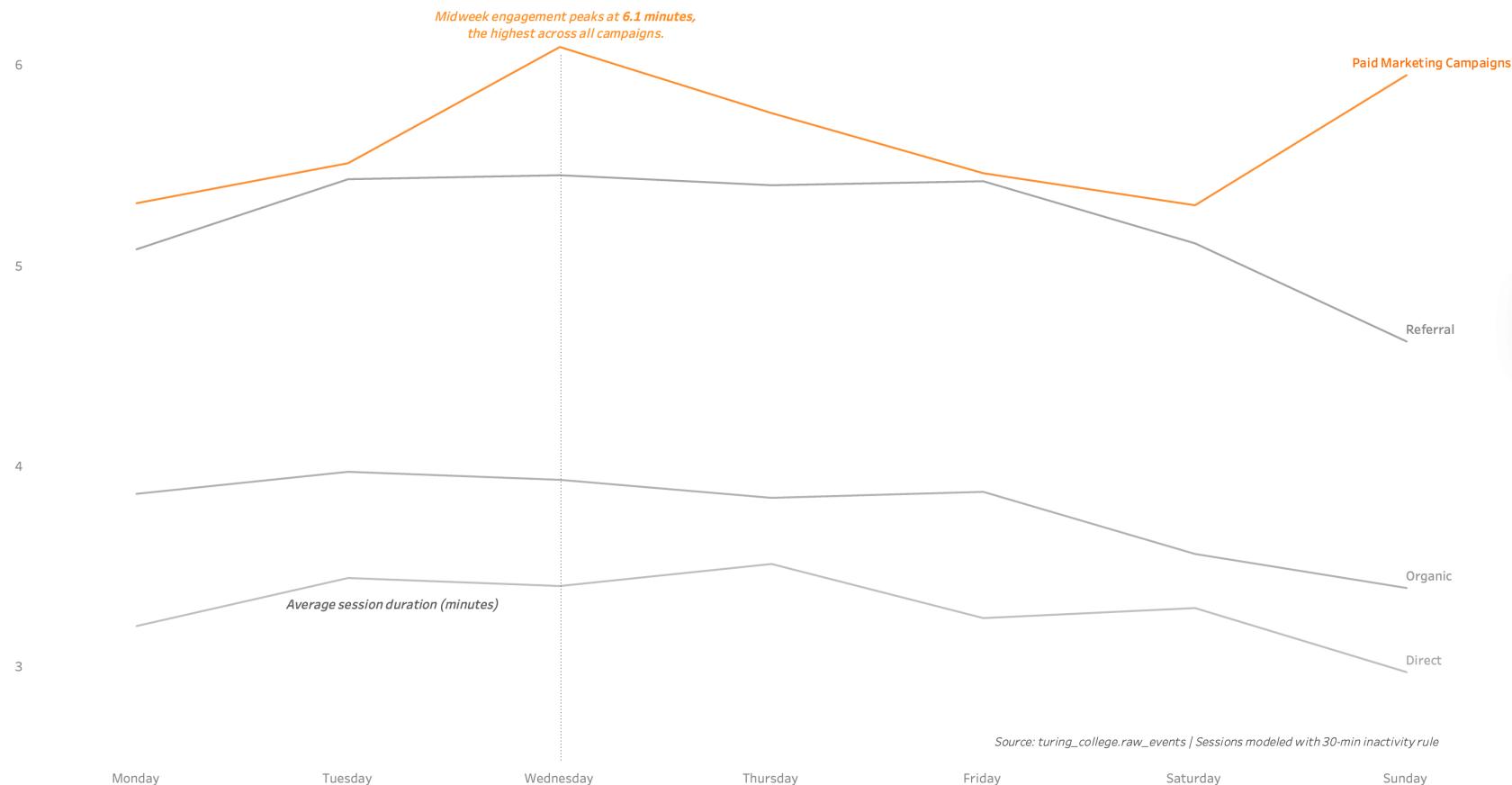


## **When Do Our Campaigns Engage Users Most?**

*Modeling weekday and session behavior across campaigns and channels.*

## Paid Campaigns Avg. Session Peak at 6.1 Minutes Mid-Week

Average session duration (minutes) by weekday and campaign category

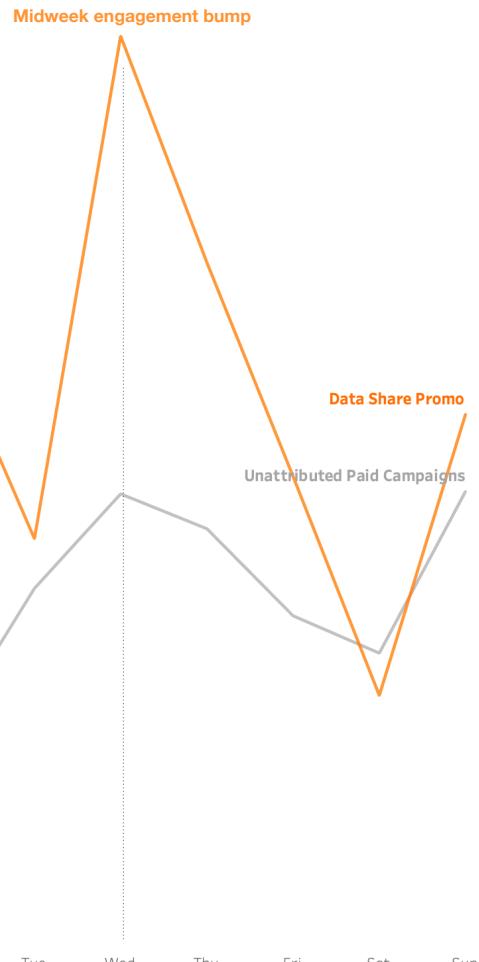


**Paid campaigns** consistently outperform other channels in session engagement time.

## Deeper Look: Uneven Engagement Across Paid Campaigns

Campaign-level data confirms the **midweek engagement trend**, but limited data reduces reliability.

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- Most campaigns had **fewer than 50 sessions**, too small to draw firm conclusions.
- Data Share Promo and Unattributed Paid Campaign still show a **midweek engagement bump**, mirroring the main trend.
- A large portion of sessions are classified as Unattributed Paid Campaigns, from **broken tracking tags**.

Note: Campaigns with fewer than 50 total sessions were excluded for reliability.

