21%	-17%	31%	4%	7%
Y/Y																								
Roblox																								
Downloads																								
M/M	0%	2%	-8%	1%	25%	-7%	-10%	5%	-7%	26%	13%	-6%	-4%	0%	1%	-2%	23%	-11%	-9%	6%	-6%	29%	-7%	-5%
Y/Y	3%	14%	4%	0%	11%	1%	-16%	-24%	-6%	1%	11%	28%	24%	21%	33%	30%	28%	21%	22%	23%	24%	27%	4%	6%
DAUs																								
M/M	-4%	0%	-4%	7%	10%	1%	0%	3%	-3%	5%	6%	3%	-5%	4%	-2%	6%	12%	1%	-8%	2%	1%	7%	5%	-4%
Y/Y	13%	10%	2%	7%	9%	5%	9%	8%	10%	15%	19%	25%	23%	27%	31%	31%	33%	32%	22%	21%	25%	28%	25%	18%
Discord																								
Downloads																								
M/M	0%	-7%	-3%	-3%	4%	2%	-6%	0%	-6%	8%	10%	-10%	4%	-4%	-4%	3%	10%	-4%	-9%	0%	0%	9%	9%	-8%
Y/Y	-14%	-19%	-24%	-24%	-18%	-26%	-16%	-18%	-16%	-16%	-19%	-13%	-9%	-5%	-6%	-1%	5%	-2%	-5%	-6%	0%	1%	0%	3%
DAUs																								
M/M	-1%	0%	-2%	1%	-1%	-1%	1%	4%	1%	0%	2%	1%	1%	1%	-1%	1%	0%	0%	-1%	1%	1%	0%	0%	0%
Y/Y	19%	14%	9%	9%	9%	6%	5%	7%	6%	6%	4%	3%	5%	6%	7%	8%	9%	10%	9%	5%	6%	6%	4%	3%
Twitch																								
Downloads																								
M/M	-8%	-7%	-14%	8%	16%	-4%	-14%	11%	-10%	-5%	26%	-13%	2%	-13%	1%	20%	23%	-14%	-15%	10%	0%	9%	5%	-13%
Y/Y	-28%	-27%	-36%	-29%	-18%	-20%	-14%	-7%	-12%	-30%	-28%	-21%	-12%	-18%	-2%	9%	15%	2%	2%	2%	13%	29%	7%	7%
DAUs																								
M/M	-9%	-2%	-5%	1%	3%	-1%	-4%	-1%	-3%	-5%	8%	3%	-4%	-3%	0%	0%	3%	-1%	-8%	-2%	1%	2%	-1%	0%
Y/Y	-12%	-18%	-21%	-18%	-13%	-12%	-9%	-9%	-9%	-15%	-18%	-14%	-10%	-10%	-5%	-6%	-6%	-6%	-10%	-11%	-7%	-1%	-10%	-13%

