

Internet/e-Commerce

December app data: Social media mixed while eCommerce decelerates

Industry Overview

Mixed month for app usage in December

We track monthly global mobile app downloads (DLs) and DAUs per Sensor Tower to help gauge user trends across social media, eCommerce, subscription services, and more. For December, social media was mixed though Pinterest and Snap DAU's decelerated. eCommerce metrics generally decelerated while OTA DAUs were relatively stable, with Airbnb accelerating. Real Estate remains mixed with stable DAU trends for Zillow and Redfin.

Media: Mixed social trends with TT and IG DAUs up most

Facebook downloads were +4% y/y (10pt accel) in Dec, while DAUs were stable +2% y/y (vs. Nov). **Instagram** DLs decelerated 2pts to +5% y/y, while DAUs accelerated to +10% y/y vs. 8% in Nov. **Threads** DLs of 34.3mn grew 162% m/m (vs. -2% prior), while DAUs improved to 32% m/m. **Pinterest** DLs slowed to +7% y/y (4pt decel), while DAUs fell 2pts to +5% y/y. **Snap** DLs contracted 26% y/y, while DAUs grew +8% y/y vs 12% in Nov. **TikTok** DLs were +4% y/y vs. +12% in Nov while DAUs accel'd 14pts to +15% y/y vs. +1% prior. **YouTube** DLs accelerated 3pts to -1% y/y, while DAUs stabilized at +7% y/y. **Roblox** downloads accelerated 1pts to +25% y/y, while DAUs increased to +27% y/y vs. +25% in Nov. **Twitch** DLs/DAUs both accelerated y/y to 28%/flat vs. 13%/-7% prior.

eComm: December trends generally slow from November

Amazon DLs fell 31% y/y (-18pts vs. Nov), while DAUs slowed to +3% y/y from +8% in Nov. **eBay** downloads grew +7% y/y (+13pts), while DAUs accelerated 1pt to -2% y/y. **Etsy** downloads/DAUs stabilized at -12%/1%. **Wayfair** downloads slowed to +7% y/y (22pt decel), while DAUs fell 5% y/y from +4% prior. **Chewy** DLs were up +7% y/y (4pt decel), while DAUs contracted 2% from flat y/y. **DoorDash** DLs grew +18% y/y, a 13pt accel, while DAUs decel'd 2pts to +2% y/y. **Uber Eats** downloads declined 9% y/y, while DAUs were -12% y/y (3pt decel vs. Nov). **Bed Bath** DLs decelerated 46pts to +55% y/y (vs. +101% prior), while DAUs fell 14% y/y (a 8pt decel). **Instacart** DLs/DAUs were -11%/+7% y/y vs. -13%/+7% in Nov.

Travel/transport: Still solid DAU growth, Airbnb uptick

Airbnb downloads grew +37% y/y from +20% y/y in Nov, while DAUs accel'd 3pts to +12% y/y. **Booking** DLs/DAUs were stable at -8%/+16% y/y. **Expedia** DLs y/y were +15% y/y, a 7pt decel, while DAUs slowed to +19% y/y vs 22% in Nov. **Vrbo** DLs declined 25% y/y, while DAUs were stable at -16% y/y (vs. -23%/-16% prior). **Uber** DLs fell 1% y/y (7pts decel), while DAUs were +12% y/y vs. +15% y/y in Nov. **Lyft** DLs were +9% y/y (vs. 13% prior), and DAUs slowed to +6% y/y vs +9% prior.

Real estate: generally stable DAUs trends

Zillow downloads decelerated 12pts to +1%, while DAUs were stable at -12%. **Redfin** downloads slowed to +15% y/y (-5pt), while DAUs stabilized at -12% y/y. **Opendoor** DLs accel'd 18pts to -35% y/y, but DAUs contracted -20% y/y vs. +10% in Nov.

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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

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Timestamp: 02 January 2024 12:10PM EST

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December 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 ST partner apps. We have aggregated this data on our covered applications to gauge potential user & usage trends.

We note 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.

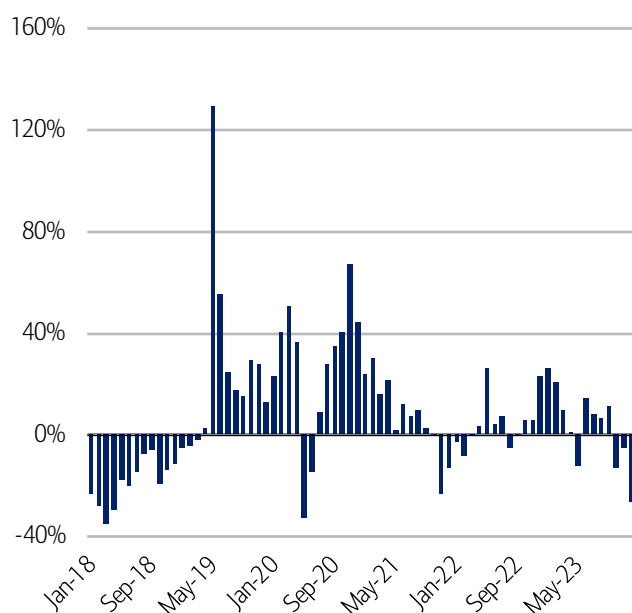
Online Media

Snap

Per Sensor Tower, global downloads declined 26% y/y to 28.5mn in December (tough comps vs Dec '22) vs. -5% in November and were 2% on a m/m basis. US downloads increased 5% y/y and International downloads decreased 28% y/y (vs. -6% in November).

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

Snap downloads in December fell 26% y/y (vs. -5% y/y prior)

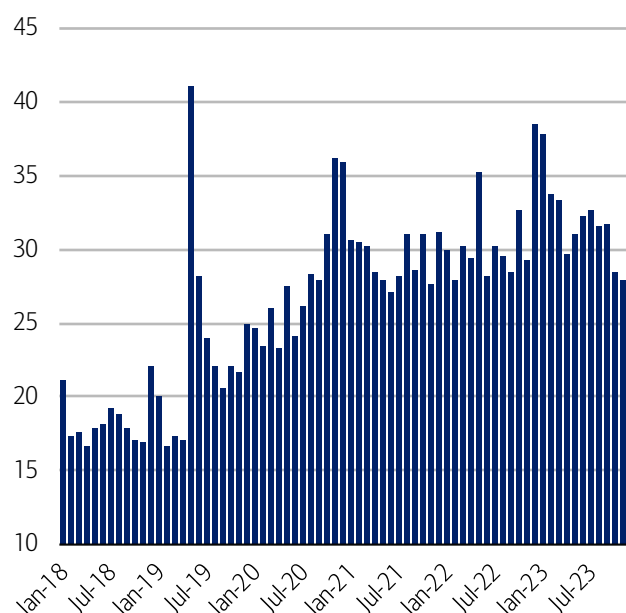


Source: Sensor Tower

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Exhibit 2: Snap worldwide gross downloads (mn)

