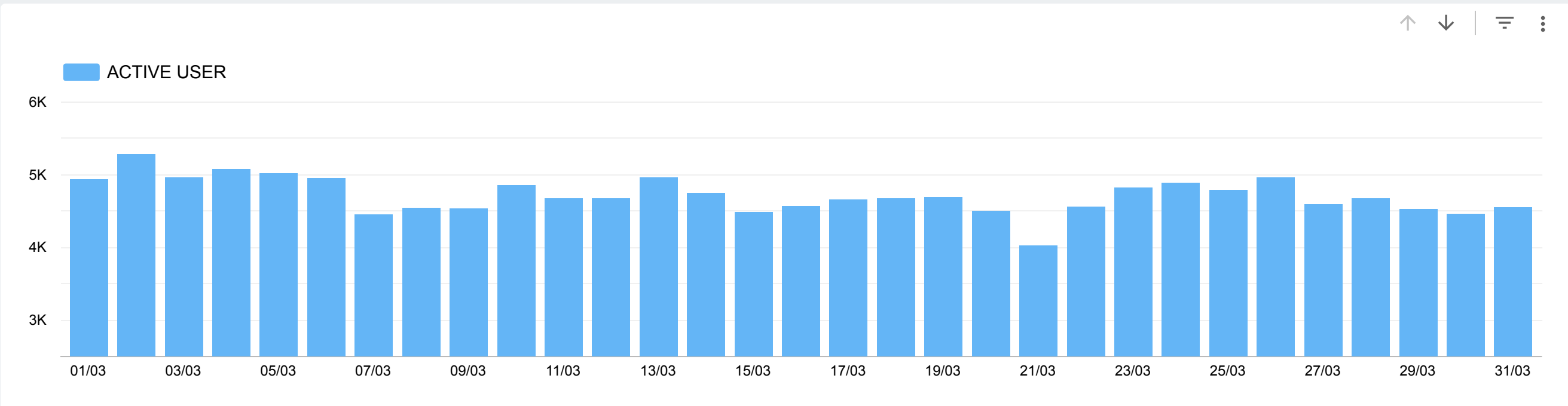
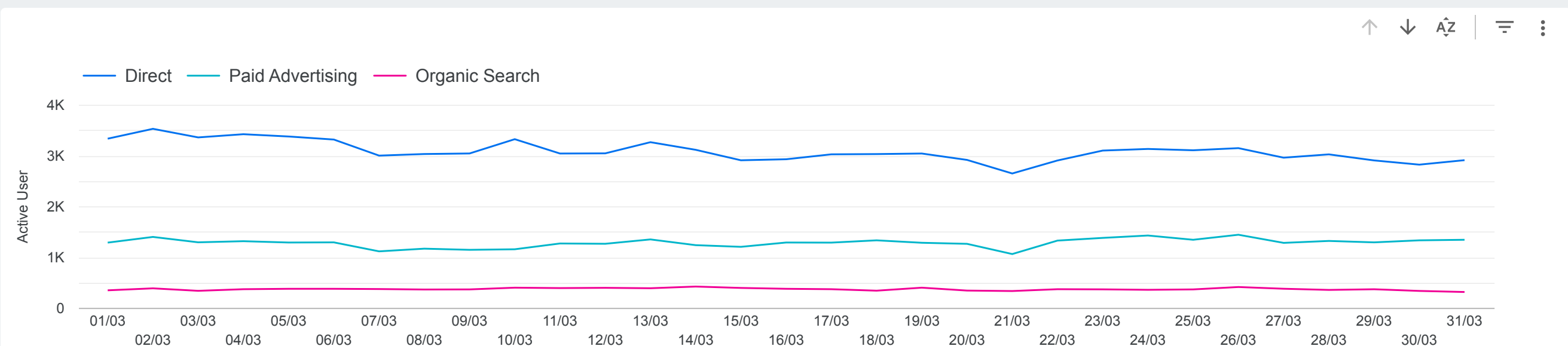