Source: Sensor Tower, BoFA Global Research

BoFA GLOBAL RESEARCH



**Exhibit 11: Worldwide Download and DAU trends – eCommerce**

Monthly Sensor Tower estimates for eCommerce apps

eCommerce	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Amazon Shopping																								
Downloads																								
M/M	13%	-15%	12%	13%	-6%	26%	10%	2%	-15%	1%	-14%	-22%	11%	-11%	-2%	1%	21%	-9%	-3%	23%	0%	-19%	3%	-10%
Y/Y	12%	15%	21%	27%	26%	53%	62%	44%	32%	30%	8%	-7%	-8%	-4%	-16%	-25%	-4%	-30%	-39%	-27%	-13%	-31%	-16%	-4%
DAUs																								
M/M	0%	0%	0%	1%	6%	-2%	4%	-1%	-1%	2%	-1%	-5%	1%	2%	1%	1%	7%	-2%	-4%	13%	-6%	-3%	-1%	-4%
Y/Y	4%	4%	2%	-3%	5%	3%	8%	-2%	0%	1%	-1%	1%	2%	4%	5%	6%	6%	5%	-2%	13%	7%	3%	3%	3%
eBay																								
Downloads																								
M/M	11%	-9%	0%	-4%	6%	6%	-4%	3%	1%	-5%	8%	-15%	3%	-6%	6%	-7%	8%	-1%	-1%	7%	0%	9%	-2%	-8%
Y/Y	-23%	-13%	-14%	-19%	-11%	-3%	-2%	-3%	0%	-6%	5%	-5%	-12%	-10%	-4%	-7%	-5%	-11%	-8%	-5%	-6%	7%	-3%	5%
DAUs																								
M/M	-3%	-1%	-2%	-1%	0%	1%	0%	-2%	2%	0%	1%	-2%	-1%	-2%	-1%	1%	1%	1%	-2%	-2%	4%	1%	2%	-2%
Y/Y	-12%	-13%	-13%	-11%	-8%	-9%	-9%	-8%	-10%	-9%	-8%	-7%	-5%	-5%	-4%	-3%	-3%	-3%	-5%	-5%	-3%	-2%	-1%	-1%
Etsy																								
Downloads																								
M/M	4%	9%	-7%	6%	9%	5%	-5%	9%	26%	0%	-17%	-13%	7%	-5%	-1%	-6%	4%	6%	2%	7%	9%	1%	-21%	-9%
Y/Y	42%	63%	48%	65%	45%	48%	33%	35%	42%	30%	28%	20%	23%	7%	14%	1%	-3%	-3%	4%	2%	-12%	-11%	-16%	-11%
DAUs																								
M/M	-2%	0%	-3%	-3%	3%	5%	3%	1%	14%	5%	-10%	-5%	-1%	-1%	-1%	3%	0%	1%	-1%	1%	13%	4%	-14%	-6%
Y/Y	31%	27%	25%	25%	25%	23%	23%	19%	14%	10%	7%	6%	8%	6%	8%	14%	11%	6%	2%	2%	1%	0%	-4%	-4%
Chewy																								
Downloads																								
M/M	8%	-13%	7%	-4%	3%	-6%	-1%	6%	-3%	-5%	29%	-7%	24%	1%	1%	-15%	-15%	16%	-14%	5%	2%	-6%	11%	-8%
Y/Y	-22%	-24%	-20%	-23%	-33%	-19%	23%	14%	9%	11%	16%	7%	23%	44%	36%	20%	-1%	22%	5%	5%	11%	9%	-7%	-8%
DAUs																								
M/M	-4%	-1%	-3%	0%	-2%	-3%	-1%	0%	-3%	-3%	6%	-2%	4%	2%	-1%	-3%	-2%	3%	-4%	0%	0%	-4%	3%	0%
Y/Y	-23%	-21%	-24%	-23%	-27%	-24%	-19%	-20%	-19%	-17%	-16%	-16%	-9%	-6%	-4%	-7%	-7%	-1%	-4%	-3%	-1%	-2%	-4%	-2%
Temu																								
Downloads																								
M/M								206%	325%	1%	51%	22%	10%	31%	112%	-10%	4%	12%	4%	11%	-5%	-3%	1%	-20%
Y/Y																			7969%	2828%	557%	529%	319%	175%
DAUs																								
M/M								378%	385%	55%	47%	69%	39%	39%	45%	28%	22%	9%	9%	6%	11%	4%	5%	0%
Y/Y																			46242%	10122%	2235%	1476%	1030%	568%
Wayfair																								
Downloads																								
M/M	-12%	0%	-4%	-17%	6%	-3%	-5%	20%	6%	-5%	34%	-32%	1%	15%	-1%	23%	-3%	7%	-26%	11%	25%	-20%	-5%	-4%
Y/Y	-27%	-20%	-9%	18%	29%	9%	15%	18%	-2%	14%	4%	-24%	-13%	-1%	3%	52%	39%	53%	19%	10%	29%	9%	-23%	9%
DAUs																								
M/M	-8%	1%	-3%	-10%	-7%	-11%	25%	-2%	21%	-17%	26%	-17%	-11%	3%	4%	5%	8%	-15%	8%	-4%	23%	-23%	8%	-3%
Y/Y	-31%	-35%	-35%	-35%	-33%	-40%	-24%	-23%	-22%	-22%	-8%	-12%	-15%	-13%	-8%	8%	25%	19%	3%	1%	3%	-4%	-18%	-4%

Source: Sensor Tower, BoFA Global Research

BoFA GLOBAL RESEARCH

Exhibit 12: Worldwide Download and DAU trends – eCommerce (continued)

