

User acquisition

13/09/2023 - 19/09/2023



More than 50% (positive)



less than -40% (negative)

Total Daily:

09/13/2023	09/14/2023	09/15/2023	09/16/2023	09/17/2023	09/18/2023	09/19/2023
-56.52 %	2.27 %	6.54 %	-10.42 %	-34.29 %	-48.09 %	-52.14 %

Paid Search:

09/13/2023	09/14/2023	09/15/2023	09/16/2023	09/17/2023	09/18/2023	09/19/2023
-70.59 %	1.43 %	29.79 %	24.14 %	-45.45 %	-73.53 %	-67.19 %

Direct:

09/13/2023	09/14/2023	09/15/2023	09/16/2023	09/17/2023	09/18/2023	09/19/2023
-44.83 %	0 %	-34.38 %	-38.78 %	-50 %	-51.85 %	-54.29 %

Organic Search:

09/13/2023	09/14/2023	09/15/2023	09/16/2023	09/17/2023	09/18/2023	09/19/2023
-66.67 %	18.18 %	5 %	-31.25 %	-50 %	-57.14 %	-48.48 %

Organic Social:

09/13/2023	09/14/2023	09/15/2023	09/16/2023	09/17/2023	09/18/2023	09/19/2023
-85.71 %	-28.57 %	12.5 %	150 %	-100 %	-83.33 %	-75 %

Referral:

09/13/2023	09/14/2023	09/15/2023	09/16/2023	09/17/2023	09/18/2023	09/19/2023
-80 %	100 %	0 %	300 %	0 %	50 %	-100 %