



Campaign data report

Goal and proposals

We plan to adjust our ad strategy and budget to maximize conversions. We propose:

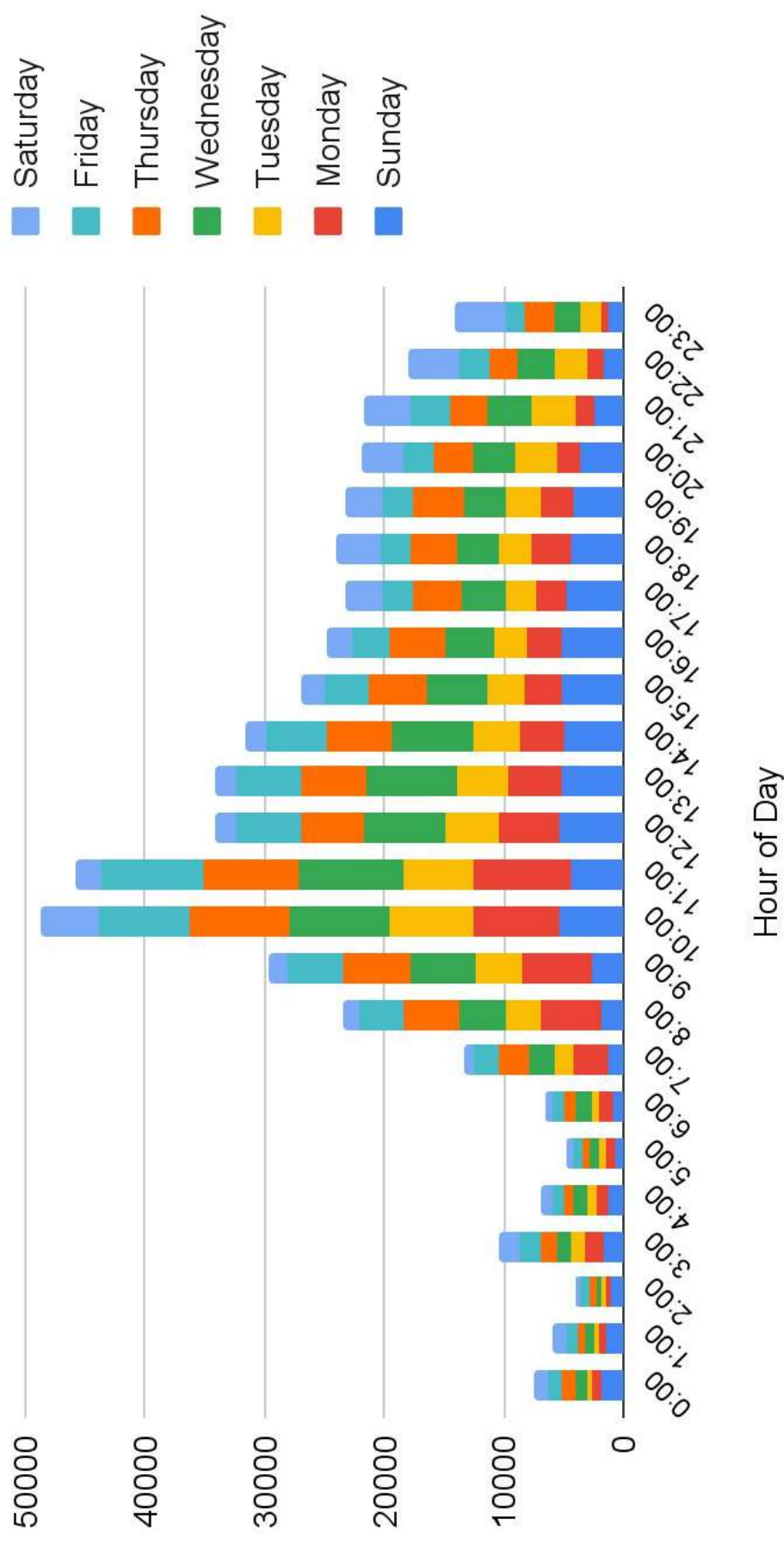
- **Running more ads during peak conversion periods to increase traffic**
- **Running fewer ads when session volume is high, but conversions are low**

Key performance indicators (KPIs)

