

User acquisition

20/09/2023 - 26/09/2023



More than 50% (positive)



less than -40% (negative)

Total Daily:

09/20/2023	09/21/2023	09/22/2023	09/23/2023	09/24/2023	09/25/2023	09/26/2023
11.27 %	-50.37 %	-11.4 %	2.33 %	-71.43 %	-27.82 %	-28.3 %

Paid Search:

09/20/2023	09/21/2023	09/22/2023	09/23/2023	09/24/2023	09/25/2023	09/26/2023
-8.96 %	-69.01 %	-21.31 %	-47.22 %	-100 %	-56.52 %	-66.67 %

Direct:

09/20/2023	09/21/2023	09/22/2023	09/23/2023	09/24/2023	09/25/2023	09/26/2023
45.24 %	-46.88 %	28.57 %	60 %	-68.75 %	-32.35 %	-33.33 %

Organic Search:

09/20/2023	09/21/2023	09/22/2023	09/23/2023	09/24/2023	09/25/2023	09/26/2023
34.78 %	-46.15 %	0 %	-47.22 %	-28.57 %	-40.91 %	-26.09 %

Organic Social:

09/20/2023	09/21/2023	09/22/2023	09/23/2023	09/24/2023	09/25/2023	09/26/2023
-12.5 %	-80 %	-55.56 %	-40 %	-100 %	0 %	-60 %

Referral:

09/20/2023	09/21/2023	09/22/2023	09/23/2023	09/24/2023	09/25/2023	09/26/2023
-100 %	-100 %	0 %	-100 %	-100 %	-66.67 %	0 %