

# User acquisition

Weekly report

September



More than 50% (positive)



less than -40% (negative)

Total weekly:

1st Week	2nd Week	3rd Week	4th Week
25.96 %	-1.06 %	28.73 %	33.72 %

Paid Search:

1st Week	2nd Week	3rd Week	4th Week
6.94 %	-7.34 %	12.24 %	21.72 %

Direct:

1st Week	2nd Week	3rd Week	4th Week
91.39 %	17.96 %	38.57 %	12.16 %

Organic search:

1st Week	2nd Week	3rd Week	4th Week
27.59 %	3.4 %	23.48 %	-12.98 %

Organic Social:

1st Week	2nd Week	3rd Week	4th Week
-65.71 %	-59.46 %	165.85 %	516.13 %

Referral:

1st Week	2nd Week	3rd Week	4th Week
50 %	0 %	-52.94 %	9.09 %