

Campaign Name

All

Ad Group

All

User Day Of Week

All

87.41K

Sum of Advertiser Cost (USD)

34K

Sum of Click to Site

1175

Sum of Buy

83K

Sum of Clicks

40M

Sum of Impressions

Best v Worst Times For Display

| User Day Of Week | 10   | 11   | 12   | 13   | 14   | 15   | 16   | 17   | 18   | 19   | 20   | 21   | 22   | 23   | 5    | 6    | 7    | 8    | Total |
|------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|
| Friday           | 0.32 | 0.38 | 0.42 | 0.32 | 0.38 | 0.39 | 0.35 | 0.36 | 0.34 | 0.45 | 0.45 | 0.51 | 0.50 | 0.51 | 0.21 | 0.25 | 0.31 | 0.34 | 0.39  |
| Monday           | 0.31 | 0.36 | 0.34 | 0.34 | 0.40 | 0.47 | 0.46 | 0.51 | 0.51 | 0.64 | 0.58 | 0.53 | 0.48 | 0.50 | 0.28 | 0.23 | 0.29 | 0.30 | 0.41  |
| Saturday         | 0.32 | 0.32 | 0.34 | 0.36 | 0.35 | 0.47 | 0.47 | 0.48 | 0.42 | 0.52 | 0.53 | 0.52 | 0.50 | 0.51 | 0.25 | 0.24 | 0.24 | 0.32 | 0.41  |
| Sunday           | 0.32 | 0.31 | 0.37 | 0.38 | 0.40 | 0.43 | 0.44 | 0.47 | 0.46 | 0.47 | 0.67 | 0.54 | 0.57 | 0.51 | 0.29 | 0.20 | 0.24 | 0.34 | 0.42  |
| Thursday         | 0.40 | 0.32 | 0.27 | 0.35 | 0.36 | 0.31 | 0.37 | 0.34 | 0.44 | 0.40 | 0.45 | 0.41 | 0.42 | 0.45 | 0.22 | 0.22 | 0.29 | 0.30 | 0.35  |
| Tuesday          | 0.34 | 0.41 | 0.32 | 0.39 | 0.34 | 0.36 | 0.37 | 0.33 | 0.40 | 0.40 | 0.42 | 0.44 | 0.44 | 0.41 | 0.23 | 0.29 | 0.33 | 0.40 | 0.37  |
| Wednesday        | 0.27 | 0.28 | 0.30 | 0.43 | 0.41 | 0.36 | 0.33 | 0.35 | 0.41 | 0.48 | 0.44 | 0.45 | 0.46 | 0.40 | 0.27 | 0.17 | 0.33 | 0.21 | 0.36  |
| Total            | 0.33 | 0.34 | 0.33 | 0.37 | 0.38 | 0.39 | 0.39 | 0.39 | 0.42 | 0.47 | 0.49 | 0.49 | 0.48 | 0.47 | 0.25 | 0.23 | 0.29 | 0.31 | 0.38  |

Best Times

| ClicksToSitePerDollar | User Day Of Week | User Hour Of Day |
|-----------------------|------------------|------------------|
| 0.51                  | Friday           | 21               |
| 0.51                  | Friday           | 23               |
| 0.51                  | Monday           | 17               |
| 0.51                  | Monday           | 18               |
| 0.64                  | Monday           | 19               |
| 0.58                  | Monday           | 20               |
| 0.54                  |                  |                  |

Best Times

| ClicksToSitePerDollar | User Day Of Week | User Hour Of Day |
|-----------------------|------------------|------------------|
| 0.21                  | Friday           | 5                |
| 0.25                  | Friday           | 6                |
| 0.28                  | Monday           | 5                |
| 0.23                  | Monday           | 6                |
| 0.29                  | Monday           | 7                |
| 0.25                  | Saturday         | 5                |
| 0.25                  |                  |                  |