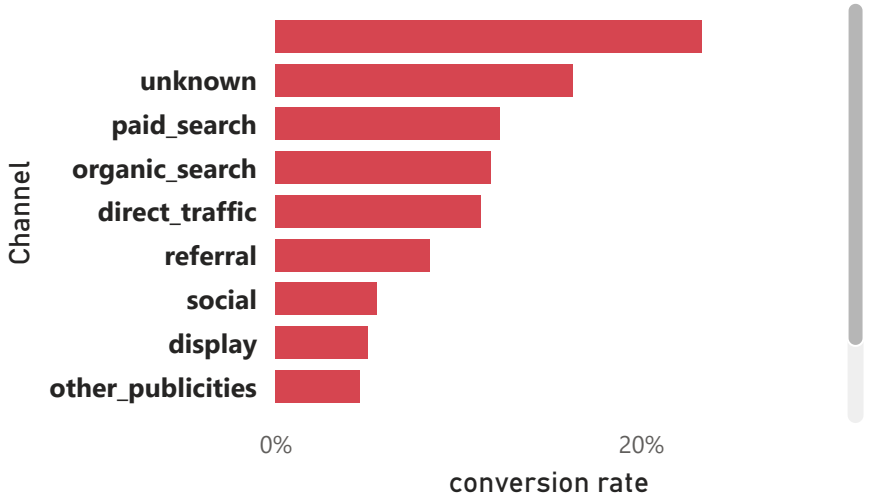


Channel yielding highest conversion rate

10.5%  
conversion rate

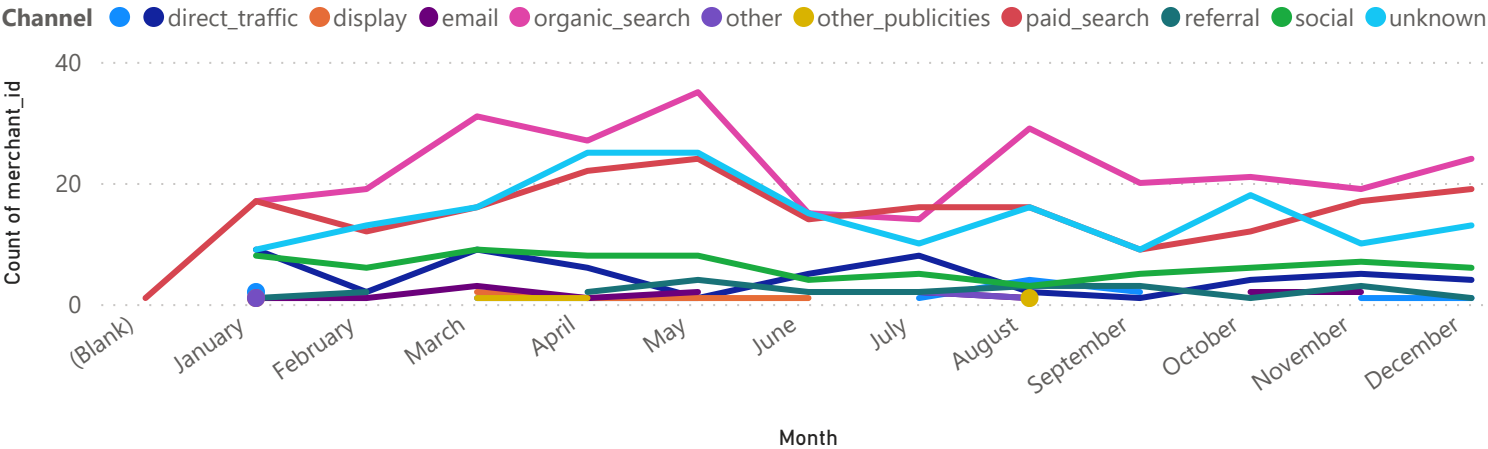
conversion rate by Channel



8000 Count of leads      842 became merchants      665 converted using DISC      79% Conversion rate

Seasonal Patterns

Count of merchant\_id by Month and Channel



Average days per channel for a lead to become a merchant

Channels	Average Days
display	25.67
other	95.00
direct_traffic	189.91
unknown	200.18
paid_search	204.76
referral	204.88
	205.86
social	208.97

206  
Average Days

landing\_page...  
Cluster2

36

Count of landing pages per cluster

landing_page_id	Cluster2
04a75b75d5f4f3a16b0178fbe382da00	100.0%
13fa6688e41e863dcdbdb4c6112c4c86	100.0%
146e076b71a6ca8c31b34191182a313a	100.0%
1d83f02bfc05b6715ef428ee0ccd78be	100.0%
2635743d5842a4475730345cf894efce	100.0%
282cb66cf00adb96a4486eb4cb2431c	100.0%

Landing pages with highest conversion rate

conversion rate by landing\_page\_id (clusters)