Snap worldwide gross downloads reached 28.5mn in December



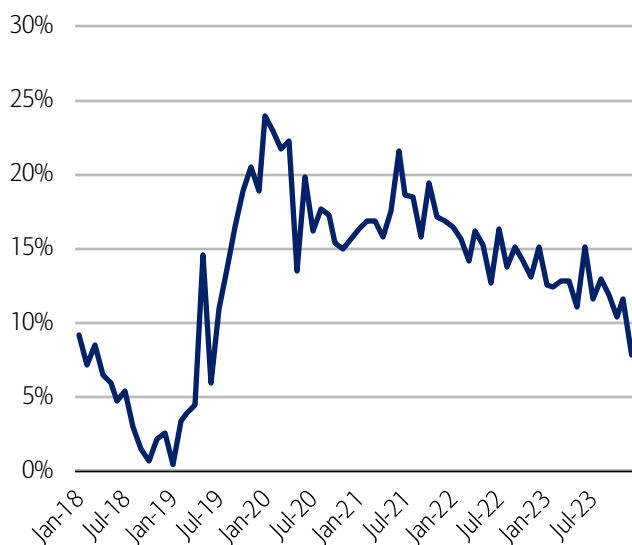
Source: Sensor Tower

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Worldwide Snap DAUs of 395.6mn grew 8% y/y in December (down vs 12% vs. November) and were +2% m/m. US DAUs were -3% on a y/y and +1% m/m basis, while European users grew 3% y/y (and +2% m/m). RoW DAUs grew 13% y/y in December (a 4pt decel vs. 17% in November) and increased 1% m/m.

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

Snap worldwide DAUs were up 8% y/y in December (vs. +12% prior)

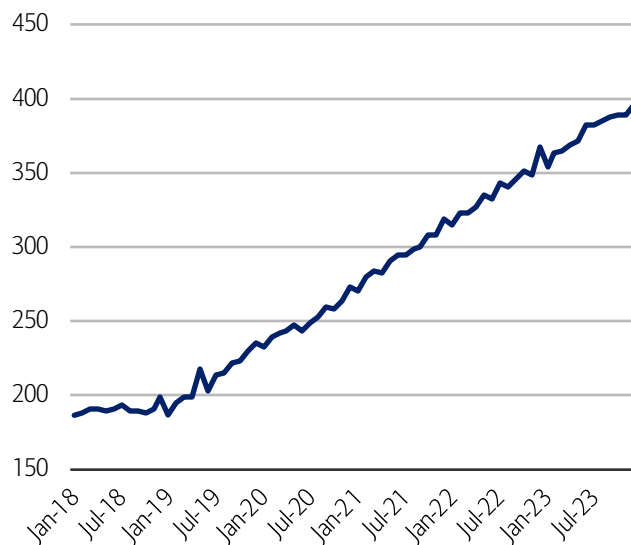


Source: Sensor Tower

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Exhibit 4: Snap worldwide DAUs (mn)

Snap worldwide DAUs reached 395.6mn in December



Source: Sensor Tower

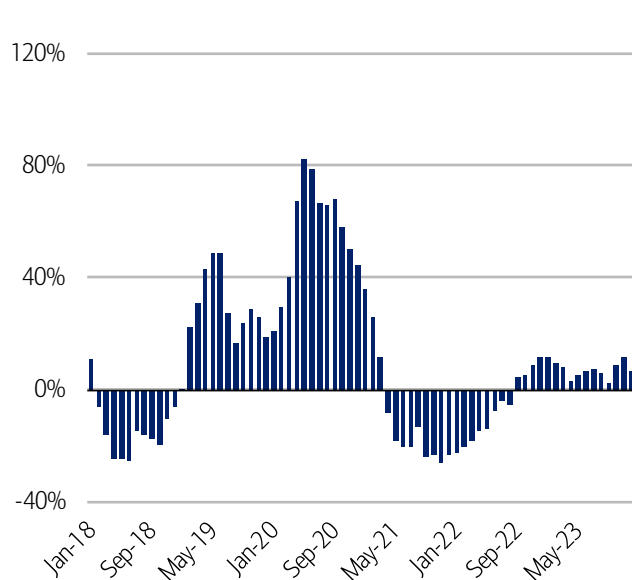
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Pinterest

Pinterest app download growth decelerated 3pts to +7% y/y, but increased +2% m/m. US downloads grew 12% y/y (vs. 24% prior) and were up 2% m/m, while International downloads trends were 7% y/y (vs. 10% in November). Worldwide downloads of 16.5mn remain above 2019 levels but were 16% below the COVID peak in May 2020.

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

Pinterest downloads trends were +7% y/y in December (vs. +11% prior)

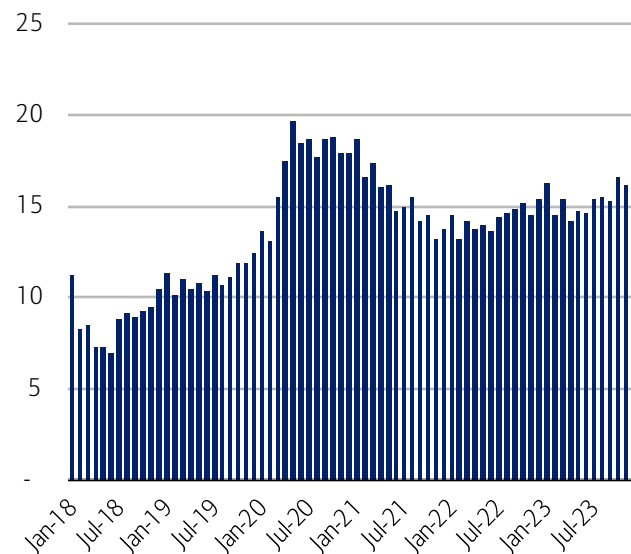


Source: Sensor Tower

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Exhibit 6: Pinterest worldwide gross downloads (mn)

Pinterest reached 16.5mn worldwide downloads in December



Source: Sensor Tower

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Pinterest DAUs of 109.9mn grew 5% y/y in December (-2pts from November). US DAUs grew 2% y/y (vs. 5% prior) and International DAUs grew 5% y/y. For the month of December, US DAUs were 19.5mn. Versus September, global DAUs were up 3%.

