

User acquisition

08/16/2022 - 08/22/2023



More than 50% (positive)



less than 0% (negative)

Total Daily

08/16/2023	08/17/2023	08/18/2023	08/19/2023	08/20/2023	08/21/2023	08/22/2023
-0.73 %	58.42 %	15.66 %	-7.06 %	-15.63 %	60.13 %	-18.44 %

Paid Search

08/16/2023	08/17/2023	08/18/2023	08/19/2023	08/20/2023	08/21/2023	08/22/2023
0 %	47.83 %	12.77 %	-23.08 %	50 %	-1.1 %	-43.24 %

Direct

08/16/2023	08/17/2023	08/18/2023	08/19/2023	08/20/2023	08/21/2023	08/22/2023
-2.08 %	46.43 %	66.67 %	15 %	-62.5 %	43.9 %	-65.15 %

Organic Search

08/16/2023	08/17/2023	08/18/2023	08/19/2023	08/20/2023	08/21/2023	08/22/2023
-3.85 %	48 %	-29.41 %	20 %	400 %	2366.67 %	-48.48 %

Organic Social

08/16/2023	08/17/2023	08/18/2023	08/19/2023	08/20/2023	08/21/2023	08/22/2023
50 %	1100 %	66.67 %	100 %	-33.33 %	12.5 %	660 %

Referral

08/16/2023	08/17/2023	08/18/2023	08/19/2023	08/20/2023	08/21/2023	08/22/2023
-100 %	100 %	0 %	-100 %	-100 %	200 %	-50 %