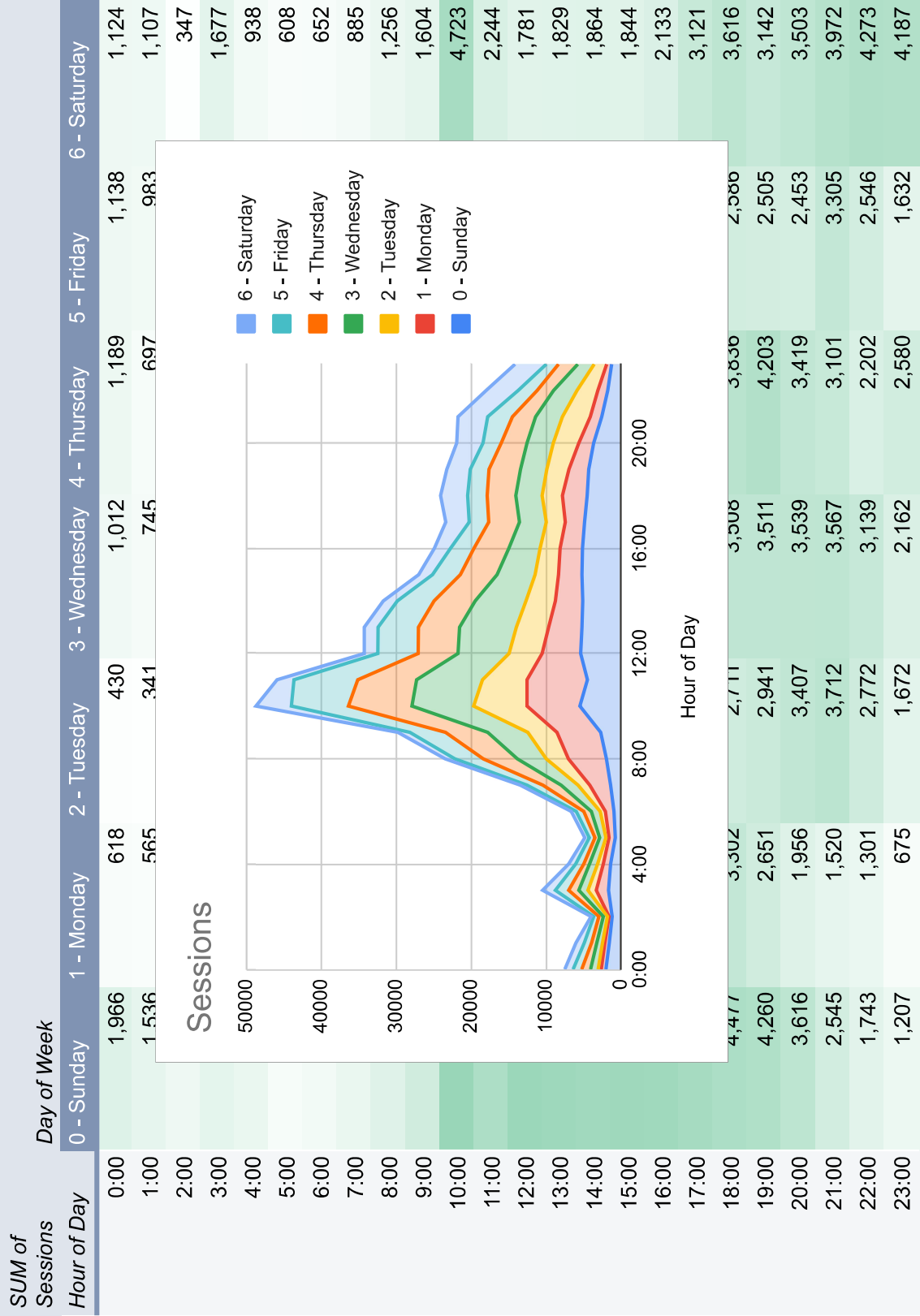
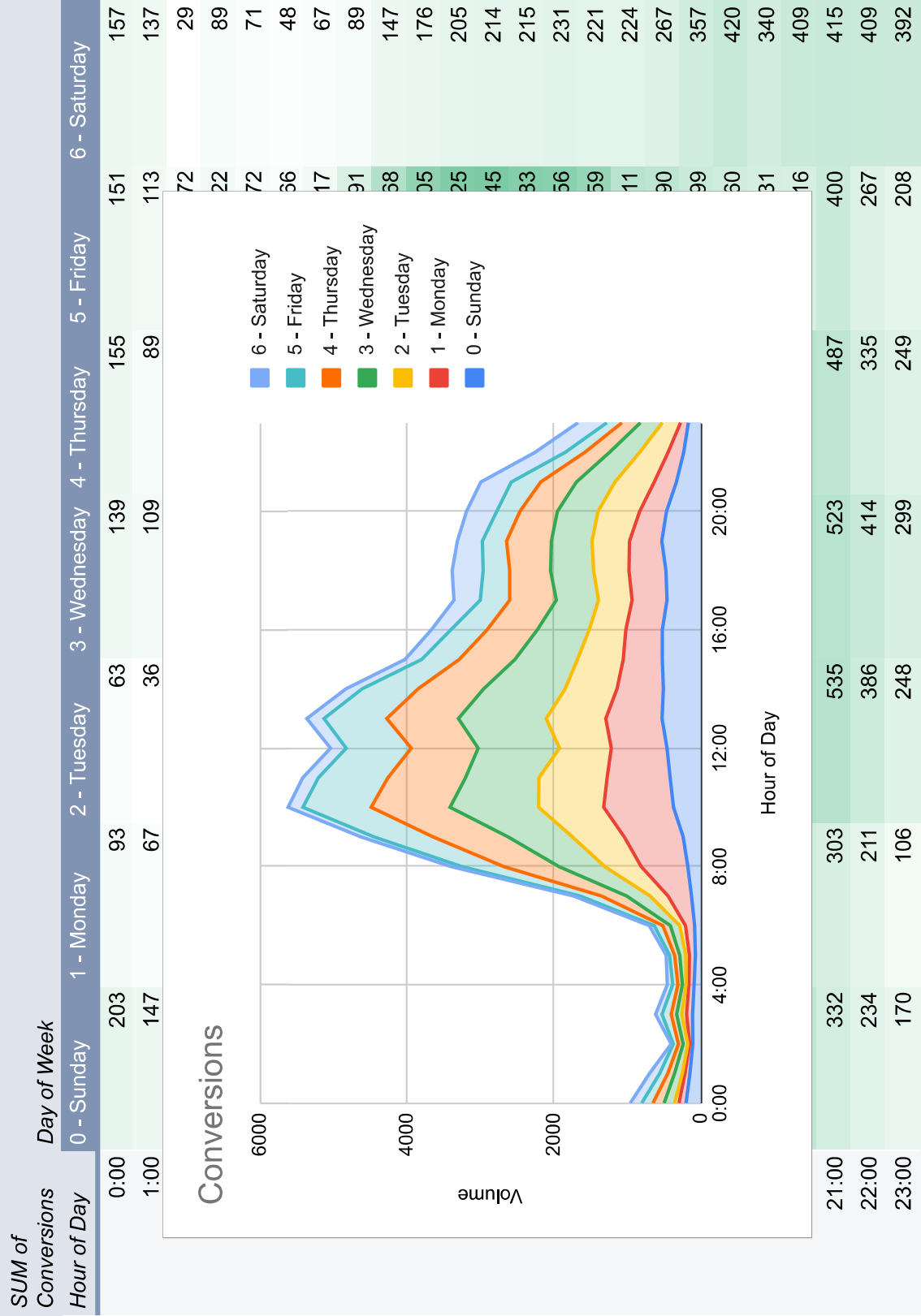
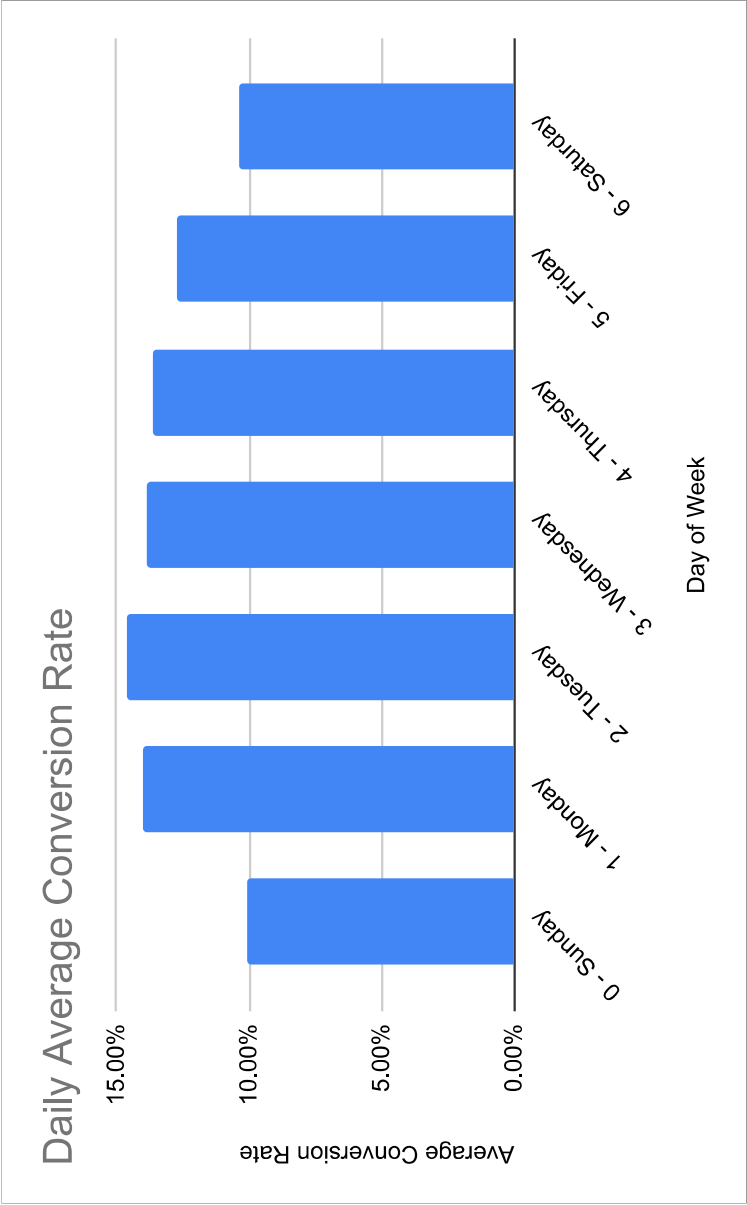


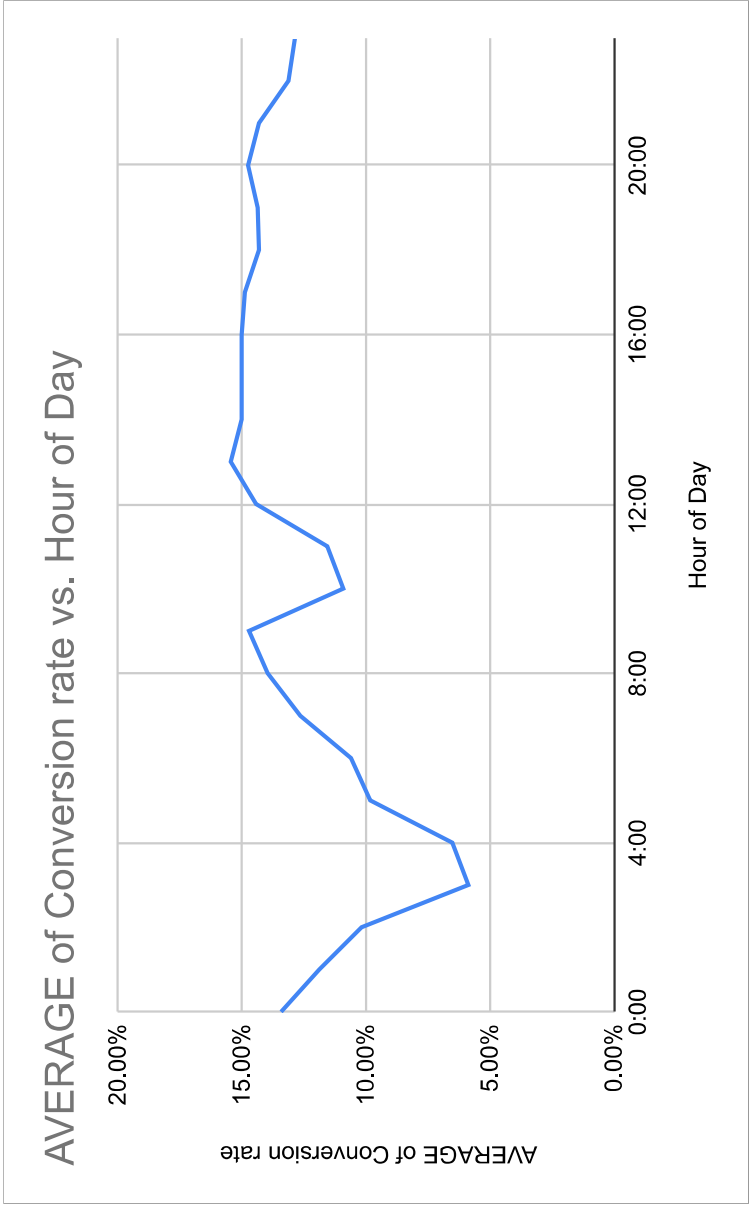




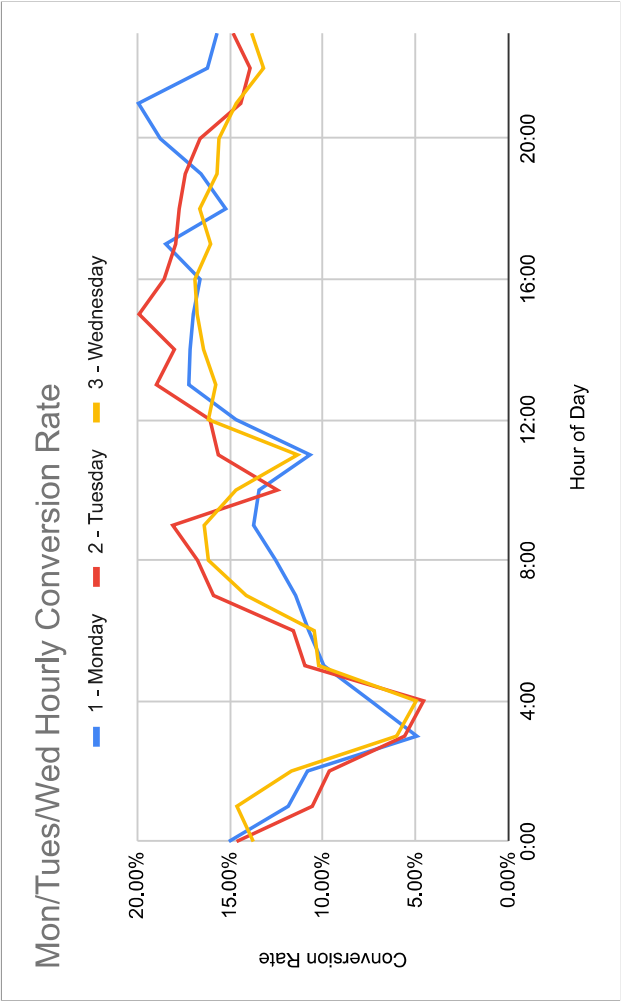
| Day of Week   | AVERAGE of Conversion rate |
|---------------|----------------------------|
| 0 - Sunday    | 10.09%                     |
| 1 - Monday    | 14.00%                     |
| 2 - Tuesday   | 14.61%                     |
| 3 - Wednesday | 13.84%                     |
| 4 - Thursday  | 13.63%                     |
| 5 - Friday    | 12.73%                     |
| 6 - Saturday  | 10.36%                     |



| Hour of Day | AVERAGE of Conversion rate |
|-------------|----------------------------|
| 0:00        | 13.44%                     |
| 1:00        | 11.90%                     |
