

Daily active user (DAU) growth opportunity equation

$$\text{DAU growth} = f \left(\begin{array}{l} \text{Direct growth drivers} \\ \text{ELEVATING THE} \\ \text{USER EXPERIENCE} \end{array} + \begin{array}{l} \text{Indirect growth drivers} \\ \text{ELEVATING THE} \\ \text{CREATOR AND ADVERTISER EXPERIENCE} \end{array} \right)$$

