

GROWTH TRACKING

Referral Acquisition Program
Period: Q4 2023 - Q1 2024

Month	Referrer Source	Acquisition Volume	Conversion	K-Factor
January	Loyalty Tier 1	124	12.4%	0.8
February	Direct Email	218	18.1%	1.2
March	Social Sharing	342	22.5%	1.5
April	Influencer Link	190	14.8%	0.9

TOTAL ACQUISITION **874 Users**
AVG. VIRAL CYCLE **4.2 Days**
LIFETIME VALUE **\$1,240.00**