Monthly Sensor Tower estimates for eCommerce apps

eCommerce	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Bed Bath																								
Downloads																								
M/M	-37%	83%	26%	-24%	15%	18%	16%	-1%	-25%	-16%	3%	-11%	-23%	22%	30%	-14%	27%	209%	-47%	-33%	78%	-37%	-25%	18%
Y/Y	17%	153%	197%	149%	165%	279%	293%	150%	44%	70%	44%	-2%	20%	-20%	-17%	-6%	4%	174%	26%	-16%	101%	52%	11%	48%
DAUs																								
M/M	-19%	34%	17%	-6%	7%	11%	16%	5%	-13%	-7%	-1%	-4%	-15%	8%	6%	-1%	11%	105%	-17%	-18%	23%	-13%	-16%	7%
Y/Y	25%	80%	106%	104%	116%	164%	195%	152%	83%	86%	71%	34%	41%	14%	4%	9%	13%	108%	48%	15%	63%	52%	29%	44%
Carvana																								
Downloads																								
M/M	23%	-5%	21%	-3%	-10%	5%	-10%	5%	-18%	-10%	12%	-10%	10%	-12%	9%	-15%	-5%	14%	-13%	2%	-9%	5%	0%	8%
Y/Y	11%	19%	44%	52%	35%	37%	28%	23%	13%	9%	5%	-9%	-18%	-24%	-31%	-40%	-37%	-31%	-34%	-36%	-29%	-17%	-26%	-11%
DAUs																								
M/M	7%	1%	8%	3%	-5%	3%	-2%	1%	-5%	-6%	3%	-1%	1%	-3%	1%	-4%	-7%	1%	5%	-4%	-4%	-1%	-2%	6%
Y/Y	19%	21%	29%	37%	34%	34%	28%	24%	19%	16%	14%	5%	-1%	-5%	-12%	-18%	-20%	-21%	-16%	-20%	-19%	-15%	-19%	-13%
Vivid Seats																								
Downloads																								
M/M	28%	2%	-26%	-10%	6%	32%	7%	7%	2%	-13%	0%	2%	49%	-14%	9%	-9%	-5%	10%	16%	-12%	-23%	-12%	-13%	3%
Y/Y	121%	60%	6%	-10%	13%	80%	20%	44%	64%	63%	52%	26%	47%	23%	82%	84%	66%	39%	50%	23%	-7%	-6%	-18%	-17%
DAUs																								
M/M	10%	7%	-10%	-1%	0%	11%	7%	7%	2%	-2%	2%	4%	16%	-2%	4%	-2%	-1%	4%	11%	-3%	-9%	-14%	-11%	1%
Y/Y	52%	39%	19%	10%	14%	34%	22%	35%	41%	47%	46%	40%	49%	36%	58%	57%	55%	46%	50%	36%	21%	7%	-7%	-10%
DoorDash																								
Downloads																								
M/M	9%	-4%	-3%	-2%	9%	-11%	-4%	1%	-5%	11%	0%	-7%	10%	-13%	2%	7%	4%	-2%	-4%	1%	-1%	22%	-3%	-8%
Y/Y	-14%	-13%	-11%	-11%	-12%	-21%	-16%	-11%	-11%	-14%	-19%	-8%	-8%	-17%	-12%	-4%	-8%	1%	1%	0%	5%	16%	12%	12%
DAUs																								
M/M	0%	0%	-2%	-4%	1%	-1%	1%	3%	-4%	5%	-1%	4%	0%	-3%	0%	1%	0%	-5%	4%	-1%	0%	4%	-2%	3%
Y/Y	22%	19%	17%	11%	8%	4%	3%	3%	1%	1%	-3%	2%	2%	-1%	2%	6%	4%	1%	3%	0%	4%	2%	2%	1%
Uber Eats																								
Downloads																								
M/M	12%	-5%	-6%	-10%	5%	-2%	-4%	6%	-9%	6%	-4%	-10%	5%	-2%	-1%	-3%	8%	-5%	-1%	7%	-4%	4%	-3%	-8%
Y/Y	-28%	-23%	-29%	-26%	-21%	-22%	-23%	-19%	-21%	-25%	-23%	-20%	-25%	-23%	-19%	-13%	-11%	-14%	-11%	-10%	-6%	-8%	-7%	-5%
DAUs																								
M/M	-5%	-2%	-4%	-5%	-2%	-2%	2%	0%	-5%	3%	-5%	2%	-1%	-1%	0%	-2%	0%	-4%	1%	2%	-3%	-1%	-1%	0%
Y/Y	-15%	-15%	-18%	-21%	-20%	-20%	-18%	-20%	-21%	-21%	-24%	-20%	-16%	-16%	-13%	-10%	-8%	-11%	-12%	-11%	-9%	-13%	-10%	-11%
Instacart																								
Downloads																								
M/M	-8%	9%	16%	0%	10%	-11%	-7%	1%	2%	12%	-10%	-14%	10%	2%	1%	4%	2%	-1%	-9%	4%	-9%	16%	5%	-16%
Y/Y	-5%	6%	33%	44%	49%	14%	9%	13%	9%	-5%	-30%	-5%	13%	6%	-8%	-5%	-12%	-2%	-5%	-2%	-13%	-10%	6%	3%
DAUs																								
M/M	-11%	-1%	-5%	-3%	1%	1%	-4%	2%	1%	2%	2%	1%	0%	-7%	-2%	2%	-3%	4%	0%	0%	7%	3%	5%	0%
Y/Y	16%	24%	28%	27%	24%	12%	4%	0%	-3%	-11%	-23%	-13%	-3%	-8%	-5%	0%	-4%	-1%	4%	1%	7%	8%	10%	10%

