

# User acquisition

First week: **18-23 Aug // 1-6 Sep** - Second week: **24-30 Aug // 7-13 Sep**



More than 50% (positive)



less than -40% (negative)

## Total Daily:

First week	Second week
91.52 %	27.66 %

## Paid Search:

First week	Second week
31.58 %	27.49 %

## Direct:

First week	Second week
111.57 %	52.94 %

## Organic Search:

First week	Second week
22.11 %	6.48 %

## Organic Social:

First week	Second week
769.43 %	30 %

## Referral:

First week	Second week
133.33 %	200 %