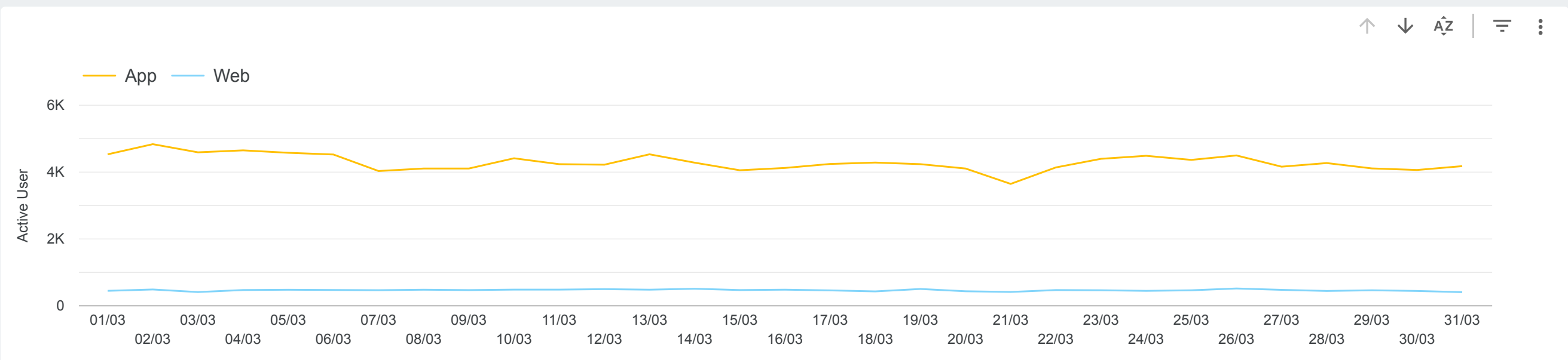
ACTIVE USER



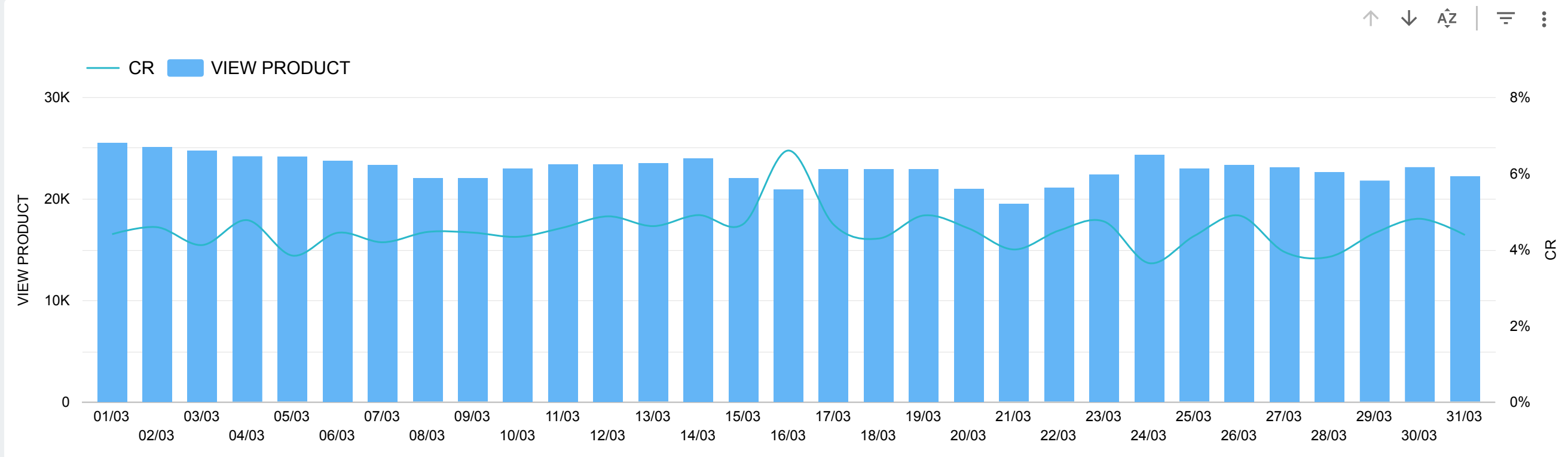
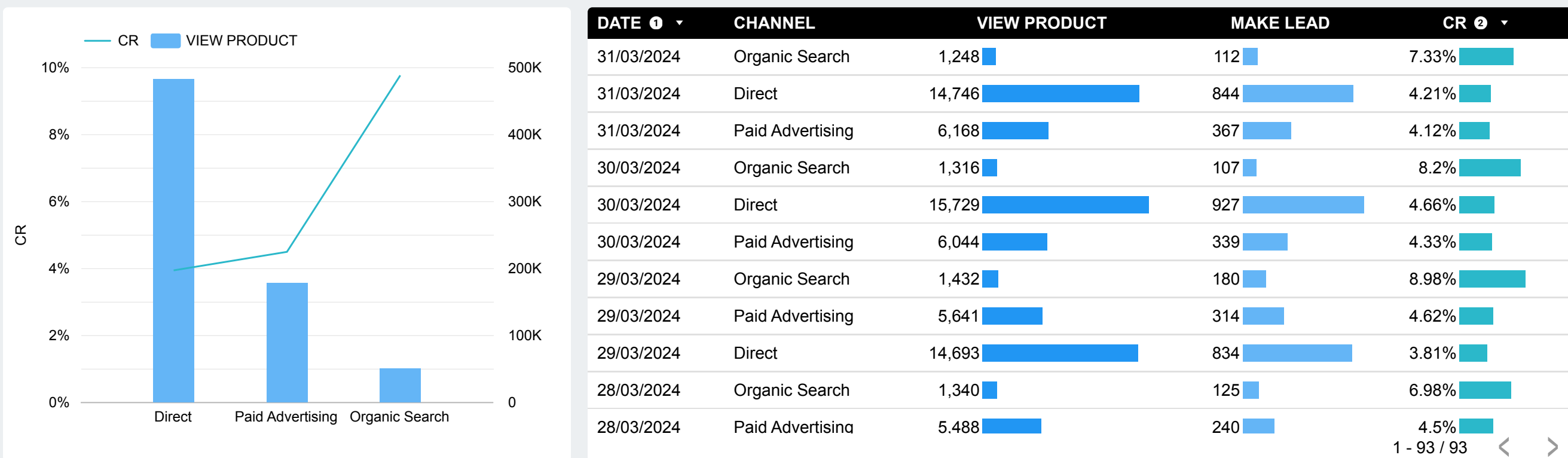
BREAKDOWN BY CHANNEL