Source: Sensor Tower, BoFA Global Research

BoFA GLOBAL RESEARCH



**Exhibit 13: Worldwide Download and DAU trends – Subscription**

Monthly Sensor Tower estimates for Subscription apps

Subscription	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Netflix																								
Downloads																								
M/M	2%	-1%	-4%	-1%	14%	-5%	-10%	5%	-4%	30%	-2%	-23%	5%	-4%	2%	5%	10%	-8%	-8%	2%	-6%	15%	-3%	-14%
Y/Y	-3%	1%	-9%	-7%	3%	-3%	-24%	-26%	-9%	-1%	-5%	-9%	-6%	-9%	-3%	4%	1%	-2%	0%	-2%	-4%	-14%	-16%	-6%
DAUs																								
M/M	-6%	-1%	-3%	3%	3%	-2%	-6%	-1%	0%	5%	1%	-7%	-5%	-2%	0%	1%	1%	-2%	-3%	-1%	-1%	4%	1%	-4%
Y/Y	-2%	-4%	-7%	-7%	-7%	-6%	-15%	-19%	-13%	-12%	-13%	-13%	-12%	-13%	-10%	-12%	-13%	-13%	-11%	-10%	-12%	-14%	-13%	-11%
Peloton																								
Downloads																								
M/M	-12%	-1%	0%	10%	-8%	5%	-19%	23%	9%	16%	31%	-40%	-5%	-3%	4%	77%	4%	-7%	-23%	22%	-5%	55%	28%	-55%
Y/Y	-55%	-41%	-4%	10%	-2%	-9%	-27%	-4%	-27%	0%	-22%	-9%	-1%	-2%	2%	64%	85%	64%	55%	53%	33%	79%	75%	32%
DAUs																								
M/M	2%	-1%	-3%	1%	-3%	-1%	-4%	3%	-1%	-1%	4%	-6%	-1%	0%	0%	6%	-2%	1%	-3%	5%	-3%	9%	4%	-9%
Y/Y	-6%	-3%	-3%	-3%	-3%	-5%	-8%	-2%	-11%	-6%	-11%	-8%	-10%	-10%	-8%	-3%	-2%	0%	1%	2%	0%	11%	11%	8%
Duolingo																								
Downloads																								
M/M	9%	-7%	-3%	2%	11%	27%	-5%	-13%	-2%	7%	37%	-9%	-9%	-10%	3%	4%	19%	16%	-2%	-16%	5%	-3%	15%	-8%
Y/Y	50%	60%	40%	34%	33%	36%	39%	32%	35%	35%	44%	51%	26%	22%	29%	33%	43%	30%	35%	31%	40%	26%	6%	7%
DAUs																								
M/M	3%	2%	-1%	4%	6%	7%	1%	-2%	2%	5%	16%	5%	1%	1%	1%	4%	5%	8%	2%	5%	5%	2%	12%	2%
Y/Y	38%	44%	46%	47%	45%	45%	51%	54%	56%	60%	54%	56%	52%	50%	54%	56%	54%	56%	57%	68%	74%	70%	65%	60%

Source: Sensor Tower, BofA Global Research

BofA GLOBAL RESEARCH

Exhibit 14: Worldwide Download and DAU trends – Subscription (continued)

