

S3 Conversion Weekly Report

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	253	-5%	16%	15	-35%	-63%	5.93%	-32%	-68%	1.73	10%	-6%
Mon, 24/04/2023	216	-16%	-15%	20	-26%	-39%	9.26%	-12%	-29%	1.95	-3%	13%
Tue, 25/04/2023	241	-12%	-17%	9	-61%	-80%	3.73%	-56%	-76%	2.33	27%	14%
Wed, 26/04/2023	184	-35%	-40%	17	0%	-59%	9.24%	54%	-31%	1.94	-34%	1%
Thu, 27/04/2023	233	-35%	-32%	17	-39%	-62%	7.30%	-6%	-45%	2.35	-3%	36%
Fri, 28/04/2023	222	-1%	-49%	13	-48%	-76%	5.86%	-47%	-53%	2.31	114%	-8%
Sat, 29/04/2023	199	-15%	-50%	16	-30%	-53%	8.04%	-18%	-7%	2.44	81%	17%
Total	1548	-18%	-31%	107	-36%	-63%	6.91%	-21%	-47%	2.15	14%	8%

Week: 16 - Date - 16/04/2023 To 22/04/2023

	Visitors	vs LW	vs LY	Buyer	vs LW	vs LY	Coversion	vs LW	vs LY	IPC	vs LW	vs LY
Sun, 16/04/2023	265	30%	88%	23	-15%	283%	8.68%	-34%	104%	1.57	-12%	-28%
Mon, 17/04/2023	257	58%	49%	27	93%	170%	10.51%	22%	81%	2	12%	-13%
Tue, 18/04/2023	274	51%	50%	23	5%	-15%	8.39%	-31%	-43%	1.83	30%	-37%
Wed, 19/04/2023	283	27%	2%	17	-51%	-71%	6.01%	-62%	-72%	2.94	115%	6%
Thu, 20/04/2023	360	26%	32%	28	-7%	-40%	7.78%	-26%	-55%	2.43	20%	10%
Fri, 21/04/2023	225	-33%	-39%	25	39%	-48%	11.11%	108%	-15%	1.08	-39%	-53%
Sat, 22/04/2023	235	-19%	-15%	23	-21%	-32%	9.79%	-2%	-20%	1.35	-30%	-29%
Total	1899	13%	12%	166	-5%	-28%	8.74%	-16%	-36%	1.89	9%	-20%

Week: 15 - Date - 09/04/2023 To 15/04/2023

	Visitors	vs LW	vs LY	Buyer	vs LW	vs LY	Coversion	vs LW	vs LY	IPC	vs LW	vs LY
Sun, 09/04/2023	204	5%	79%	27	4%	145%	13.24%	-1%	37%	1.78	-2%	31%
Mon, 10/04/2023	163	-17%	8%	14	-42%	17%	8.59%	-29%	8%	1.79	-5%	-35%
Tue, 11/04/2023	181	-17%	6%	22	-4%	47%	12.15%	15%	38%	1.41	-38%	6%
Wed, 12/04/2023	222	10%	91%	35	52%	250%	15.77%	38%	83%	1.37	-21%	-24%
Thu, 13/04/2023	286	42%	54%	30	88%	131%	10.49%	32%	50%	2.03	30%	-27%
Fri, 14/04/2023	337	30%	155%	18	-14%	125%	5.34%	-34%	-12%	1.78	34%	-38%
Sat, 15/04/2023	291	17%	68%	29	21%	123%	9.97%	3%	33%	1.93	-2%	-58%
Total	1684	11%	62%	175	11%	113%	10.39%	1%	32%	1.73	-4%	-31%

Week: 14 - Date - 02/04/2023 To 08/04/2023

	Visitors	vs LW	vs LY	Buyer	vs LW	vs LY	Coversion	vs LW	vs LY	IPC	vs LW	vs LY
Sun, 02/04/2023	195	129%	132%	26	225%	420%	13.33%	42%	124%	1.81	262%	29%
Mon, 03/04/2023	197	153%	135%	24	1,100%	380%	12.18%	375%	105%	1.88	-80%	18%
Tue, 04/04/2023	218	137%	88%	23	283%	92%	10.55%	62%	2%	2.26	4%	35%
Wed, 05/04/2023	201	-18%	95%	23	-43%	92%	11.44%	-30%	-2%	1.74	-16%	-13%
Thu, 06/04/2023	201	-21%	25%	16	-45%	45%	7.96%	-30%	17%	1.56	-37%	-22%
Fri, 07/04/2023	260	-15%	39%	21	-28%	91%	8.08%	-15%	37%	1.33	-26%	-23%
Sat, 08/04/2023	248	-16%	94%	24	-29%	200%	9.68%	-15%	55%	1.96	-11%	57%
Total	1520	12%	76%	157	6%	145%	10.33%	-5%	39%	1.79	-40%	8%