

S4 Conversion Weekly Report												
Week: 20 - Date - 14/05/2023 To 20/05/2023												
	Visitors	vs LW	vs LY	Buyer	vs LW	vs LY	Coversion	vs LW	vs LY	IPC	vs LW	vs LY
Sun, 14/05/2023	66	25%	0%	12	20%	71%	18.18%	-4%	0%	2.42	-10%	21%
Mon, 15/05/2023	65	5%	0%	15	25%	25%	23.08%	19%	0%	1.67	-55%	11%
Tue, 16/05/2023	50	-22%	0%	10	-57%	-9%	20.00%	-44%	0%	1.90	-30%	-13%
Wed, 17/05/2023	56	-28%	0%	8	-43%	-20%	14.29%	-20%	0%	2.75	-4%	-8%
Thu, 18/05/2023	110	1%	0%	29	-3%	107%	26.36%	-4%	0%	2.62	23%	103%
Fri, 19/05/2023	150	-6%	0%	37	28%	208%	24.67%	35%	0%	2.57	-16%	47%
Sat, 20/05/2023	84	-31%	0%	29	53%	4%	34.52%	120%	0%	2.93	5%	74%
Total	581	-10%	0%	140	2%	49%	24.10%	14%	0%	2.41	-16%	26%
Week: 19 - Date - 07/05/2023 To 13/05/2023												
	Visitors	vs LW	vs LY	Buyer	vs LW	vs LY	Coversion	vs LW	vs LY	IPC	vs LW	vs LY
Sun, 07/05/2023	53	-44%	-87%	10	-57%	-57%	18.87%	-22%	237%	2.7	24%	48%
Mon, 08/05/2023	62	-19%	-70%	12	-8%	-40%	19.35%	15%	103%	3.75	68%	114%
Tue, 09/05/2023	64	-11%	-38%	23	156%	188%	35.94%	188%	363%	2.7	62%	8%
Wed, 10/05/2023	78	-1%	-36%	14	-22%	27%	17.95%	-21%	99%	2.86	36%	74%
Thu, 11/05/2023	109	-9%	-58%	30	43%	58%	27.52%	57%	274%	2.13	-9%	55%
Sat, 13/05/2023	121	8%	-38%	19	0%	-24%	15.70%	-7%	22%	2.79	-24%	34%
Fri, 12/05/2023	159	-1%	-53%	29	12%	71%	18.24%	12%	259%	3.07	77%	27%
Total	646	-10%	-60%	137	6%	11%	21.21%	18%	182%	2.86	26%	47%
Week: 18 - Date - 30/04/2023 To 06/05/2023												
	Visitors	vs LW	vs LY	Buyer	vs LW	vs LY	Coversion	vs LW	vs LY	IPC	vs LW	vs LY
Sun, 30/04/2023	95	-71%	-83%	23	-62%	-53%	24.21%	32%	182%	2.17	15%	30%
Mon, 01/05/2023	77	-80%	-94%	13	-76%	-73%	16.88%	19%	351%	2.23	18%	49%
Tue, 02/05/2023	72	-74%	-94%	9	-76%	-86%	12.50%	-10%	130%	1.67	-27%	-10%
Wed, 03/05/2023	79	-67%	-91%	18	-38%	-68%	22.78%	91%	266%	2.11	-6%	15%
Thu, 04/05/2023	120	-48%	-85%	21	-54%	-57%	17.50%	-11%	177%	2.33	10%	32%
Fri, 05/05/2023	160	-40%	-79%	26	-33%	-38%	16.25%	11%	198%	1.73	-30%	-2%
Sat, 06/05/2023	112	-20%	-76%	19	-21%	-27%	16.96%	-1%	203%	3.68	50%	159%
Total	715	-62%	-88%	129	-56%	-61%	18.04%	16%	221%	2.27	4%	35%
Week: 17 - Date - 23/04/2023 To 29/04/2023												
	Visitors	vs LW	vs LY	Buyer	vs LW	vs LY	Coversion	vs LW	vs LY	IPC	vs LW	vs LY
Sun, 23/04/2023	327	255%	1%	60	62%	186%	18.35%	-54%	183%	1.88	25%	20%
Mon, 24/04/2023	389	363%	14%	55	175%	139%	14.14%	-41%	110%	1.89	35%	-18%
Tue, 25/04/2023	274	138%	-21%	38	81%	19%	13.87%	-24%	51%	2.29	34%	36%
Wed, 26/04/2023	243	113%	-30%	29	-37%	4%	11.93%	-70%	48%	2.24	11%	-6%
Thu, 27/04/2023	233	35%	-57%	46	44%	-10%	19.74%	6%	110%	2.11	-4%	17%
Fri, 28/04/2023	267	10%	-75%	39	-15%	-34%	14.61%	-23%	160%	2.46	57%	29%
Sat, 29/04/2023	140	-62%	-73%	24	-66%	-50%	17.14%	-12%	84%	2.46	29%	12%
Total	1873	58%	-46%	291	7%	11%	15.54%	-33%	106%	2.19	25%	11%