

June 1st - September 1st, 2016

Percentage

Summary

Total number of "needHelp" clicks:	203808
Total number of clicks where advertiser abandoned page:	20824
Total number of "needHelp" clicks tied to advertiser	182984
 # of clicks tied to US Advertisers	 119137
# of clicks tied to Rest of World	63847

USA Metrics

<i>Business Hours</i>	# of successful ZenDesk escalations within 1HR following "needHelp" request	13804	11.59%
<i>(8AM - 8PM)</i>	# of successful CWF submitted within 1HR following "needHelp" request	7903	6.63%
	# of successful phone calls within 1HR following "needHelp" request	10902	9.15%
	# of clicks to Olark button tied to an advertisers within 1HR of "needHelp" request	28157	23.63%
TOTAL:		60766	51.00%

<i>Off Hours</i>	# of successful ZenDesk escalations within 1HR following "needHelp" request	2764	2.32%
<i>(8PM - 8AM)</i>	# of successful CWF submitted with 1HR following "needHelp" request	1845	1.55%
	# of successful phone calls within 1HR following "needHelp" request	6	0.01%
	# of clicks to Olark button tied to an advertisers within 1HR of "needHelp" request	3439	2.89%
TOTAL:		8054	6.76%

US Combined Total 31.42%
Difference 68.58%

Rest of World

	# of successful ZenDesk escalations within 1HR following "needHelp" request	11689	18.31%
	# of successful CWF submitted within 1HR following "needHelp" request	7755	12.15%
	# of successful phone calls within 1HR following "needHelp" request	1212	1.90%
	# of clicks to Olark button tied to an advertisers within 1HR of "needHelp" request	9449	14.80%
TOTAL:		30105	47.15%

For these metrics, we're saying that the advertiser clicked on "LiveChat" - around 90% follow-up with an actual chat with a rep