Monthly Sensor Tower estimates for Subscription apps

Subscription	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Tinder																								
Downloads																								
M/M	1%	-8%	-2%	-3%	5%	1%	-2%	-1%	0%	-2%	5%	-13%	7%	3%	3%	0%	5%	-9%	-4%	-1%	-7%	0%	8%	-9%
Y/Y	1%	-4%	-11%	-9%	-7%	-9%	-2%	-8%	-7%	-5%	-8%	-19%	-14%	-3%	1%	5%	4%	-6%	-8%	-8%	-14%	-11%	-8%	-4%
DAUs																								
M/M	-1%	0%	-1%	-1%	0%	-1%	0%	-3%	0%	-2%	2%	-2%	-3%	1%	-2%	0%	-3%	-1%	-2%	0%	0%	-2%	-1%	-1%
Y/Y	-2%	-2%	-3%	-6%	-5%	-5%	-3%	-6%	-6%	-6%	-8%	-9%	-11%	-11%	-11%	-11%	-13%	-13%	-15%	-13%	-13%	-13%	-15%	-14%
Hinge																								
Downloads																								
M/M	2%	5%	0%	5%	13%	5%	2%	9%	-5%	5%	10%	-9%	12%	-4%	1%	3%	15%	-5%	7%	-3%	-5%	-3%	19%	-8%
Y/Y	28%	34%	27%	33%	44%	43%	37%	38%	22%	31%	34%	50%	64%	49%	50%	47%	49%	35%	42%	26%	26%	16%	25%	26%
DAUs																								
M/M	-1%	1%	0%	3%	-1%	1%	1%	0%	4%	-1%	6%	2%	0%	0%	0%	6%	-2%	0%	1%	1%	1%	1%	5%	1%
Y/Y	22%	26%	24%	22%	20%	17%	18%	16%	20%	17%	15%	17%	17%	16%	16%	20%	19%	18%	18%	19%	15%	17%	15%	14%
Bumble																								
Downloads																								
M/M	14%	-6%	11%	4%	4%	9%	-5%	5%	6%	-13%	9%	8%	-5%	2%	-1%	6%	0%	-3%	2%	0%	0%	-5%	20%	-1%
Y/Y	45%	38%	43%	56%	41%	43%	34%	41%	58%	28%	22%	53%	28%	38%	22%	24%	20%	7%	15%	9%	3%	13%	24%	14%
DAUs																								
M/M	-1%	4%	1%	2%	5%	1%	1%	0%	1%	0%	4%	1%	0%	1%	1%	2%	0%	-1%	-1%	0%	-2%	-3%	2%	0%
Y/Y	15%	18%	17%	17%	20%	20%	20%	19%	20%	21%	18%	21%	23%	19%	19%	18%	13%	10%	8%	7%	4%	1%	-1%	-2%
Match																								
Downloads																								
M/M	6%	-2%	8%	-1%	2%	0%	-2%	-1%	-11%	-6%	24%	-22%	-4%	-6%	9%	7%	-2%	8%	-1%	-6%	-8%	-2%	10%	-8%
Y/Y	-24%	-20%	-9%	-4%	-9%	-7%	-2%	0%	-7%	-9%	-4%	-10%	-19%	-23%	-22%	-16%	-19%	-13%	-12%	-16%	-13%	-10%	-20%	-6%
DAUs																								
M/M	-2%	0%	0%	-1%	-1%	-1%	-2%	-1%	-2%	-3%	4%	-4%	-3%	0%	-1%	0%	-1%	1%	0%	-1%	-1%	-2%	1%	-1%
Y/Y	-21%	-18%	-18%	-16%	-16%	-16%	-15%	-13%	-14%	-12%	-11%	-11%	-12%	-12%	-13%	-12%	-12%	-10%	-9%	-9%	-8%	-8%	-11%	-8%
Badoo																								
Downloads																								
M/M	-14%	4%	22%	-5%	6%	-1%	-8%	18%	-16%	4%	9%	-18%	15%	-2%	1%	1%	8%	3%	-8%	7%	-11%	-1%	-6%	-11%
Y/Y	-47%	-42%	-32%	-25%	-20%	-21%	-22%	-11%	-18%	-9%	-7%	-8%	22%	15%	-4%	1%	4%	8%	7%	-3%	4%	-1%	-15%	-7%
DAUs																								
M/M	-4%	0%	0%	-1%	1%	-2%	-3%	-1%	-3%	-1%	2%	-3%	-1%	-1%	-1%	1%	1%	0%	-1%	2%	0%	0%	2%	0%
Y/Y	-16%	-17%	-14%	-13%	-11%	-13%	-15%	-17%	-20%	-18%	-15%	-14%	-11%	-13%	-13%	-12%	-12%	-11%	-9%	-6%	-3%	-3%	-3%	0%

