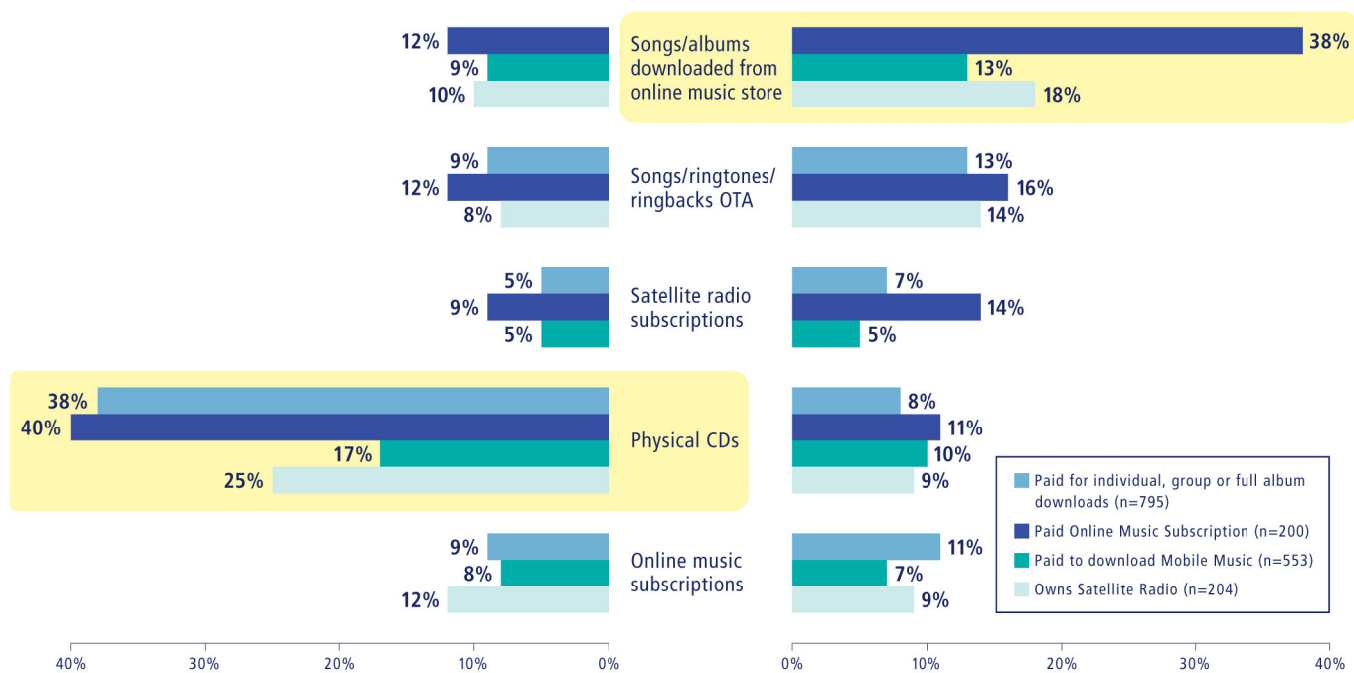


## Impact of Acquisition Channels On One Another

### Spending on Other Types of Acquisition

Decreased

Increased



**Ipsos** Bases: US Downloaders aged 12+ who have done each activity. Bases vary.