

29 Jun 2025 - 28 Jul 2025

All Time Installs  
2,477,597

All Time Uninstalls  
2,205,442

Total Installs  
15,713  
↓ -3,873

Total Uninstalls  
15,988  
↓ -3,723

Total Sign Up  
4,626  
↓ -151

Total Users  
42,710  
↓ -3,544

New Users  
17,500  
↓ -1,811

Returning User  
36,263  
↓ -4,174

Total Sessions  
73,283  
↓ -6,102

Session Per User  
1.72  
↓ -0

Games Played Per Session  
1.55  
↓ -0.23

Avg Session Duration  
00:07:50  
↓ -00:00:20

Avg Engagement Time  
00:10:21

Uninstall Rate  
101.75%  
↑ 1.11%

DAU  
1,670  
↓ -636

WAU  
11,697  
↓ -2,411

MAU  
38,259  
↓ -3,184

Total Active Users  
37,060  
↓ -3,378

Sign Up Rate  
29.44%  
↑ 5.05%

Total Games Played  
743  
↓ -587

Games Played Sessions  
478  
↓ -269

Total Non-Games Played Sessions  
72,805  
↓ -5,833

User Stickiness

