



## **Campaign data report**

# Goal and proposals

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

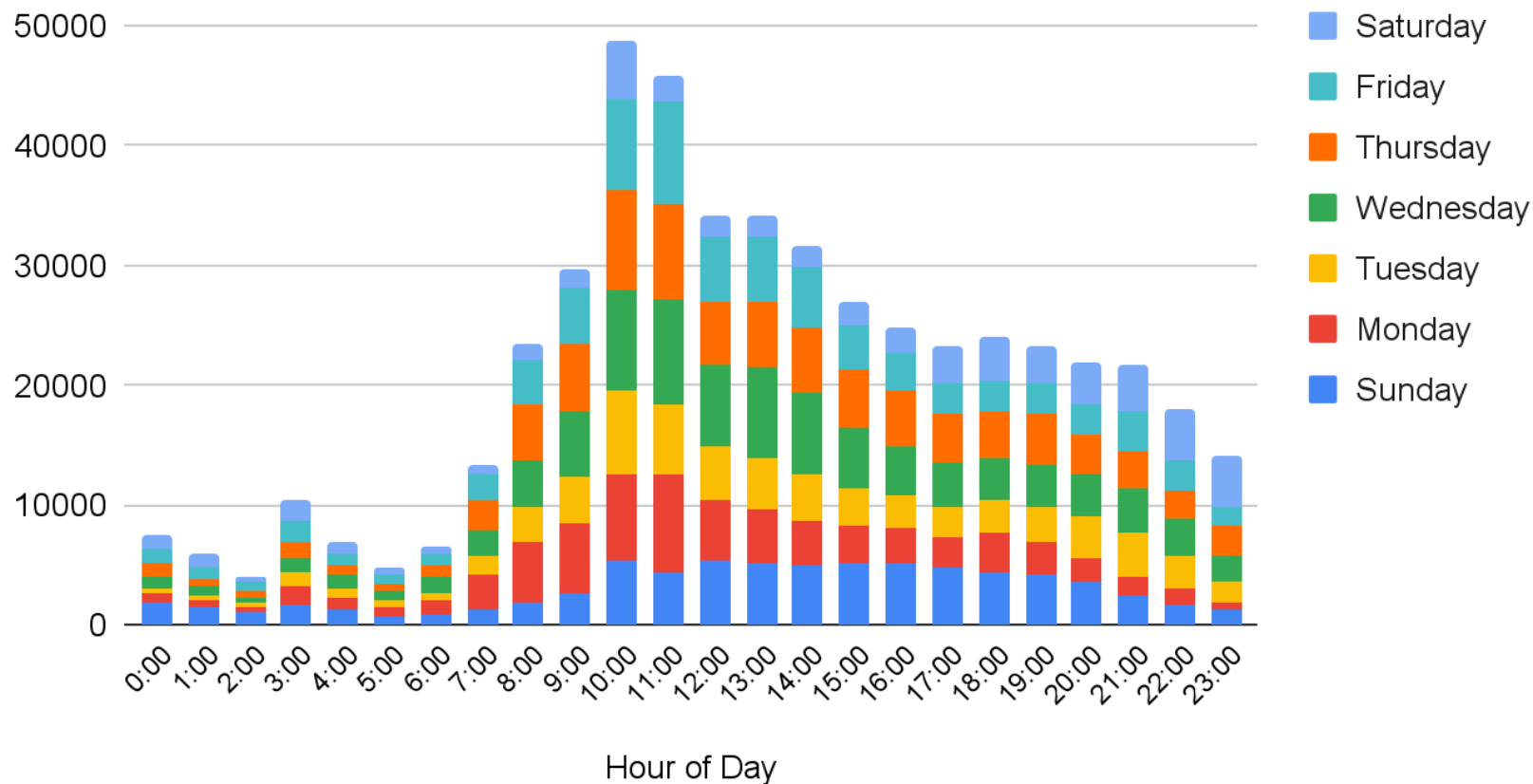
- **Increase traffic by running more ads during peak conversion periods**
- **Decrease ads being run when conversions are low and session volume is high**

