

CUSTOMER ACQUISITION GROWTH

Quarterly Performance Comparison Report

Reporting Period: Q3 vs Q4
Generated: October 2023

Acquisition Channel	Previous Period	Current Period	Net Growth	% Change
Social Media Ads	12,450	15,800	+3,350	+26.9%
Organic Search	8,200	9,450	+1,250	+15.2%
Email Marketing	5,100	6,200	+1,100	+21.5%
Referral Program	2,300	3,100	+800	+34.7%
TOTAL	28,050	34,550	6,500	+23.2%

Growth Volume Visualization

Social Ads

Organic Search

Email

Retail Growth Metrics Internal Document - Confidential