| 2:00        | 10.20%                     |
| 3:00        | 5.88%                      |
| 4:00        | 6.54%                      |
| 5:00        | 9.85%                      |
| 6:00        | 10.62%                     |
| 7:00        | 12.66%                     |
| 8:00        | 13.98%                     |
| 9:00        | 14.73%                     |
| 10:00       | 10.93%                     |
| 11:00       | 11.58%                     |
| 12:00       | 14.45%                     |
| 13:00       | 15.47%                     |
| 14:00       | 15.03%                     |
| 15:00       | 15.02%                     |
| 16:00       | 15.03%                     |
| 17:00       | 14.90%                     |
| 18:00       | 14.33%                     |
| 19:00       | 14.38%                     |
| 20:00       | 14.77%                     |
| 21:00       | 14.33%                     |
| 22:00       | 13.15%                     |
| 23:00       | 12.89%                     |



| AVERAGE of<br>Conversion<br>rate | Day of Week |             |               |  |
|----------------------------------|-------------|-------------|---------------|--|
|                                  | Hour of Day |             |               |  |
|                                  | 1 - Monday  | 2 - Tuesday | 3 - Wednesday |  |
| 0:00                             | 15.05%      | 14.65%      | 13.74%        |  |
| 1:00                             | 11.86%      | 10.56%      | 14.63%        |  |
| 2:00                             | 10.82%      | 9.65%       | 11.68%        |  |
| 3:00                             | 4.94%       | 5.60%       | 6.03%         |  |
