

USER ACQUISITION REPORT

Growth & Marketing Performance

Reporting Period: Q3 2023
Generated: October 12, 2023

Channel Source	New Users	Conversion Rate	CAC (USD)	Trend
Organic Search	12,402	3.2%	\$0.00	
Paid Social	8,150	1.8%	\$14.20	
Referral Program	4,221	12.4%	\$5.00	
Direct Traffic	3,904	2.1%	\$0.00	

TOTAL NEW USERS

28,677

▲ 14% vs Prev Month
AVG. BLENDED CAC

\$4.80

Target: < \$6.00
LTV:CAC RATIO

4.2 : 1

Healthy Range

STRATEGIC NOTES

Organic search continues to lead volume. Recommend shifting 15% of paid social budget toward influencer partnerships to lower average CAC and improve conversion quality in Q4.