BREAKDOWN BY PLATFORM



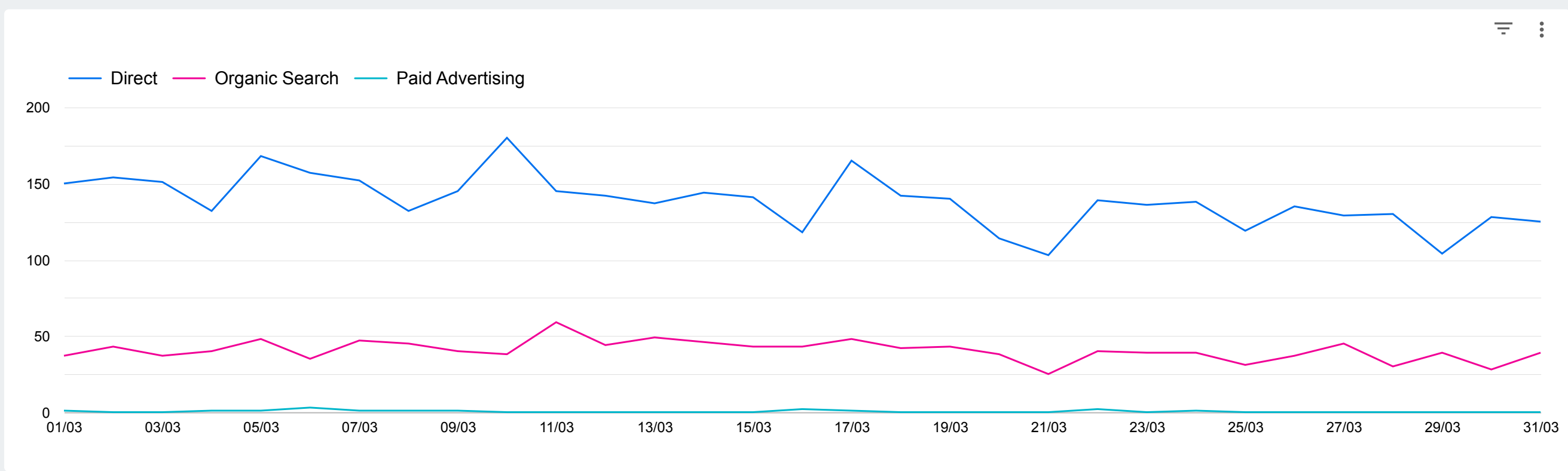
CONVERSION RATE



NEW USER

DATE	CHANNEL	PLATFORM	NEW USER	VIEW PRODUCT	MAKE LEAD	CR
31/03/2024	Direct	App	109	741	36	4.86%
31/03/2024	Organic Search	Web	39	174	23	13.22%
31/03/2024	Direct	Web	16	108	125	115.74%
31/03/2024	Paid Advertising	App		0	0	
31/03/2024	Paid Advertising	Web		0	0	
30/03/2024	Direct	App	109	805	96	11.93%
30/03/2024	Organic Search	Web	28	146	19	13.01%
30/03/2024	Direct	Web	19	97	156	160.82%
30/03/2024	Paid Advertising	App		0	0	
30/03/2024	Paid Advertising	Web		0	0	
29/03/2024	Direct	App	93	796	60	7.54%

BREAKDOWN BY CHANNEL



OVERVIEW

ACTIVE USER65,245

NEW USER5,567

VIEW LISTING861,004

VIEW PRODUCT710,392

MAKE LEAD42,533

\* So sánh với cùng kỳ tháng trước

DATE	CHANNEL	PLATFORM	ACTIVE USER	NEW USER	VIEW LISTING	VIEW PRODUCT	MAKE LEAD	CR
31/03/2024	Direct	App	2,852	109	15,154	14,521	711	3.59%
31/03/2024	Paid Advertising	App	1,315		7,026	6,101	367	3.39%
31/03/2024	Organic Search	Web	312	39	3,261	1,248	112	4.5%
31/03/2024	Direct	Web	57	16	482	225	133	1.76%
31/03/2024	Paid Advertising	Web	25		202	67	0	0%
30/03/2024	Direct	App	2,746	109	15,776	15,434	756	4.19%
30/03/2024	Paid Advertising	App	1,310		6,431	6,005	338	3.21%
30/03/2024	Organic Search	Web	333	28	3,692	1,316	107	4.53%
30/03/2024	Direct	Web	78	19	641	295	171	8.87%
30/03/2024	Paid Advertising	Web	20		158	39	1	0%
29/03/2024	Direct	App	2,842	93	15,476	14,503	687	4.45%
29/03/2024	Paid Advertising	App	1,261		6,108	5,549	307	4.26%
29/03/2024	Organic Search	Web	366	39	4,307	1,432	180	3.64%