Source: Sensor Tower, BofA Global Research

BoFA GLOBAL RESEARCH



**Exhibit 15: Worldwide Download and DAU trends – Travel and Transportation**

Monthly Sensor Tower estimates for Travel and Transportation apps

Travel	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Airbnb																								
Downloads																								
M/M	13%	3%	23%	-4%	16%	-8%	-17%	-3%	2%	-3%	30%	-17%	3%	-3%	10%	6%	14%	-10%	-1%	-1%	-3%	12%	27%	-19%
Y/Y	30%	45%	46%	32%	39%	50%	35%	16%	15%	6%	35%	29%	18%	11%	-1%	9%	7%	4%	24%	26%	20%	38%	34%	30%
DAUs																								
M/M	-1%	7%	2%	2%	8%	2%	-8%	-2%	-6%	0%	14%	0%	2%	6%	0%	3%	9%	-2%	-11%	-3%	-7%	2%	11%	-1%
Y/Y	25%	32%	13%	5%	6%	9%	12%	13%	10%	10%	21%	17%	19%	19%	17%	18%	19%	14%	10%	9%	8%	11%	7%	5%
Booking.com																								
Downloads																								
M/M	17%	8%	10%	1%	19%	-13%	-28%	2%	10%	11%	21%	-14%	3%	-8%	8%	7%	10%	-9%	-19%	-4%	-6%	12%	18%	-21%
Y/Y	48%	70%	46%	20%	23%	15%	8%	6%	23%	34%	53%	35%	19%	2%	0%	6%	-2%	3%	14%	8%	-8%	-7%	-10%	-17%
DAUs																								
M/M	3%	10%	0%	7%	10%	1%	-17%	-4%	-5%	2%	12%	-1%	3%	5%	0%	5%	12%	1%	-14%	-4%	-4%	2%	10%	-1%
Y/Y	81%	92%	38%	20%	11%	10%	9%	7%	11%	17%	23%	17%	17%	11%	11%	9%	12%	12%	15%	15%	16%	16%	13%	12%
Expedia																								
Downloads																								
M/M	26%	6%	20%	11%	13%	-4%	-22%	-9%	-12%	6%	27%	-6%	10%	-10%	-10%	13%	16%	-9%	-12%	-2%	5%	1%	12%	-7%
Y/Y	58%	47%	62%	40%	71%	121%	125%	86%	58%	84%	100%	54%	34%	15%	-14%	-13%	-11%	-16%	-5%	2%	22%	16%	2%	2%
DAUs																								
M/M	4%	5%	3%	6%	6%	4%	2%	2%	0%	1%	4%	1%	2%	3%	-1%	5%	3%	-1%	1%	0%	2%	-1%	3%	1%
Y/Y	38%	38%	21%	13%	12%	19%	32%	40%	45%	47%	47%	45%	42%	40%	34%	33%	28%	23%	23%	20%	22%	19%	18%	18%
Tripadvisor																								
Downloads																								
M/M	17%	6%	9%	5%	15%	-3%	-27%	-5%	-7%	9%	14%	-16%	17%	2%	2%	4%	16%	-3%	-22%	-6%	-15%	9%	12%	-5%
Y/Y	32%	61%	32%	7%	-7%	-5%	-7%	-5%	1%	9%	14%	7%	7%	3%	-3%	-4%	-4%	-5%	1%	0%	-9%	-8%	-10%	2%
DAUs																								
M/M	-2%	15%	-4%	4%	13%	6%	-23%	-5%	-11%	-2%	7%	1%	0%	9%	-5%	1%	16%	5%	-19%	-6%	-10%	-2%	5%	2%
Y/Y	25%	44%	5%	-8%	-14%	-17%	-13%	-14%	-10%	-5%	-2%	-6%	-5%	-10%	-11%	-13%	-11%	-13%	-8%	-8%	-7%	-7%	-8%	-7%
Vrbo																								
Downloads																								
M/M	25%	-16%	-11%	-7%	11%	-16%	-29%	-7%	-6%	27%	74%	-34%	5%	-8%	-19%	7%	12%	-15%	-25%	-3%	-10%	25%	55%	-11%
Y/Y	33%	44%	37%	11%	37%	69%	43%	14%	17%	31%	29%	-26%	-38%	-33%	-39%	-29%	-28%	-27%	-22%	-20%	-23%	-24%	-33%	-10%
DAUs																								
M/M	19%	9%	4%	2%	2%	-5%	-10%	-6%	-7%	-2%	12%	-3%	4%	2%	-5%	1%	-2%	-6%	-7%	-4%	-6%	0%	6%	3%
Y/Y	33%	43%	44%	39%	48%	52%	45%	42%	41%	37%	34%	11%	-2%	-9%	-17%	-18%	-21%	-21%	-19%	-17%	-17%	-15%	-19%	-15%

Source: Sensor Tower, BofA Global Research

BofA GLOBAL RESEARCH

Exhibit 16: Worldwide Download and DAU trends – Travel and Transportation (continued)

