

User acquisition

08/30/2022 - 09/05/2023



More than 50% (positive)



less than -40% (negative)

Total Daily

08/30/2023	08/31/2023	08/1/2023	08/2/2023	08/3/2023	08/4/2023	08/5/2023
-6.85 %	3.57 %	5.21 %	-32.31 %	-57.58 %	-44.52 %	-15.82 %

Paid Search

08/30/2023	08/31/2023	08/1/2023	08/2/2023	08/3/2023	08/4/2023	08/5/2023
12.73 %	-4.08 %	21.62 %	166.67 %	0 %	-24.36 %	-37.93 %

Direct

08/30/2023	08/31/2023	08/1/2023	08/2/2023	08/3/2023	08/4/2023	08/5/2023
-29.31 %	-22.5 %	-20 %	-81.82 %	-100 %	-72.5 %	23.08 %

Organic Search

08/30/2023	08/31/2023	08/1/2023	08/2/2023	08/3/2023	08/4/2023	08/5/2023
7.69 %	106.67 %	84.62 %	66.67 %	-33.33 %	-59.09 %	8 %

Organic Social

08/30/2023	08/31/2023	08/1/2023	08/2/2023	08/3/2023	08/4/2023	08/5/2023
0 %	-50 %	-33.33 %	-33.33 %	-80 %	-50 %	-40 %

Referral

08/30/2023	08/31/2023	08/1/2023	08/2/2023	08/3/2023	08/4/2023	08/5/2023
-100 %	200 %	-100 %	0 %	-100 %	0 %	-66.67 %