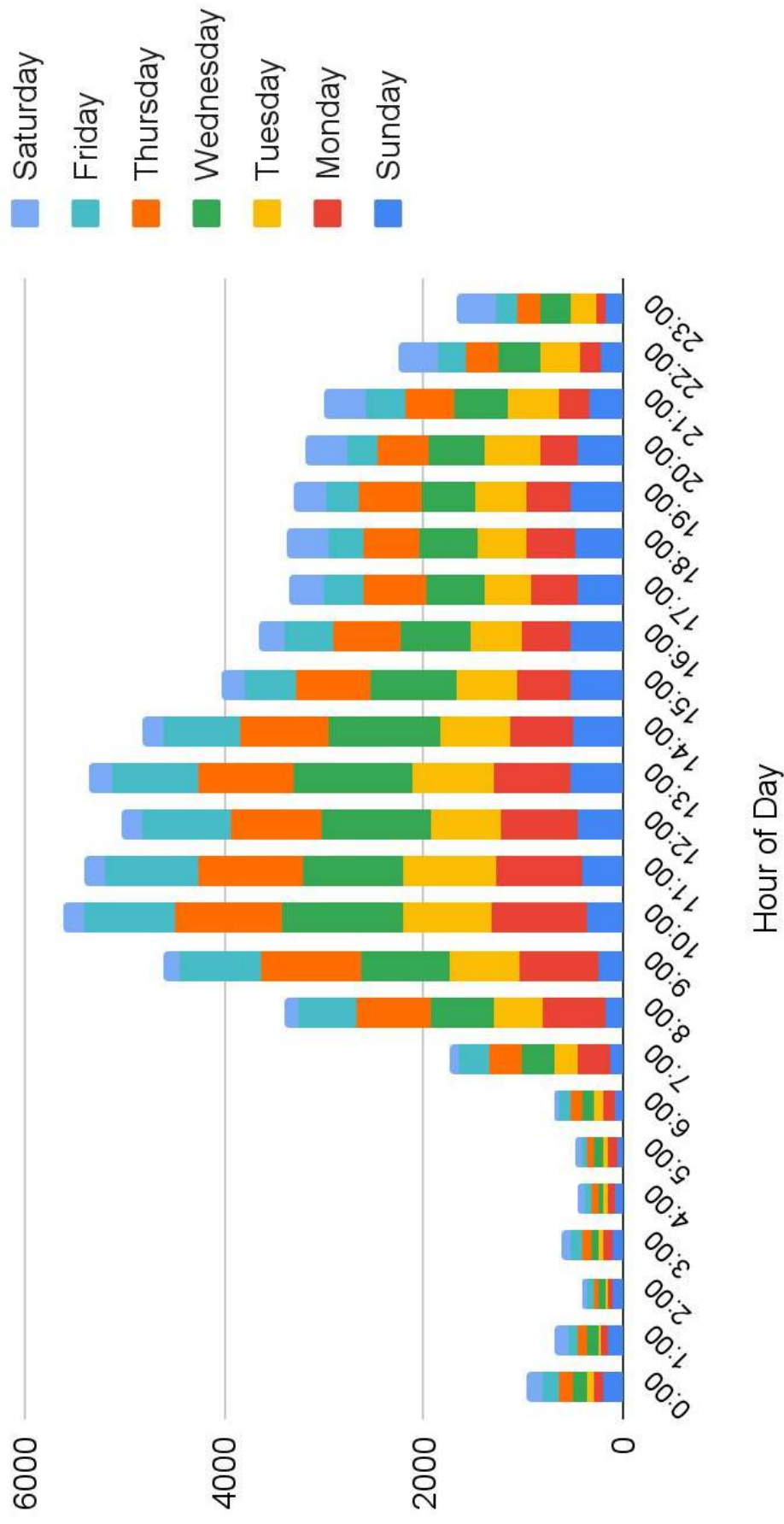
Metrics we examined:

- **Daily sessions (site visits)**
- **Conversions (account creations)**
- **Conversion rate**