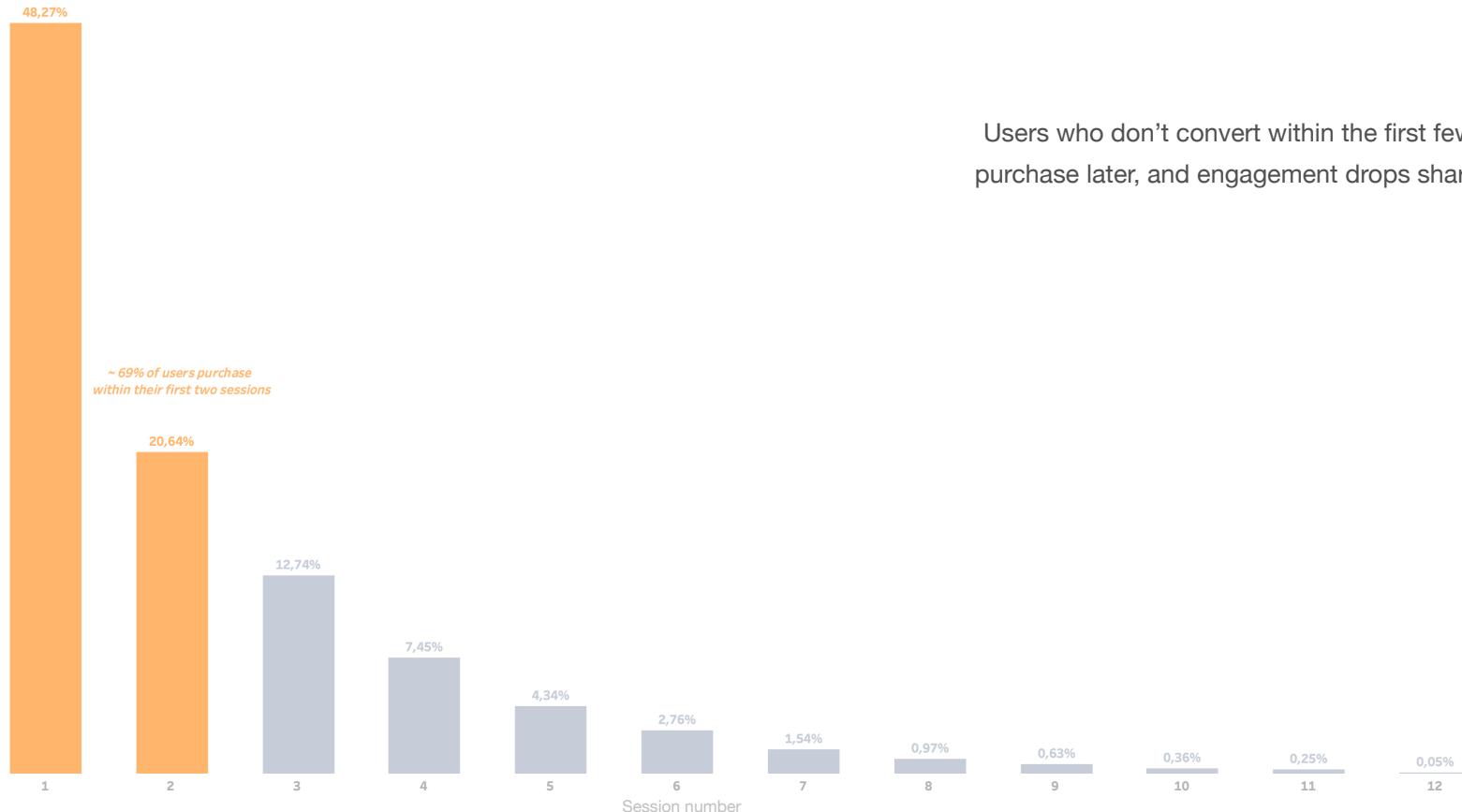
Entries previously labelled “(data deleted)” were renamed to “Unattributed Paid Campaigns” to reflect broken tracking tags.

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Mon Tue Wed Thu Fri Sat Sun

## Most Users Purchase Within Their First **Two Sessions**

*Share of users by session until first purchase.*



Users who don't convert within the first few visits are far less likely to purchase later, and engagement drops sharply **after the 3rd session**.

## One in Three Purchases Happen During **6-15 Minute Sessions**

*Share of purchases by session time.*



- The 6-15 minute window is the **sweet spot for engagement leading to conversion**, users who stay long are the most likely to purchase.
- **Drop-offs after 15 minutes** suggest that prolonged browsing may reflect **hesitation rather than intent**, an opportunity to streamline the path to purchase.

*Note: Session durations were modeled using 30 min inactivity threshold. This explains discrepancies between modeled and raw purchase counts (~4.8k vs 5.6k)*

## Recommendations

### *Strengthen Tracking and Optimize Timing*

- ***Fix Tracking Gaps:*** Audit “Unattributed Paid” sessions to recover lost insight
- ***Lean into the midweek momentum:*** Users stay longer around Wednesday and Thursday, that’s when they are most engaged. We could test running ads, email, or new product highlights midweek to see if it increases conversions.
- ***Revisit organic pages:*** Organic and direct visitors spend less time per session. It’s worth reviewing if landing pages need stronger hooks or more personalized content to improve engagement.

## Key Takeaways & Next Steps

### Key Takeaways

- Paid campaigns drive the ***longest average session***, peaking mid-week at 6.1 minutes.
- Engagement does not always translate to conversions; ***users linger but hesitate***.
- ***Data quality*** still limits deeper granular insights; a large portion of paid traffic remains unattributed.

### Next Steps

- **Audit and fix tracking tags** to ensure all paid traffic is correctly captured.
- Integrate with ROI metrics from the previous task to ***connect engagement with profitability***.