

# Notes

- Wed highest volume of sessions
  - Lowest Sat
- Wed highest volume of conversions
  - Lowest Sat
- Tues highest conversion rate
  - Lowest Sun
- 10am-11am highest sessions
  - 1am-2am lowest
- 10am-11am highest conversions
  - 2am-5am lowest
- 1pm-4pm highest conversion rate
  - Lowest 3am-4am
- Wednesday has highest session/conversion volume (mid week overall is solid)
  - Around 10-11am is sweet spot
  - Wednesday also has high conversion rate (mid week solid)
- Lowest volume overall is super early in the mornings
- Higher volume of sessions/conversions around 10-11am, but moderate conversion rate
  - Conversion rate jumps in afternoon between 1pm-4pm, even when session/conversion volume is moderate

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## Email

<p><b>From:</b> your.email@lacier.com <b>To:</b> marketing.team@lacier.com <b>Subject:</b> Strategy and budget suggestions</p>
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Hi team,

I've gone over the days and times dataset. Here are my recommendations for maximizing conversions:

- 1. Run more ads when conversion rates are highest:**
  - a. Tuesday 7am-9am**
  - b. Wednesday 1pm-3pm**
  - c. Monday 7pm-9pm**

**i. Total hours: 6**

**2. Run fewer ads when session volume is high, but conversions are low:**

**a. Thursday 10am-11am**

**b. Sunday 1pm-4pm**

**c. Saturday 10pm-12am**

**i. Total hours: 7**

Best,  
Digital Marketing Specialist