Exhibit 7: Pinterest DAU trend (y/y)

Pinterest DAUs grew 5% y/y in December (vs. 7% prior)



Source: Sensor Tower

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Exhibit 8: Pinterest worldwide DAUs (mn)

Pinterest worldwide DAUs reached 109.9mn in December



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	Jan-22	Feb-22	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
Facebook																								
Downloads																								
M/M	0%	-8%	19%	0%	-3%	-2%	6%	5%	-2%	-3%	-9%	5%	-1%	-3%	5%	-5%	2%	-2%	10%	-5%	0%	0%	-12%	17%
Y/Y	-1%	-7%	5%	10%	5%	7%	10%	10%	15%	7%	3%	4%	3%	9%	-4%	-8%	-3%	-2%	1%	-8%	-7%	-3%	-6%	4%
DAUs																								
M/M	0%	0%	1%	-1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Y/Y	4%	3%	3%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%
Instagram																								
Downloads																								
M/M	-4%	-12%	11%	-6%	3%	4%	8%	-7%	0%	14%	-9%	25%	8%	-13%	4%	-14%	5%	14%	8%	-3%	-11%	-11%	4%	22%
Y/Y	23%	7%	6%	3%	4%	7%	16%	-12%	2%	10%	9%	24%	39%	37%	28%	16%	18%	29%	29%	34%	19%	-7%	7%	5%
DAUs																								
M/M	1%	0%	0%	0%	0%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%
Y/Y	20%	19%	12%	11%	8%	7%	6%	6%	6%	5%	6%	6%	6%	6%	7%	8%	10%	10%	10%	10%	9%	9%	8%	10%
Pinterest																								
Downloads																								
M/M	5%	-9%	7%	-3%	2%	-2%	5%	2%	2%	2%	-5%	7%	5%	-11%	6%	-8%	4%	-1%	6%	0%	-2%	9%	-3%	2%
Y/Y	-22%	-20%	-18%	-14%	-14%	-8%	-4%	-5%	4%	5%	9%	12%	12%	9%	8%	3%	6%	7%	7%	6%	2%	9%	11%	7%
DAUs																								
M/M	3%	-2%	-3%	0%	-2%	1%	2%	3%	0%	3%	1%	2%	2%	0%	-1%	1%	-1%	0%	1%	1%	-1%	3%	0%	0%
Y/Y	-1%	-4%	-9%	-9%	-10%	-8%	-6%	-3%	-1%	1%	5%	8%	6%	8%	10%	11%	13%	12%	11%	9%	8%	7%	7%	5%
Snap																								
Downloads																								
M/M	-4%	-7%	9%	-3%	20%	-20%	7%	-2%	-4%	15%	-10%	31%	-2%	-11%	-1%	-11%	5%	4%	1%	-3%	0%	-10%	-2%	2%
Y/Y	-3%	-8%	0%	3%	26%	4%	7%	-5%	-1%	6%	6%	23%	26%	21%	10%	1%	-12%	15%	8%	7%	11%	-13%	-5%	-26%
DAUs																								
M/M	-1%	3%	0%	1%	2%	-1%	3%	-1%	2%	2%	-1%	5%	-4%	3%	0%	1%	1%	3%	0%	0%	1%	0%	0%	2%
Y/Y	16%	16%	14%	16%	15%	13%	16%	14%	15%	14%	13%	15%	13%	12%	13%	13%	11%	15%	12%	13%	12%	10%	12%	8%
TikTok																								
Downloads																								
M/M	7%	-16%	12%	-1%	2%	-3%	13%	-4%	-4%	1%	-12%	11%	7%	-8%	6%	-3%	5%	3%	0%	6%	-5%	4%	-11%	3%
Y/Y	2%	-9%	3%	1%	-25%	-12%	7%	-6%	2%	9%	-1%	0%	-1%	9%	4%	1%	4%	11%	-2%	8%	7%	10%	12%	4%
DAUs																								
M/M	2%	0%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	-1%	0%	2%	0%	2%	1%	0%	-1%	0%	-1%	14%
Y/Y	58%	46%	31%	26%	13%	10%	10%	8%	8%	8%	9%	7%	4%	4%	4%	5%	5%	6%	7%	6%	5%	3%	1%	15%
YouTube																								
Downloads																								
M/M	-3%	-19%	21%	-26%	-9%	19%	15%	6%	-10%	-3%	-18%	15%	0%	-6%	3%	5%	-3%	3%	2%	-4%	-8%	5%	-13%	19%
Y/Y	3%	-9%	-4%	-18%	-24%	-5%	8%	4%	4%	-9%	-28%	-24%	-21%	-9%	-22%	11%	19%	3%	-8%	-17%	-16%	-10%	-4%	-1%
DAUs																								
M/M	1%	0%	0%	0%	-1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%
Y/Y	13%	12%	10%	8%	5%	4%	4%	5%	5%	5%	5%	4%	4%	4%	5%	6%	8%	8%	8%	8%	7%	7%	7%	7%

