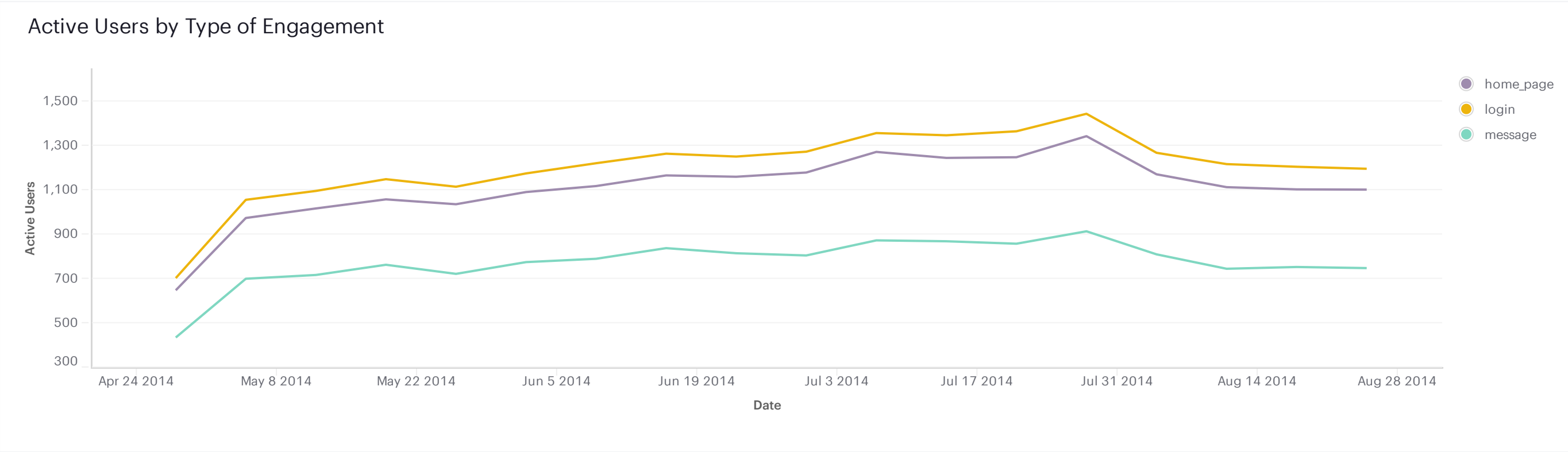


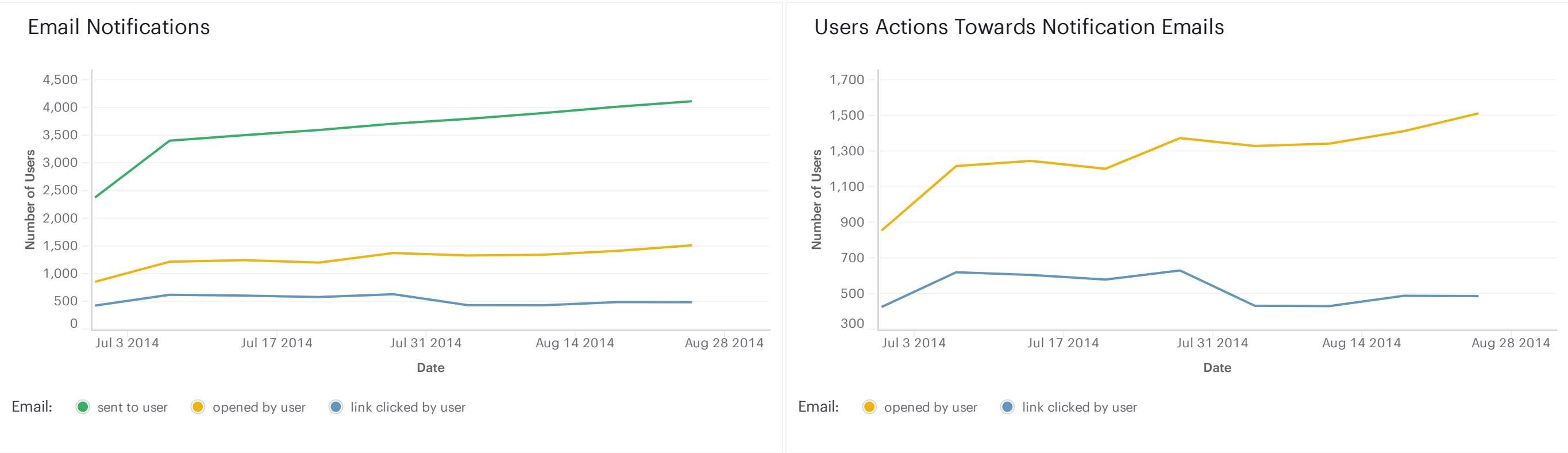
Engagement Drop



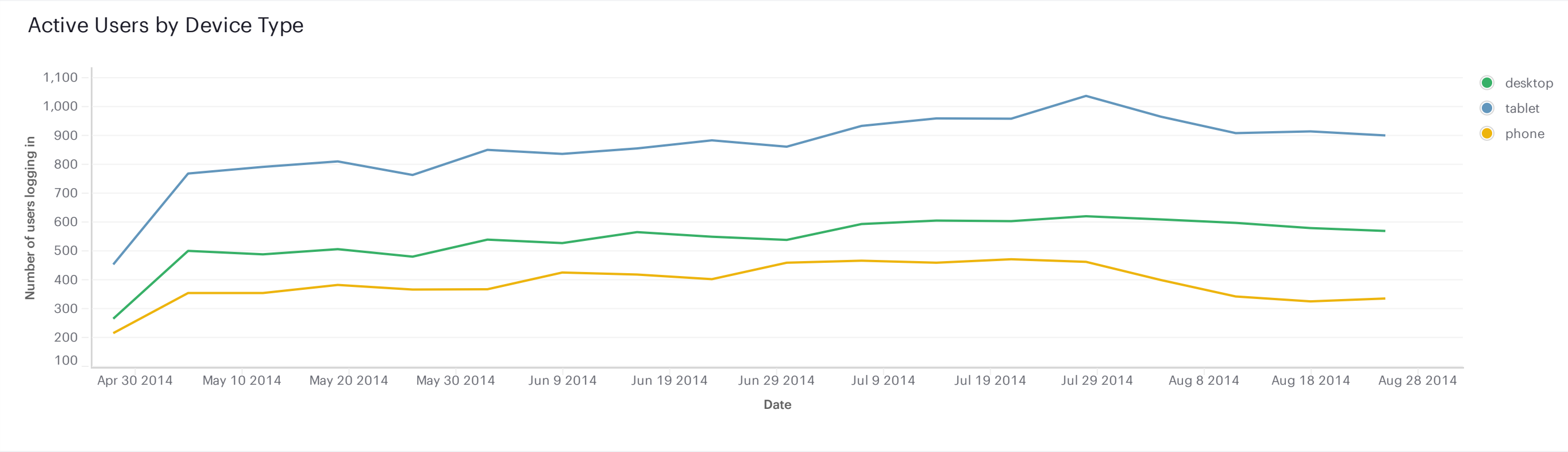
There is a significant drop in users engagemnt at the beggining of August 2014.



All engagement types - entering home page, logging in and posting a message have the same engagement drop. Most probably the issue occures earlier. Let's check emails.



Here we go. Notification emails are sent to users, they open them, but from August 2014 the link clicks dropped significantly. It indicates that there is an issue with links. Clickthroughs don't decrease to 0 though, so most probably there is a moderator here - some poeple experience the bug but some do not.



The number of users logging in using desktop is quite stable. On the other side, there is a decrease in active users using tablets and phones in August. **The issue with engagement has to lay down with digesting emails on mobile devices.**