

## S4 Conversion Report - Week

## 02/05/2023- Hourly Report S4

Time		Visitors	vs LW	vs LY	Buyer	vs LW	vs LY	Conversion	vs LW	vs LY	IPC	vs LW	vs LY
12:00:00 AM	12:59:59 AM	0	0%	0%	0	0%	0%	0%	0%	-100%	0	0%	0%
1:00:00 AM	1:59:59 AM	0	0%	0%	0	0%	0%	0%	0%	0%	0	0%	0%
2:00:00 AM	2:59:59 AM	0	0%	0%	0	0%	0%	0%	0%	0%	0	0%	0%
3:00:00 AM	3:59:59 AM	0	0%	0%	0	0%	0%	0%	0%	0%	0	0%	0%
4:00:00 AM	4:59:59 AM	0	0%	0%	0	0%	0%	0%	0%	0%	0	0%	0%
5:00:00 AM	5:59:59 AM	0	0%	0%	0	0%	0%	0%	0%	0%	0	0%	0%
6:00:00 AM	6:59:59 AM	0	0%	0%	0	0%	0%	0%	0%	0%	0	0%	0%
7:00:00 AM	7:59:59 AM	0	0%	0%	0	0.00%	0.00%	0%	0%	0%	0	0%	0%
8:00:00 AM	8:59:59 AM	0	0%	0%	0	0%	0%	0%	0%	0%	0	0%	0%
9:00:00 AM	9:59:59 AM	2	100%	-50%	1	0%	0%	50%	0%	0%	1	0%	0%
10:00:00 AM	10:59:59 AM	8	60%	-20%	0	0%	0%	0%	0%	0%	0	0%	0%
11:00:00 AM	11:59:59 AM	6	0%	-70%	3	0%	0%	50%	0%	233%	2.33	0%	40%
12:00:00 PM	12:59:59 PM	4	-71%	-89%	0	0%	0%	0%	0%	0%	0	0%	0%
1:00:00 PM	1:59:59 PM	3	-83%	-93%	0	0%	0%	0%	0%	0%	0	0%	0%
2:00:00 PM	2:59:59 PM	11	57%	-81%	1	-75%	-80%	9%	-84%	5%	1	-50%	-44%
3:00:00 PM	3:59:59 PM	2	-92%	-97%	0	0%	0%	0%	0%	0%	0	0%	0%
4:00:00 PM	4:59:59 PM	9	-72%	-86%	1	-80%	-67%	11%	-29%	144%	3	25%	200%
5:00:00 PM	5:59:59 PM	2	-93%	-98%	1	-50%	-83%	50%	625%	942%	1	0%	-45%
6:00:00 PM	6:59:59 PM	3	-86%	-98%	0	0%	0%	0%	0%	0%	0	0%	0%
7:00:00 PM	7:59:59 PM	4	-88%	-98%	0	0%	0%	0%	0%	0%	0	0%	0%
8:00:00 PM	8:59:59 PM	10	-71%	-94%	0	0%	0%	0%	0%	0%	0	0%	0%
9:00:00 PM	9:59:59 PM	6	-80%	-95%	2	-75%	100%	33%	25%	3645%	1	-62%	0%
10:00:00 PM	10:59:59 PM	2	-90%	-97%	0	0%	0%	0%	0%	0%	0	0%	0%
11:00:00 PM	11:59:59 PM	0	0%	-100%	0	0%	0%	0%	0%	-100%	0	0%	0%
Total	Total	72	-74%	-94%	9	-76%	-86%	13.00%	-10%	130%	1.67	-27%	-10%