Source: Sensor Tower, BofA Global Research

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

Monthly Sensor Tower estimates for Online media apps

Online Media	Jan-22	Feb-22	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
X																								
Downloads																								
M/M	6%	-7%	12%	3%	-9%	-15%	10%	-2%	-2%	16%	4%	-6%	8%	-18%	3%	0%	9%	-19%	11%	-4%	-24%	13%	-12%	1%
Y/Y	-8%	-8%	7%	18%	-9%	-14%	-7%	-13%	-4%	-8%	-8%	5%	8%	-5%	-13%	-16%	1%	-3%	-2%	-4%	-26%	-27%	-39%	-35%
DAUs																								
M/M	2%	0%	1%	-1%	0%	-1%	0%	-1%	1%	1%	1%	-4%	-1%	-2%	-1%	0%	0%	-1%	0%	-3%	-5%	0%	-2%	-2%
Y/Y	16%	15%	8%	4%	0%	-2%	0%	1%	2%	2%	3%	-1%	-3%	-6%	-7%	-6%	-6%	-6%	-7%	-9%	-15%	-15%	-18%	-16%
Threads																								
Downloads																								
M/M																					-71%	-27%	-37%	162%
Y/Y																								
DAUs																								
M/M																					-40%	-12%	22%	32%
Y/Y																								
Roblox																								
Downloads																								
M/M	2%	-19%	0%	2%	-8%	1%	25%	-7%	-10%	5%	-7%	26%	13%	-6%	-4%	0%	1%	-2%	23%	-11%	-9%	6%	-6%	27%
Y/Y	32%	13%	3%	14%	4%	0%	11%	1%	-16%	-24%	-6%	1%	11%	28%	24%	21%	33%	30%	28%	21%	22%	23%	24%	25%
DAUs																								
M/M	2%	-2%	-4%	0%	-4%	7%	10%	1%	0%	3%	-3%	5%	6%	3%	-5%	4%	-2%	6%	12%	1%	-8%	2%	1%	6%
Y/Y	43%	29%	13%	10%	2%	7%	9%	5%	9%	8%	10%	15%	19%	25%	23%	27%	31%	31%	33%	32%	22%	20%	25%	27%
Discord																								
Downloads																								
M/M	15%	-17%	0%	-7%	-3%	-3%	4%	2%	-6%	0%	-6%	8%	10%	-10%	4%	-4%	-4%	3%	10%	-4%	-9%	0%	0%	9%
Y/Y	-12%	-12%	-14%	-19%	-24%	-24%	-18%	-26%	-16%	-18%	-16%	-16%	-19%	-13%	-9%	-5%	-6%	-1%	5%	-2%	-5%	-6%	0%	1%
DAUs																								
M/M	4%	2%	-1%	0%	-2%	1%	-1%	-1%	1%	4%	1%	0%	2%	1%	1%	1%	-1%	1%	0%	0%	-1%	1%	2%	0%
Y/Y	36%	31%	19%	14%	9%	9%	9%	6%	5%	7%	6%	6%	4%	3%	5%	6%	7%	8%	9%	10%	9%	6%	6%	6%
Twitch																								
Downloads																								
M/M	23%	-21%	-8%	-7%	-14%	8%	16%	-4%	-14%	11%	-10%	-5%	26%	-13%	2%	-13%	1%	20%	23%	-14%	-15%	10%	0%	8%
Y/Y	-19%	-20%	-28%	-27%	-36%	-29%	-18%	-20%	-14%	-7%	-12%	-30%	-28%	-21%	-12%	-18%	-2%	9%	15%	2%	2%	2%	13%	28%
DAUs																								
M/M	13%	-1%	-9%	-2%	-5%	1%	3%	-1%	-4%	-1%	-3%	-5%	8%	3%	-4%	-3%	0%	0%	3%	-1%	-8%	-2%	1%	2%
Y/Y	9%	4%	-12%	-18%	-21%	-18%	-13%	-12%	-9%	-9%	-9%	-14%	-18%	-14%	-10%	-10%	-5%	-5%	-6%	-6%	-10%	-11%	-7%	0%

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	Jan-22	Feb-22	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
Amazon Shopping																								
Downloads																								
M/M	4%	-10%	13%	-15%	12%	13%	-6%	26%	10%	2%	-15%	1%	-14%	-22%	11%	-11%	-2%	1%	21%	-9%	-3%	23%	0%	-19%
Y/Y	-16%	-5%	12%	15%	21%	27%	26%	53%	62%	44%	32%	30%	8%	-7%	-8%	-4%	-16%	-25%	-4%	-30%	-39%	-27%	-13%	-31%
DAUs																								
M/M	1%	-7%	0%	0%	0%	1%	6%	-2%	4%	-1%	-1%	2%	-1%	-5%	1%	2%	1%	1%	7%	-2%	-4%	13%	-6%	-3%
Y/Y	14%	12%	4%	4%	2%	-3%	5%	3%	8%	-2%	0%	1%	-1%	1%	2%	4%	5%	6%	6%	5%	-2%	13%	8%	3%
eBay																								
Downloads																								
M/M	-3%	-6%	11%	-9%	0%	-4%	6%	6%	-4%	3%	1%	-5%	8%	-15%	3%	-6%	6%	-7%	8%	-1%	-1%	7%	0%	9%
Y/Y	-33%	-26%	-23%	-13%	-14%	-19%	-11%	-3%	-2%	-3%	0%	-6%	5%	-5%	-12%	-10%	-4%	-7%	-5%	-11%	-8%	-5%	-6%	7%
DAUs																								
M/M	0%	-4%	-3%	-1%	-2%	-1%	0%	1%	0%	-2%	2%	0%	1%	-2%	-1%	-2%	-1%	1%	1%	1%	-3%	-2%	5%	1%
Y/Y	-8%	-6%	-13%	-13%	-13%	-11%	-8%	-9%	-9%	-8%	-10%	-9%	-8%	-7%	-5%	-5%	-4%	-3%	-3%	-3%	-5%	-5%	-3%	-2%
Etsy																								
Downloads																								
M/M	-16%	-7%	4%	9%	-7%	6%	9%	5%	-5%	9%	26%	0%	-17%	-13%	7%	-5%	-1%	-6%	4%	6%	2%	7%	9%	0%
Y/Y	33%	43%	42%	63%	48%	65%	45%	48%	33%	35%	42%	30%	28%	20%	23%	7%	14%	1%	-3%	-3%	4%	2%	-12%	-12%
DAUs																								
M/M	-8%	-5%	-2%	1%	-3%	-3%	3%	5%	3%	1%	14%	5%	-10%	-5%	-1%	-1%	-1%	3%	0%	1%	-1%	1%	13%	5%
Y/Y	49%	43%	31%	27%	25%	25%	25%	23%	23%	20%	15%	10%	7%	7%	8%	6%	8%	14%	11%	6%	1%	1%	1%	1%
Chewy																								
Downloads																								
M/M	23%	1%	8%	-13%	7%	-4%	3%	-6%	-1%	6%	-3%	-5%	29%	-7%	24%	1%	1%	-15%	-15%	16%	-14%	5%	2%	-8%
Y/Y	-47%	-33%	-22%	-24%	-20%	-23%	-33%	-19%	23%	14%	9%	11%	16%	7%	23%	44%	36%	20%	-1%	22%	5%	5%	11%	7%
DAUs																								
M/M	4%	-2%	-4%	-1%	-3%	0%	-2%	-3%	-1%	0%	-3%	-3%	6%	-2%	4%	2%	-1%	-3%	-2%	3%	-4%	1%	1%	-5%
Y/Y	-23%	-22%	-23%	-21%	-24%	-23%	-27%	-24%	-19%	-20%	-19%	-17%	-16%	-16%	-9%	-6%	-4%	-7%	-7%	-1%	-4%	-3%	0%	-2%
Temu																								
Downloads																								
M/M										206%	325%	1%	51%	22%	10%	31%	112%	-10%	4%	12%	4%	11%	-5%	-3%
Y/Y																					7969%	2828%	557%	535%
DAUs																								
M/M										374%	378%	55%	47%	69%	39%	39%	45%	27%	20%	7%	13%	5%	11%	4%
Y/Y																					45133%	9974%	2242%	1471%
Wayfair																								
Downloads																								
M/M	47%	-7%	-12%	0%	-4%	-17%	6%	-3%	-5%	20%	6%	-5%	34%	-32%	1%	15%	-1%	23%	-3%	7%	-26%	11%	25%	-21%
Y/Y	-25%	-11%	-27%	-20%	-9%	18%	29%	9%	15%	18%	-2%	14%	4%	-24%	-13%	-1%	3%	52%	39%	53%	19%	10%	29%	7%
DAUs																								
M/M	7%	-12%	-8%	1%	-3%	-10%	-7%	-11%	25%	-2%	21%	-17%	26%	-17%	-11%	3%	4%	5%	8%	-15%	8%	-4%	24%	-24%
Y/Y	-21%	-15%	-31%	-35%	-35%	-35%	-33%	-40%	-24%	-23%	-22%	-22%	-8%	-12%	-15%	-13%	-8%	8%	25%	19%	3%	1%	4%	-5%