Monthly Sensor Tower estimates for Travel and Transportation apps

Travel	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Uber																								
Downloads																								
M/M	22%	-3%	6%	-4%	5%	-1%	-1%	3%	-11%	21%	-13%	-10%	9%	-4%	6%	6%	5%	-5%	-1%	1%	-6%	15%	-16%	-3%
Y/Y	23%	37%	35%	21%	13%	4%	5%	1%	-6%	4%	22%	8%	-3%	-4%	-4%	6%	7%	3%	3%	0%	6%	1%	-4%	4%
DAUs																								
M/M	7%	2%	1%	-2%	0%	1%	2%	0%	-3%	6%	-8%	6%	1%	0%	2%	3%	0%	1%	3%	1%	0%	3%	-11%	5%
Y/Y	33%	43%	38%	27%	20%	19%	18%	11%	5%	6%	20%	11%	6%	3%	5%	10%	10%	9%	11%	12%	15%	12%	9%	8%
Lyft																								
Downloads																								
M/M	25%	-11%	-3%	1%	8%	2%	-5%	3%	-13%	6%	-10%	-4%	14%	-5%	5%	7%	11%	3%	-3%	4%	-10%	5%	-9%	-5%
Y/Y	7%	3%	-8%	-10%	-9%	-5%	-7%	-2%	-5%	-8%	-3%	-7%	-15%	-10%	-3%	3%	6%	7%	10%	10%	13%	12%	13%	12%
DAUs																								
M/M	11%	-1%	2%	-2%	1%	2%	2%	3%	-7%	-3%	-5%	6%	6%	-1%	2%	2%	0%	3%	0%	3%	-5%	-5%	-7%	0%
Y/Y	52%	43%	29%	10%	10%	7%	10%	7%	4%	6%	19%	9%	3%	3%	3%	8%	7%	9%	7%	6%	8%	6%	4%	-2%

Source: Sensor Tower, BofA Global Research

BoFA GLOBAL RESEARCH



Exhibit 17: Worldwide Download and DAU trends – Real Estate

Monthly Sensor Tower estimates for Real Estate apps

Real Estate	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Zillow																								
Downloads																								
M/M	12%	-6%	-6%	-2%	11%	-5%	-16%	-4%	-14%	9%	33%	-15%	15%	-6%	-2%	10%	8%	-9%	-14%	2%	-8%	0%	32%	-6%
Y/Y	-13%	-14%	-18%	-17%	-13%	-11%	-22%	-25%	-28%	-22%	-16%	-12%	-10%	-9%	-5%	5%	2%	-3%	-1%	6%	13%	3%	2%	13%
DAUs																								
M/M	2%	4%	-3%	-2%	1%	-4%	-7%	-4%	-6%	-3%	12%	-2%	2%	0%	1%	1%	-1%	-4%	-9%	-1%	-7%	-2%	12%	2%
Y/Y	9%	9%	9%	6%	4%	2%	-2%	-7%	-10%	-9%	-10%	-12%	-12%	-15%	-12%	-10%	-12%	-12%	-13%	-11%	-12%	-12%	-12%	-9%
Redfin																								
Downloads																								
M/M	23%	7%	-10%	-6%	0%	0%	-14%	-19%	-29%	26%	65%	-12%	4%	2%	-3%	-1%	13%	-9%	-15%	-8%	-19%	20%	24%	-5%
Y/Y	8%	24%	8%	10%	7%	21%	5%	-7%	-33%	-8%	19%	2%	-15%	-19%	-12%	-9%	3%	-6%	-7%	6%	20%	15%	-13%	-6%
DAUs																								
M/M	2%	0%	-4%	-5%	-5%	1%	-2%	-10%	-9%	-3%	14%	2%	2%	0%	-2%	1%	-1%	-4%	-8%	-6%	-6%	-2%	11%	1%
Y/Y	4%	1%	-2%	-2%	-5%	-6%	-8%	-21%	-22%	-20%	-20%	-19%	-19%	-19%	-18%	-13%	-9%	-14%	-19%	-15%	-12%	-12%	-14%	-15%
Opendoor																								
Downloads																								
M/M	16%	15%	-1%	-10%	-7%	27%	-10%	-12%	-25%	-3%	48%	-21%	1%	-13%	-9%	-30%	44%	-30%	5%	1%	-30%	35%	57%	-10%
Y/Y	56%	74%	61%	39%	9%	19%	25%	0%	-14%	1%	7%	-5%	-18%	-38%	-43%	-56%	-32%	-62%	-56%	-49%	-53%	-35%	-30%	-21%
DAUs																								
M/M	3%	5%	0%	-1%	-4%	9%	3%	24%	-8%	-15%	7%	-8%	-2%	-4%	6%	3%	10%	-7%	3%	9%	10%	-37%	-15%	-1%
Y/Y	-16%	-2%	-1%	0%	-4%	3%	11%	35%	30%	20%	19%	11%	5%	-3%	3%	7%	22%	4%	4%	-9%	9%	-20%	-36%	-31%
Realtor.com																								
Downloads																								
M/M	12%	-4%	-8%	-5%	12%	-5%	-16%	-9%	-24%	0%	43%	-12%	22%	-8%	-5%	4%	5%	-4%	-11%	-4%	-3%	10%	26%	-15%
Y/Y	-6%	-9%	-2%	-18%	-1%	-12%	-17%	-26%	-45%	-28%	-26%	-27%	-20%	-24%	-21%	-14%	-19%	-18%	-13%	-9%	17%	29%	13%	10%
DAUs																								
M/M	9%	3%	0%	-6%	2%	1%	-8%	-5%	-6%	-5%	10%	0%	-2%	-1%	5%	-2%	-6%	-2%	-8%	-9%	-9%	-3%	13%	0%
Y/Y	-10%	-12%	-11%	-13%	-12%	-4%	-14%	-20%	-18%	-10%	-13%	-6%	-16%	-19%	-15%	-12%	-19%	-21%	-21%	-24%	-26%	-25%	-22%	-22%
Homes.com																								
Downloads																								
M/M	-3%	42%	41%	-12%	-2%	-13%	-35%	-26%	57%	12%	27%	-21%	17%	-5%	1%	83%	89%	-57%	0%	97%	-28%	-28%	34%	123%
Y/Y	-29%	6%	40%	22%	17%	-9%	-12%	-33%	23%	62%	39%	25%	52%	1%	-27%	50%	189%	42%	119%	482%	166%	72%	80%	407%
DAUs																								
M/M	5%	18%	12%	8%	6%	1%	-11%	-14%	7%	-20%	-7%	-9%	4%	9%	10%	38%	72%	-35%	-1%	52%	-3%	-31%	5%	92%
Y/Y	-14%	29%	25%	49%	76%	73%	69%	59%	89%	61%	10%	-12%	-12%	-19%	-21%	1%	65%	5%	18%	109%	90%	63%	84%	288%

