#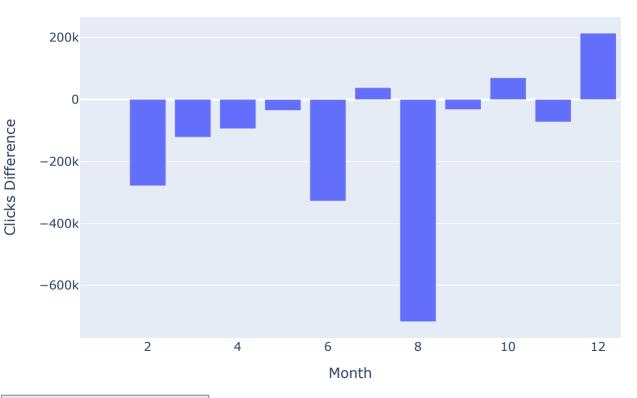 Difference in Clicks Compared to Previous Month