Source: Sensor Tower, BofA Global Research

BofA GLOBAL RESEARCH

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

Monthly Sensor Tower estimates for eCommerce apps

eCommerce	Jan-22	Feb-22	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
Bed Bath																								
Downloads																								
M/M	21%	31%	-37%	83%	26%	-24%	15%	18%	16%	-1%	-25%	-16%	3%	-11%	-23%	22%	30%	-14%	27%	209%	-47%	-33%	78%	-35%
Y/Y	21%	117%	17%	153%	197%	149%	165%	279%	293%	150%	44%	70%	44%	-2%	20%	-20%	-17%	-6%	4%	174%	26%	-16%	101%	55%
DAUs																								
M/M	8%	23%	-19%	34%	17%	-6%	7%	11%	16%	5%	-13%	-7%	-1%	-4%	-15%	8%	6%	-1%	11%	105%	-17%	-52%	21%	-15%
Y/Y	17%	58%	25%	80%	106%	104%	116%	164%	195%	152%	83%	86%	71%	34%	41%	14%	4%	9%	13%	108%	49%	-32%	-6%	-14%
Carvana																								
Downloads																								
M/M	15%	4%	23%	-5%	21%	-3%	-10%	5%	-10%	5%	-18%	-10%	12%	-10%	10%	-12%	9%	-15%	-5%	14%	-13%	2%	-9%	4%
Y/Y	19%	19%	11%	19%	44%	52%	35%	37%	28%	23%	13%	9%	5%	-9%	-18%	-24%	-31%	-40%	-37%	-31%	-34%	-36%	-29%	-18%
DAUs																								
M/M	5%	7%	7%	1%	8%	3%	-5%	3%	-2%	1%	-5%	-6%	3%	-1%	1%	-3%	1%	-4%	-7%	1%	4%	-3%	-4%	-1%
Y/Y	27%	31%	19%	21%	29%	37%	34%	34%	28%	24%	19%	16%	14%	5%	-1%	-5%	-12%	-18%	-20%	-21%	-16%	-20%	-19%	-15%
Vivid Seats																								
Downloads																								
M/M	8%	22%	28%	2%	-26%	-10%	6%	32%	7%	7%	2%	-13%	0%	2%	49%	-14%	9%	-9%	-5%	10%	16%	-12%	-23%	-13%
Y/Y	278%	219%	121%	60%	6%	-10%	13%	80%	20%	44%	64%	63%	52%	26%	47%	23%	82%	84%	66%	39%	50%	23%	-7%	-7%
DAUs																								
M/M	2%	8%	10%	7%	-10%	-1%	0%	11%	7%	7%	2%	-2%	1%	4%	17%	-2%	4%	-2%	-1%	4%	11%	-3%	-9%	-14%
Y/Y	51%	53%	51%	39%	19%	10%	14%	34%	22%	35%	41%	46%	46%	40%	49%	36%	58%	57%	54%	45%	50%	37%	22%	7%
DoorDash																								
Downloads																								
M/M	5%	-18%	9%	-4%	-3%	-2%	9%	-11%	-4%	1%	-5%	11%	0%	-7%	10%	-13%	2%	7%	4%	-2%	-4%	1%	-1%	24%
Y/Y	-17%	-18%	-14%	-13%	-11%	-11%	-12%	-21%	-16%	-11%	-11%	-14%	-19%	-8%	-8%	-17%	-12%	-4%	-8%	1%	1%	0%	5%	18%
DAUs																								
M/M	3%	-2%	0%	0%	-2%	-4%	1%	-1%	1%	3%	-4%	5%	-1%	4%	0%	-3%	0%	1%	0%	-5%	4%	-1%	0%	3%
Y/Y	42%	35%	22%	19%	17%	11%	8%	4%	3%	3%	1%	1%	-3%	3%	2%	-1%	2%	6%	4%	1%	3%	0%	4%	2%
Uber Eats																								
Downloads																								
M/M	-6%	-14%	12%	-5%	-6%	-10%	5%	-2%	-4%	6%	-9%	6%	-4%	-10%	5%	-2%	-1%	-3%	8%	-5%	-1%	7%	-4%	3%
Y/Y	-31%	-32%	-28%	-23%	-29%	-26%	-21%	-22%	-23%	-19%	-21%	-25%	-23%	-20%	-25%	-23%	-19%	-13%	-11%	-14%	-11%	-10%	-6%	-9%
DAUs																								
M/M	-2%	-3%	-5%	-2%	-4%	-5%	-2%	-2%	2%	0%	-5%	3%	-5%	2%	-1%	-1%	0%	-2%	0%	-4%	1%	2%	-2%	-1%
Y/Y	6%	-1%	-15%	-15%	-18%	-21%	-20%	-20%	-18%	-20%	-21%	-21%	-23%	-20%	-16%	-16%	-13%	-10%	-8%	-10%	-12%	-11%	-9%	-12%
Instacart																								
Downloads																								
M/M	22%	-36%	-8%	9%	16%	0%	10%	-11%	-7%	1%	2%	12%	-10%	-14%	10%	2%	1%	4%	2%	-1%	-9%	4%	-9%	14%
Y/Y	21%	-12%	-5%	6%	33%	44%	49%	14%	9%	13%	9%	-5%	-30%	-5%	13%	6%	-8%	-5%	-12%	-2%	-5%	-2%	-13%	-11%
DAUs																								
M/M	18%	-10%	-11%	-1%	-5%	-3%	1%	1%	-4%	2%	1%	2%	2%	1%	0%	-7%	-2%	2%	-3%	4%	0%	0%	7%	3%
Y/Y	42%	30%	16%	24%	28%	27%	24%	12%	4%	0%	-3%	-11%	-23%	-13%	-3%	-8%	-5%	0%	-4%	-1%	4%	1%	7%	7%