# Key performance indicators (KPIs)

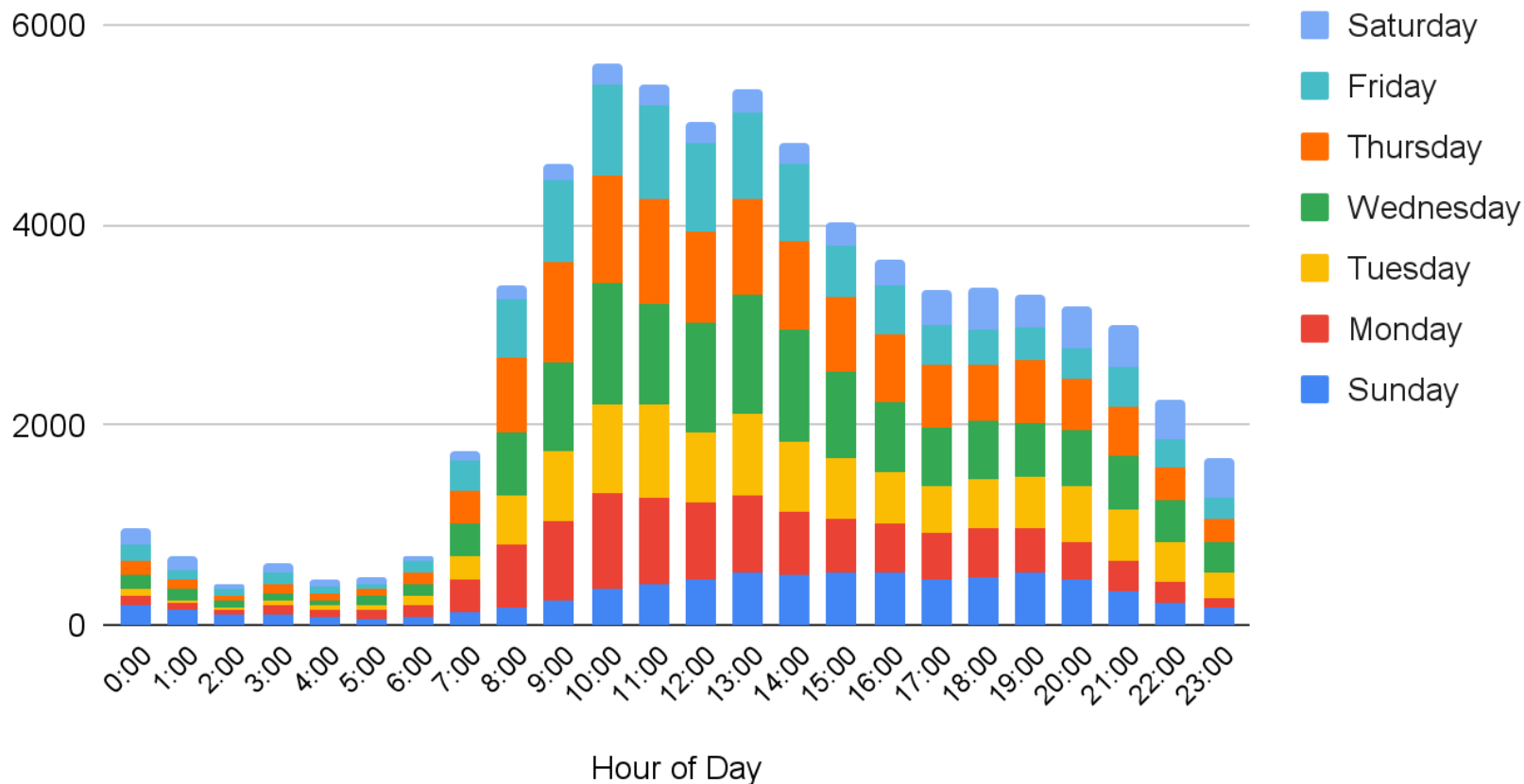
Metrics we examined:

