

User acquisition

08/16/2022 - 08/22/2023



More than 50% (positive)



less than -40% (negative)

Total Daily

08/23/2023	08/24/2023	08/25/2023	08/26/2023	08/27/2023	08/28/2023	08/29/2023
-4.58 %	-34.5 %	-10.28 %	-26.97 %	-37.93 %	-68.38 %	-55.74 %

Paid Search

08/23/2023	08/24/2023	08/25/2023	08/26/2023	08/27/2023	08/28/2023	08/29/2023
-8.33 %	-30.99 %	-33.98 %	-76 %	-60 %	-65.56 %	-12.12 %

Direct

08/23/2023	08/24/2023	08/25/2023	08/26/2023	08/27/2023	08/28/2023	08/29/2023
5.45 %	-14.89 %	20.69 %	0 %	0 %	-71.19 %	-46.58 %

Organic Search

08/23/2023	08/24/2023	08/25/2023	08/26/2023	08/27/2023	08/28/2023	08/29/2023
-13.33 %	-62.5 %	-18.75 %	-43.75 %	-58.33 %	-51.85 %	-3.85 %

Organic Social

08/23/2023	08/24/2023	08/25/2023	08/26/2023	08/27/2023	08/28/2023	08/29/2023
0 %	-27.27 %	20 %	50 %	-60 %	-98.65 %	-96.88 %

Referral

08/23/2023	08/24/2023	08/25/2023	08/26/2023	08/27/2023	08/28/2023	08/29/2023
0 %	-50 %	400 %	-100 %	0 %	-100 %	50 %