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	Jan-22	Feb-22	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
Netflix																								
Downloads																								
M/M	3%	-19%	2%	-1%	-4%	-1%	14%	-5%	-10%	5%	-4%	30%	-2%	-23%	5%	-4%	2%	5%	10%	-8%	-8%	2%	-6%	15%
Y/Y	-4%	-1%	-3%	1%	-9%	-7%	3%	-3%	-24%	-26%	-9%	-1%	-5%	-9%	-6%	-9%	-3%	4%	1%	-2%	0%	-2%	-4%	-14%
DAUs																								
M/M	2%	-7%	-6%	-1%	-3%	3%	3%	-2%	-6%	-1%	0%	5%	1%	-7%	-5%	-2%	0%	1%	1%	-2%	-3%	-1%	-1%	4%
Y/Y	10%	7%	-2%	-4%	-7%	-8%	-7%	-7%	-15%	-19%	-13%	-12%	-13%	-13%	-12%	-13%	-10%	-12%	-13%	-13%	-11%	-11%	-12%	-13%
Peloton																								
Downloads																								
M/M	66%	-48%	-12%	-1%	0%	10%	-8%	5%	-19%	23%	9%	16%	31%	-40%	-5%	-3%	4%	77%	4%	-7%	-23%	22%	-5%	51%
Y/Y	-44%	-48%	-55%	-41%	-4%	10%	-2%	-9%	-27%	-4%	-27%	0%	-22%	-9%	-1%	-2%	2%	64%	85%	64%	55%	53%	33%	75%
DAUs																								
M/M	11%	-10%	2%	-1%	-3%	1%	-3%	-1%	-4%	3%	-1%	-1%	4%	-6%	-1%	0%	0%	6%	-2%	1%	-3%	5%	-3%	9%
Y/Y	2%	-4%	-6%	-3%	-3%	-3%	-3%	-5%	-8%	-2%	-11%	-6%	-11%	-8%	-10%	-10%	-8%	-3%	-2%	0%	0%	2%	0%	9%
Duolingo																								
Downloads																								
M/M	29%	-13%	9%	-7%	-3%	2%	11%	27%	-5%	-13%	-2%	7%	37%	-9%	-9%	-10%	3%	4%	19%	16%	-2%	-16%	5%	-4%
Y/Y	31%	40%	50%	60%	40%	34%	33%	36%	39%	32%	35%	35%	44%	51%	26%	22%	29%	33%	43%	30%	35%	31%	40%	25%
DAUs																								
M/M	20%	4%	3%	2%	-1%	4%	6%	7%	1%	-2%	2%	5%	16%	5%	1%	1%	1%	4%	5%	8%	2%	5%	5%	2%
Y/Y	31%	34%	37%	44%	46%	47%	45%	45%	51%	54%	56%	60%	54%	56%	52%	50%	54%	56%	54%	56%	57%	68%	74%	69%

Source: Sensor Tower, BofA Global Research

BofA GLOBAL RESEARCH

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

Monthly Sensor Tower estimates for Subscription apps

Subscription	Jan-22	Feb-22	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
Tinder																								
Downloads																								
M/M	8%	-1%	1%	-8%	-2%	-3%	5%	1%	-2%	-1%	0%	-2%	5%	-13%	7%	3%	3%	0%	5%	-9%	-4%	-1%	-7%	-1%
Y/Y	-10%	2%	1%	-4%	-11%	-9%	-7%	-9%	-2%	-8%	-7%	-5%	-8%	-19%	-14%	-3%	1%	5%	4%	-6%	-8%	-8%	-14%	-12%
DAUs																								
M/M	4%	-1%	-1%	0%	-1%	-1%	0%	-1%	0%	-3%	0%	-2%	2%	-2%	-3%	0%	-2%	0%	-3%	-1%	-2%	0%	0%	-1%
Y/Y	3%	3%	-2%	-3%	-4%	-6%	-5%	-5%	-3%	-7%	-6%	-6%	-8%	-10%	-11%	-11%	-11%	-11%	-13%	-13%	-15%	-13%	-12%	-12%
Hinge																								
Downloads																								
M/M	7%	-18%	2%	5%	0%	5%	13%	5%	2%	9%	-5%	5%	10%	-9%	12%	-4%	1%	3%	15%	-5%	7%	-3%	-5%	-4%
Y/Y	29%	19%	28%	34%	27%	33%	44%	43%	37%	38%	22%	31%	34%	50%	64%	49%	50%	47%	49%	35%	42%	26%	26%	14%
DAUs																								
M/M	8%	0%	-1%	1%	0%	3%	-1%	1%	1%	0%	4%	-1%	6%	2%	0%	0%	0%	6%	-2%	0%	0%	2%	1%	1%
Y/Y	29%	30%	22%	26%	24%	22%	20%	17%	18%	16%	20%	17%	15%	17%	17%	16%	16%	20%	19%	18%	17%	18%	15%	17%
Bumble																								
Downloads																								
M/M	15%	-14%	14%	-6%	11%	4%	4%	9%	-5%	5%	6%	-13%	9%	8%	-5%	2%	-1%	6%	0%	-3%	2%	0%	0%	-6%
Y/Y	21%	2%	45%	38%	43%	56%	41%	43%	34%	41%	58%	28%	22%	53%	28%	38%	22%	24%	20%	7%	15%	9%	3%	11%
DAUs																								
M/M	6%	-2%	-1%	4%	1%	2%	5%	1%	1%	0%	1%	0%	4%	1%	0%	1%	1%	2%	0%	-1%	-1%	0%	-1%	-2%
Y/Y	30%	22%	14%	17%	16%	16%	19%	19%	19%	18%	19%	20%	18%	21%	22%	19%	19%	18%	13%	10%	8%	7%	5%	3%
Match																								
Downloads																								
M/M	19%	-17%	6%	-2%	8%	-1%	2%	0%	-2%	-1%	-11%	-6%	24%	-22%	-4%	-6%	9%	7%	-2%	8%	-1%	-6%	-8%	-4%
Y/Y	-34%	-22%	-24%	-20%	-9%	-4%	-9%	-7%	-2%	0%	-7%	-9%	-4%	-10%	-19%	-23%	-22%	-16%	-19%	-13%	-12%	-16%	-13%	-12%
DAUs																								
M/M	3%	-4%	-2%	0%	0%	-1%	-1%	-1%	-2%	-1%	-2%	-3%	4%	-4%	-3%	0%	-1%	0%	-1%	1%	0%	-1%	-1%	-3%
Y/Y	-20%	-18%	-21%	-18%	-18%	-16%	-16%	-16%	-15%	-13%	-14%	-12%	-11%	-11%	-12%	-12%	-13%	-12%	-12%	-10%	-9%	-9%	-8%	-8%
Badoo																								
Downloads																								
M/M	6%	-17%	-14%	4%	22%	-5%	6%	-1%	-8%	18%	-16%	4%	9%	-18%	15%	-2%	1%	1%	8%	3%	-8%	7%	-11%	-1%
Y/Y	-21%	-28%	-47%	-42%	-32%	-25%	-20%	-21%	-22%	-11%	-18%	-9%	-7%	-8%	22%	15%	-4%	1%	4%	8%	7%	-3%	4%	-2%
DAUs																								
M/M	-1%	-5%	-4%	0%	0%	-2%	1%	-2%	-3%	-1%	-3%	0%	2%	-3%	-1%	-1%	-1%	1%	1%	0%	-9%	2%	1%	0%
Y/Y	0%	-6%	-16%	-17%	-15%	-14%	-11%	-13%	-16%	-17%	-21%	-18%	-16%	-14%	-12%	-13%	-14%	-11%	-11%	-10%	-16%	-13%	-9%	-9%