| 4:00                             | 7.43%       | 4.57%       | 4.97%         |  |
| 5:00                             | 9.95%       | 10.96%      | 10.22%        |  |
| 6:00                             | 10.75%      | 11.58%      | 10.47%        |  |
| 7:00                             | 11.46%      | 15.88%      | 14.12%        |  |
| 8:00                             | 12.53%      | 16.75%      | 16.17%        |  |
| 9:00                             | 13.72%      | 18.07%      | 16.39%        |  |
| 10:00                            | 13.44%      | 12.45%      | 14.67%        |  |
| 11:00                            | 10.69%      | 15.62%      | 11.36%        |  |
| 12:00                            | 14.68%      | 16.08%      | 16.17%        |  |
| 13:00                            | 17.22%      | 18.96%      | 15.76%        |  |
| 14:00                            | 17.14%      | 18.00%      | 16.42%        |  |
| 15:00                            | 16.97%      | 19.90%      | 16.76%        |  |
| 16:00                            | 16.61%      | 18.55%      | 16.88%        |  |
| 17:00                            | 18.45%      | 17.92%      | 16.04%        |  |
| 18:00                            | 15.23%      | 17.74%      | 16.62%        |  |
| 19:00                            | 16.56%      | 17.41%      | 15.69%        |  |
| 20:00                            | 18.76%      | 16.61%      | 15.60%        |  |
| 21:00                            | 19.93%      | 14.41%      | 14.66%        |  |
| 22:00                            | 16.22%      | 13.92%      | 13.19%        |  |
| 23:00                            | 15.70%      | 14.83%      | 13.83%        |  |



Good work on all of this