Source: Sensor Tower, BofA Global Research

BofA GLOBAL RESEARCH

Exhibit 18: Worldwide Download and DAU trends – Search

Monthly Sensor Tower estimates for Search apps

Search	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Google																								
Downloads																								
M/M	12%	-5%	8%	23%	6%	12%	0%	19%	-14%	-5%	11%	-16%	17%	-6%	4%	-11%	7%	7%	-3%	3%	-5%	-2%	3%	-4%
Y/Y	-16%	-8%	-2%	23%	35%	41%	47%	71%	52%	30%	56%	52%	60%	59%	53%	11%	12%	7%	4%	-10%	-1%	2%	-6%	8%
DAUs																								
M/M	0%	0%	-1%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	-1%	0%	0%	1%	1%	0%	0%	0%	0%
Y/Y	9%	8%	6%	4%	4%	3%	3%	3%	4%	3%	2%	3%	3%	4%	6%	6%	6%	5%	5%	5%	4%	4%	4%	4%
Bing																								
Downloads																								
M/M	48%	-3%	-18%	23%	90%	-20%	13%	143%	-3%	-38%	8%	652%	-3%	12%	43%	23%	-25%	26%	-18%	42%	-5%	-15%	75%	-54%
Y/Y	-22%	43%	40%	-4%	106%	121%	101%	390%	262%	-42%	273%	2786%	1788%	2074%	3695%	3708%	1411%	2300%	1640%	917%	895%	1264%	2120%	37%
DAUs																								
M/M	0%	-2%	0%	2%	3%	1%	-8%	7%	6%	2%	7%	81%	52%	17%	17%	15%	6%	19%	6%	17%	8%	2%	13%	-2%
Y/Y	9%	5%	5%	12%	24%	28%	11%	15%	22%	8%	16%	115%	227%	289%	357%	413%	428%	521%	619%	682%	700%	696%	741%	356%
ChatGPT																								
Downloads																								
M/M																228%	-13%	37%	15%	5%	15%	-5%	-3%	-3%
Y/Y																								
DAUs																								
M/M																292%	31%	83%	48%	31%	29%	18%	19%	12%
Y/Y																								

Source: Sensor Tower, BoFA Global Research

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