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

	Jan-22	Feb-22	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
Travel																								
Airbnb																								
Downloads																								
M/M	2%	-12%	13%	3%	23%	-4%	16%	-8%	-17%	-3%	2%	-3%	30%	-17%	3%	-3%	10%	6%	14%	-10%	-1%	-1%	-3%	11%
Y/Y	44%	45%	30%	45%	46%	32%	39%	50%	35%	16%	15%	6%	35%	29%	18%	11%	-1%	9%	7%	4%	24%	26%	20%	37%
DAUs																								
M/M	4%	4%	-1%	7%	2%	2%	8%	2%	-8%	-2%	-6%	0%	14%	0%	2%	6%	0%	3%	9%	-2%	-11%	-3%	-7%	3%
Y/Y	45%	40%	24%	32%	13%	5%	6%	9%	12%	13%	10%	10%	21%	17%	19%	19%	17%	18%	18%	14%	10%	9%	9%	12%
Booking.com																								
Downloads																								
M/M	6%	-3%	17%	8%	10%	1%	19%	-13%	-28%	2%	10%	11%	21%	-14%	3%	-8%	8%	7%	10%	-9%	-19%	-4%	-6%	12%
Y/Y	47%	52%	48%	70%	46%	20%	23%	15%	8%	6%	23%	34%	53%	35%	19%	2%	0%	6%	-2%	3%	14%	8%	-8%	-8%
DAUs																								
M/M	7%	4%	3%	10%	0%	7%	10%	1%	-17%	-4%	-5%	2%	12%	-1%	3%	5%	0%	5%	12%	1%	-14%	-4%	-4%	2%
Y/Y	96%	85%	80%	92%	38%	20%	11%	10%	8%	7%	11%	17%	23%	17%	17%	11%	11%	9%	11%	11%	15%	15%	16%	16%
Expedia																								
Downloads																								
M/M	17%	22%	26%	6%	20%	11%	13%	-4%	-22%	-9%	-12%	6%	27%	-6%	10%	-10%	-10%	13%	16%	-9%	-12%	-2%	5%	0%
Y/Y	63%	95%	58%	47%	62%	40%	71%	121%	125%	86%	58%	84%	100%	54%	34%	15%	-14%	-13%	-11%	-16%	-5%	2%	22%	15%
DAUs																								
M/M	4%	2%	4%	5%	3%	6%	6%	4%	2%	2%	1%	1%	4%	1%	2%	3%	-1%	4%	3%	0%	0%	0%	2%	-2%
Y/Y	69%	66%	38%	38%	21%	13%	12%	19%	32%	40%	46%	47%	48%	46%	43%	40%	35%	33%	29%	24%	22%	20%	22%	19%
Tripadvisor																								
Downloads																								
M/M	10%	-11%	17%	6%	9%	5%	15%	-3%	-27%	-5%	-7%	9%	14%	-16%	17%	2%	2%	4%	16%	-3%	-22%	-6%	-15%	8%
Y/Y	22%	27%	32%	61%	32%	7%	-7%	-5%	-7%	-5%	1%	9%	14%	7%	7%	3%	-3%	-4%	-4%	-5%	1%	0%	-9%	-9%
DAUs																								
M/M	4%	6%	-2%	15%	-4%	4%	13%	6%	-23%	-5%	-11%	-2%	7%	1%	0%	9%	-5%	1%	15%	5%	-19%	-6%	-10%	-2%
Y/Y	16%	21%	25%	44%	5%	-9%	-14%	-17%	-13%	-14%	-10%	-5%	-2%	-7%	-5%	-10%	-11%	-13%	-11%	-13%	-8%	-8%	-7%	-7%
Vrbo																								
Downloads																								
M/M	76%	15%	25%	-16%	-11%	-7%	11%	-16%	-29%	-7%	-6%	27%	74%	-34%	5%	-8%	-19%	7%	12%	-15%	-25%	-3%	-10%	24%
Y/Y	16%	38%	33%	44%	37%	11%	37%	69%	43%	14%	17%	31%	29%	-26%	-38%	-33%	-39%	-29%	-28%	-27%	-22%	-20%	-23%	-25%
DAUs																								
M/M	15%	16%	19%	9%	4%	2%	2%	-5%	-10%	-6%	-7%	-2%	12%	-3%	4%	2%	-5%	1%	-2%	-6%	-7%	-5%	-6%	-1%
Y/Y	17%	27%	33%	43%	44%	39%	48%	52%	45%	42%	41%	37%	34%	11%	-2%	-9%	-17%	-18%	-21%	-21%	-19%	-17%	-16%	-16%

