

User acquisition

08/30/2022 - 09/05/2023



More than 50% (positive)



less than -40% (negative)

Total Daily

08/6/2023	08/7/2023	08/8/2023	08/9/2023	08/10/2023	08/11/2023	08/12/2023
1.47 %	13.79 %	5.94 %	118.18 %	-11.11 %	-8.64 %	-33.83 %

Paid Search

08/6/2023	08/7/2023	08/8/2023	08/9/2023	08/10/2023	08/11/2023	08/12/2023
9.68 %	48.94 %	4.44 %	81.25 %	-70 %	-62.71 %	-48.15 %

Direct

08/6/2023	08/7/2023	08/8/2023	08/9/2023	08/10/2023	08/11/2023	08/12/2023
-29.27 %	3.23 %	14.29 %	512.5 %	100 %	0 %	-64.58 %

Organic Search

08/6/2023	08/7/2023	08/8/2023	08/9/2023	08/10/2023	08/11/2023	08/12/2023
-14.29 %	-29.03 %	-16.67 %	6.67 %	-25 %	77.78 %	-33.33 %

Organic Social

08/6/2023	08/7/2023	08/8/2023	08/9/2023	08/10/2023	08/11/2023	08/12/2023
133.33 %	75 %	100 %	-50 %	200 %	0 %	-33.33 %

Referral

08/6/2023	08/7/2023	08/8/2023	08/9/2023	08/10/2023	08/11/2023	08/12/2023
0 %	-66.67 %	0 %	0 %	0 %	0 %	-100 %