

User acquisition

26/09/2023 - 02/10/2023



More than 50% (positive)



less than -40% (negative)

Total Daily:

09/26/2023	09/27/2023	09/28/2023	09/29/2023	09/30/2023	09/1/2023	09/2/2023
9.43 %	-18.99 %	-40.16 %	-6.3 %	6.82 %	36.84 %	-53.02 %

Paid Search:

09/26/2023	09/27/2023	09/28/2023	09/29/2023	09/30/2023	09/1/2023	09/2/2023
-28.57 %	-26.23 %	-61.67 %	-14.58 %	94.74 %	100 %	-100 %

Direct:

09/26/2023	09/27/2023	09/28/2023	09/29/2023	09/30/2023	09/1/2023	09/2/2023
58.33 %	-21.31 %	-36.67 %	-33.33 %	-16.66 %	0 %	-63.27 %

Organic Search:

09/26/2023	09/27/2023	09/28/2023	09/29/2023	09/30/2023	09/1/2023	09/2/2023
-8.7 %	-22.58 %	-29.17 %	23.81 %	-16.67 %	11.11 %	50 %

Organic Social:

09/26/2023	09/27/2023	09/28/2023	09/29/2023	09/30/2023	09/1/2023	09/2/2023
40 %	14.29 %	-85.71 %	50 %	-33.33 %	200 %	-83.33 %

Referral:

09/26/2023	09/27/2023	09/28/2023	09/29/2023	09/30/2023	09/1/2023	09/2/2023
0 %	0 %	0 %	200 %	0 %	0 %	-66.67 %