

# User acquisition

Monthly report

August - September



More than 50% (positive)



less than -40% (negative)

Total weekly:

August	September
-9.49 %	28.28 %

Paid Search:

August	September
-4.29 %	15.36 %

Direct:

August	September
4.69 %	40.31 %

Organic search:

August	September
-9.22 %	19.58 %

Organic Social:

August	September
-87.06 %	125.17 %