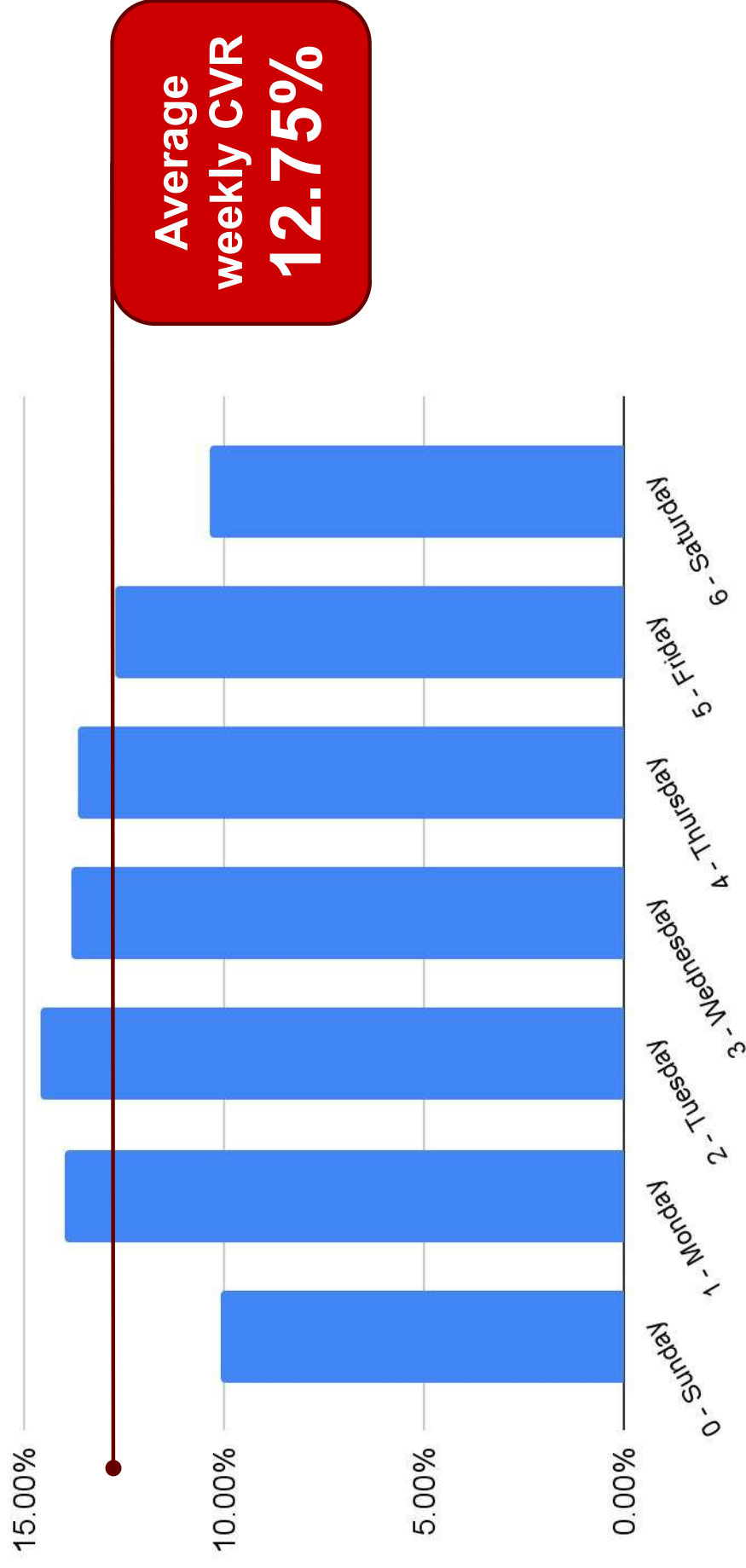
Total sessions by hour of day



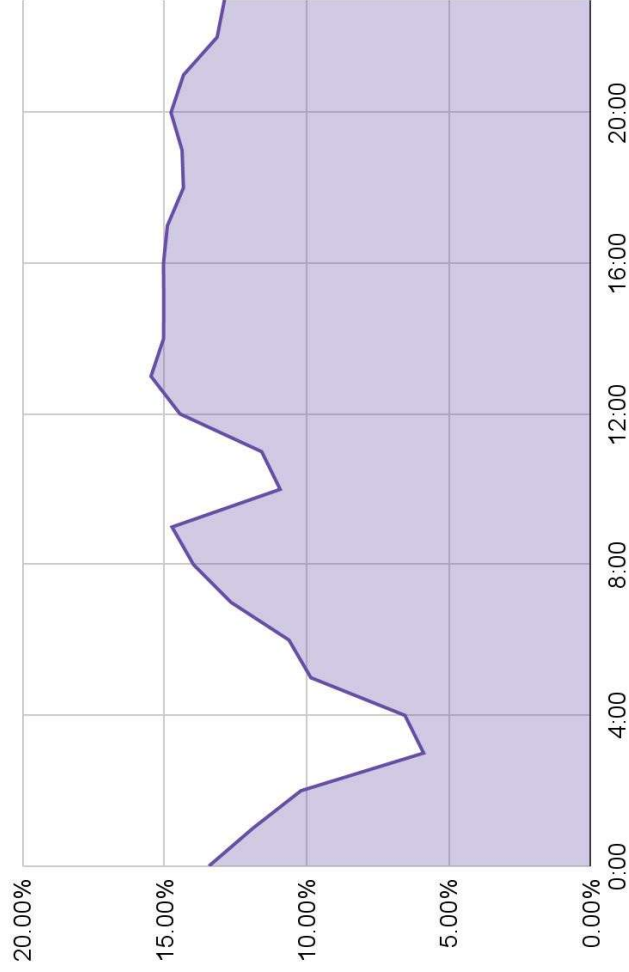
Total conversions by hour of day



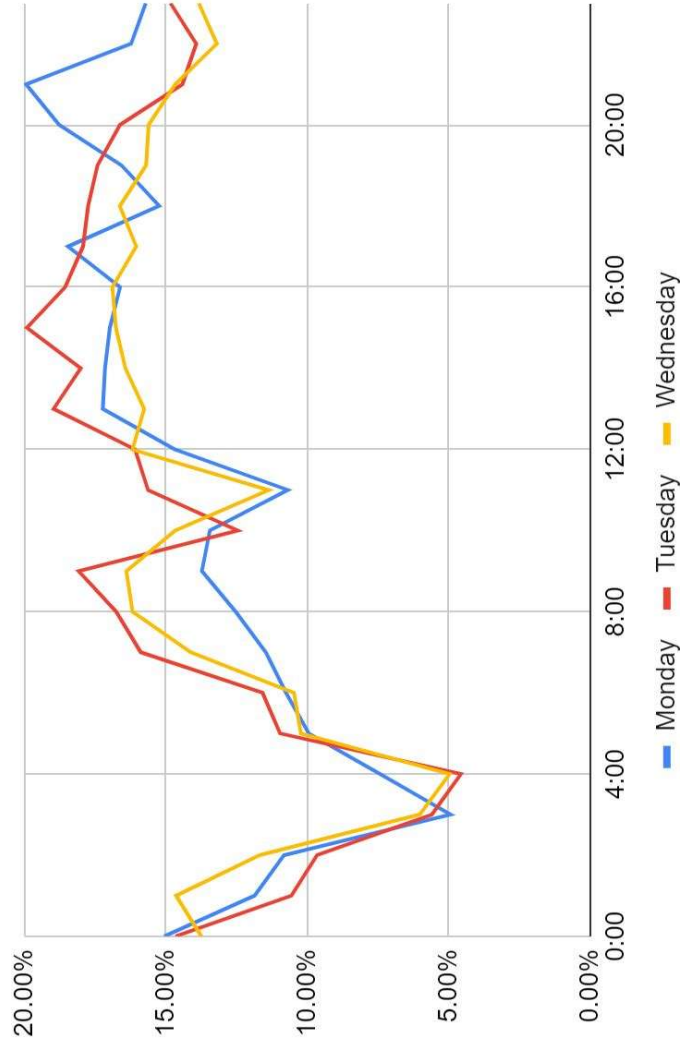
Average conversion rates by day of week



Weekly average conversion rates by hour of day



Monday-Wednesday conversion rates by hour of day



Conclusions and next steps

We have identified:

- **20 hours** to run *more* ads during the week
- **22 hours** to run *fewer* ads during the week

These changes should:

- Maximize conversions (new accounts created)
- Support growth goals by boosting customer lifetime value (LTV)