Source: Sensor Tower, BofA Global Research

BofA GLOBAL RESEARCH

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

Monthly Sensor Tower estimates for Travel and Transportation apps

	Jan-22	Feb-22	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
Travel																								
Uber																								
Downloads																								
M/M	-25%	1%	22%	-3%	6%	-4%	5%	-1%	-1%	3%	-11%	21%	-13%	-10%	9%	-4%	6%	6%	5%	-5%	-1%	1%	-6%	13%
Y/Y	-1%	7%	23%	37%	35%	21%	13%	4%	5%	1%	-6%	4%	22%	8%	-3%	-4%	-4%	6%	7%	3%	3%	0%	6%	-1%
DAUs																								
M/M	-19%	15%	7%	2%	1%	-2%	0%	1%	2%	0%	-3%	6%	-8%	6%	1%	0%	2%	3%	0%	1%	3%	1%	0%	3%
Y/Y	11%	22%	33%	43%	38%	27%	20%	19%	18%	11%	5%	6%	20%	11%	6%	3%	5%	10%	10%	9%	10%	12%	15%	12%
Lyft																								
Downloads																								
M/M	-15%	0%	25%	-11%	-3%	1%	8%	2%	-5%	3%	-13%	6%	-10%	-4%	14%	-5%	5%	7%	11%	3%	-3%	4%	-10%	3%
Y/Y	11%	15%	7%	3%	-8%	-10%	-9%	-5%	-7%	-2%	-5%	-8%	-3%	-7%	-15%	-10%	-3%	3%	6%	7%	10%	10%	13%	9%
DAUs																								
M/M	-15%	15%	11%	-1%	2%	-2%	1%	2%	2%	3%	-7%	-3%	-5%	6%	6%	-1%	2%	2%	0%	3%	0%	3%	-4%	-6%
Y/Y	49%	58%	52%	43%	29%	10%	10%	7%	10%	7%	4%	6%	19%	9%	3%	3%	3%	8%	7%	9%	7%	7%	9%	6%

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	Jan-22	Feb-22	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
Zillow																								
Downloads																								
M/M	23%	-19%	12%	-6%	-6%	-2%	11%	-5%	-16%	-4%	-14%	9%	33%	-15%	15%	-6%	-2%	10%	8%	-9%	-14%	2%	-8%	-2%
Y/Y	-7%	-17%	-13%	-14%	-18%	-17%	-13%	-11%	-22%	-25%	-28%	-22%	-16%	-12%	-10%	-9%	-5%	5%	2%	-3%	-1%	6%	13%	1%
DAUs																								
M/M	13%	0%	2%	4%	-3%	-2%	1%	-4%	-7%	-4%	-6%	-3%	12%	-2%	2%	0%	1%	1%	-1%	-4%	-9%	-1%	-7%	-3%
Y/Y	28%	23%	9%	9%	9%	6%	4%	2%	-2%	-7%	-10%	-9%	-10%	-12%	-12%	-15%	-12%	-10%	-12%	-12%	-13%	-11%	-12%	-12%
Redfin																								
Downloads																								
M/M	26%	3%	23%	7%	-10%	-6%	0%	0%	-14%	-19%	-29%	26%	65%	-12%	4%	2%	-3%	-1%	13%	-9%	-15%	-8%	-19%	20%
Y/Y	-30%	2%	8%	24%	8%	10%	7%	21%	5%	-7%	-33%	-8%	19%	2%	-15%	-19%	-12%	-9%	3%	-6%	-7%	6%	20%	15%
DAUs																								
M/M	14%	1%	2%	0%	-4%	-5%	-5%	1%	-2%	-10%	-9%	-3%	14%	2%	2%	0%	-2%	1%	-1%	-4%	-8%	-5%	-6%	-2%
Y/Y	16%	13%	4%	1%	-2%	-2%	-5%	-6%	-8%	-21%	-22%	-20%	-20%	-19%	-19%	-19%	-18%	-13%	-9%	-14%	-19%	-15%	-12%	-12%
Opendoor																								
Downloads																								
M/M	39%	-11%	16%	15%	-1%	-10%	-7%	27%	-10%	-12%	-25%	-3%	48%	-21%	1%	-13%	-9%	-30%	44%	-30%	5%	1%	-30%	36%
Y/Y	8%	46%	56%	74%	61%	39%	9%	19%	25%	0%	-14%	1%	7%	-5%	-18%	-38%	-43%	-56%	-32%	-62%	-56%	-49%	-53%	-35%
DAUs																								
M/M	8%	-2%	3%	5%	0%	-1%	-4%	9%	3%	24%	-8%	-15%	7%	-8%	-2%	-4%	6%	3%	10%	-7%	4%	9%	11%	-38%
Y/Y	-23%	-31%	-16%	-2%	-1%	0%	-4%	3%	11%	35%	30%	20%	19%	11%	5%	-3%	3%	7%	22%	4%	4%	-9%	10%	-20%

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	Jan-22	Feb-22	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
Google																								
Downloads																								
M/M	-7%	-14%	12%	-5%	8%	23%	6%	12%	0%	19%	-14%	-5%	11%	-16%	17%	-6%	4%	-11%	7%	7%	-3%	3%	-5%	-2%
Y/Y	-9%	-12%	-16%	-8%	-2%	23%	35%	41%	47%	71%	52%	30%	56%	52%	60%	59%	53%	11%	12%	7%	4%	-10%	-1%	2%
DAUs																								
M/M	1%	0%	0%	0%	-1%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	-1%	0%	0%	1%	1%	0%	0%
Y/Y	16%	14%	9%	8%	6%	4%	4%	3%	3%	3%	4%	3%	2%	3%	3%	4%	6%	6%	6%	5%	5%	5%	4%	4%
Bing																								
Downloads																								
M/M	-83%	-3%	48%	-3%	-18%	23%	90%	-20%	13%	143%	-3%	-38%	8%	652%	-3%	12%	43%	23%	-25%	26%	-18%	42%	-5%	-17%
Y/Y	-8%	25%	-22%	43%	40%	-4%	106%	121%	101%	390%	262%	-42%	273%	2786%	1788%	2074%	3695%	3708%	1411%	2300%	1640%	917%	895%	1233%
DAUs																								
M/M	-1%	-2%	0%	-2%	0%	2%	3%	1%	-8%	7%	6%	2%	7%	81%	52%	17%	17%	15%	6%	19%	7%	17%	8%	1%
Y/Y	16%	21%	9%	5%	5%	12%	24%	28%	11%	15%	22%	8%	16%	115%	227%	288%	357%	416%	431%	525%	626%	689%	706%	695%
ChatGPT																								
Downloads																								
M/M																		228%	-13%	37%	15%	5%	15%	-5%
Y/Y																								
DAUs																								
M/M																		292%	30%	49%	33%	60%	28%	17%
Y/Y																								

Source: Sensor Tower, BofA Global Research

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