

Each cell is the sum of **Active users** divided by cohort size, for users who had **Any event**, in that week after login

Based on device data only.

	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
First user campaign global	99.78%	1.77%	0.73%	0.22%	0%	0%	0%
Active users							
Sep 16 - Sep 20, 2025 8 users	100%	0%	0%	0%	0%	0%	0%
bestimageresize 8 users	100%	0%	0%	0%	0%	0%	0%
Sep 21 - Sep 27, 2025 169 users	100%	2.37%	1.18%	0%	0%	0%	0%
bestimageresize 169 users	100%	2.37%	1.18%	0%	0%	0%	
Sep 28 - Oct 4, 2025 479 users	100%	1.88%	0.42%	0.21%	0%	0%	0%
bestimageresize 479 users	100%	1.88%	0.42%	0.21%	0%		
Oct 5 - Oct 11, 2025 447 users	100%	2.68%	0.89%	0.22%	0%	0%	0%
bestimageresize 447 users	100%	2.68%	0.89%	0.22%			
Oct 12 - Oct 18, 2025 667 users	100%	1.35%	0%	0%	0%	0%	0%
bestimageresize 667 users	100%	1.35%	0%				
Oct 19 - Oct 25, 2025 781 users	100%	1.41%	0%	0%	0%	0%	0%
bestimageresize 781 users	100%	1.41%					
Oct 26 - Oct 26, 2025 142 users	100%	0%	0%	0%	0%	0%	0%
bestimageresize	100%						