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

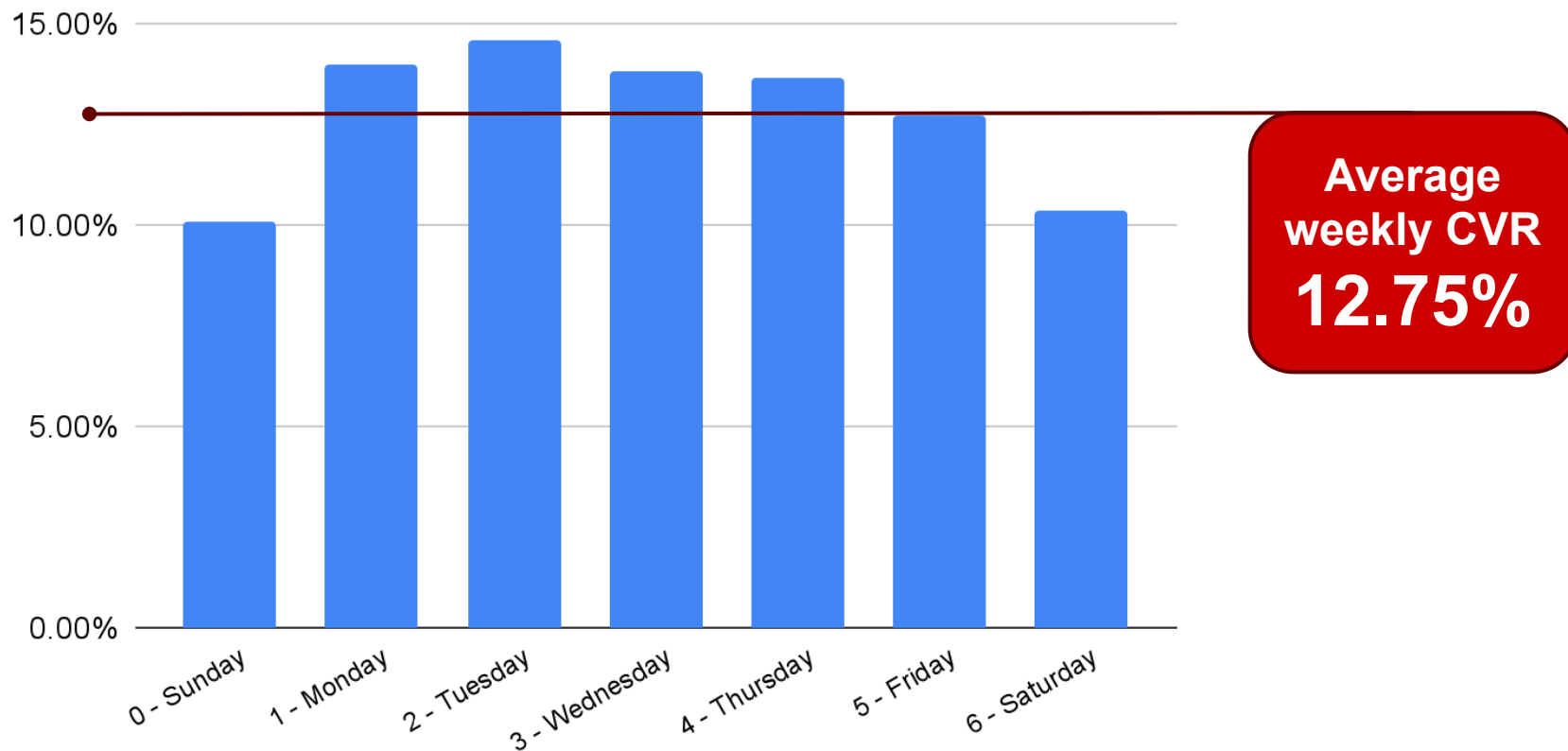
# Total sessions by hour of day



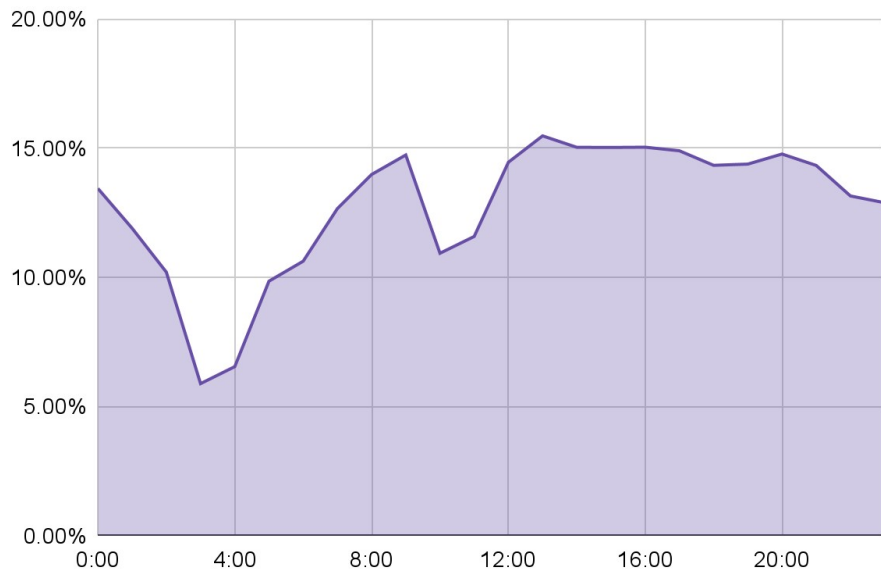
# Total conversions by hour of day



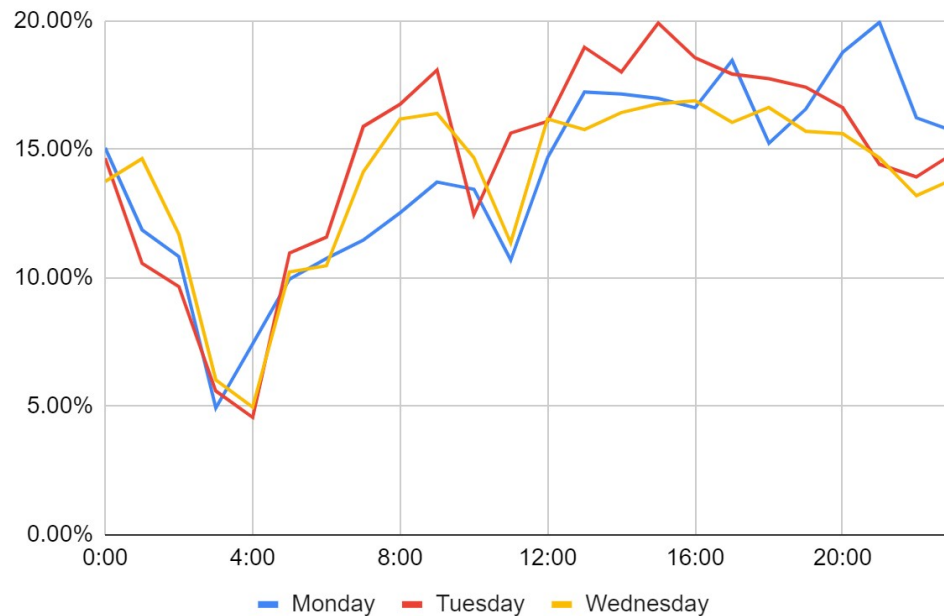
# Average conversion rates by day of week



## Weekly average conversion rates by hour of day



## Monday-Wednesday conversion rates by hour of day



# Conclusions and next steps

We 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)