

Fake Hourly Channel Report

Creation Date: Wednesday, August 2020, 17:44:18 PM EDT

Hourly Channel

| Channels | | 2020 Parameter | | | 2019 Parameter | | | Hour | |
|----------|---------------|---------------------|-----------------------------|-------------|----------------|-------------------|---------------------------|--------------|--------------|
| | | A1.2 | | | A1.3 | | | A1.4 | |
| Hours ▲ | Visitors 2019 | Visitors Difference | Visitors Percent Difference | Visits 2020 | Visits 2019 | Visits Difference | Visits Percent Difference | Sales 2020 | Sales 2019 |
| 12 AM | 14066 | -1041 | -7.40% | 26020 | 27225 | -1205 | -4.43% | \$127,106.02 | \$85,787.54 |
| 1 AM | 12080 | 3368 | 27.88% | 20234 | 25169 | -4935 | -19.61% | \$125,587.23 | \$87,360.68 |
| 2 AM | 13586 | -1654 | -12.17% | 18643 | 22100 | -3457 | -15.64% | \$77,216.24 | \$103,587.32 |
| 3 AM | 13780 | -1488 | -10.80% | 27499 | 21425 | 6074 | 28.35% | \$113,834.26 | \$96,626.79 |
| 4 AM | 14332 | -2717 | -18.96% | 23428 | 24533 | -1105 | -4.50% | \$107,270.85 | \$127,126.23 |
| 5 AM | 10859 | 3522 | 32.43% | 16599 | 16378 | 221 | 1.35% | \$104,621.65 | \$93,697.80 |
| 6 AM | 13698 | 2974 | 21.71% | 20138 | 16734 | 3404 | 20.34% | \$109,739.81 | \$91,070.36 |
| 7 AM | 10098 | 3157 | 31.26% | 25928 | 17423 | 8505 | 48.81% | \$127,473.55 | \$108,494.27 |
| 8 AM | 14645 | -5959 | -40.69% | 29054 | 22307 | 6747 | 30.25% | \$57,394.49 | \$76,606.08 |
| 9 AM | 12602 | 307 | 2.44% | 21765 | 24386 | -2621 | -10.75% | \$88,407.86 | \$130,710.51 |
| 10 AM | 11660 | -1321 | -11.33% | 19102 | 15515 | 3587 | 23.12% | \$97,651.93 | \$104,686.86 |
| 11 AM | 10960 | 4934 | 45.02% | 15993 | 19906 | -3913 | -19.66% | \$122,085.25 | \$87,530.98 |
| 12 PM | 12587 | 647 | 5.14% | 26967 | 21193 | 5774 | 27.24% | \$132,558.97 | \$110,822.50 |

A1.5

Notes:

1. Click any column name of the crosstable to sort by that particular column
2. Click any figure inside the crosstable to look at the pop-up (comparsion charts or Comparison charts by channels) windows for more information
3. Click any figure inside the corsstable to look at the 2.2 Hourly Channel Charts (SFTP) report

Fake Hourly Channel Report

Hourly Channel Report Format Dashboard Hourly Chart Hourly Channel Chart Today Conversion +

Channels

2020 Parameter 2019 Parameter Hour

Channels 2020/07/13 2019/07/13 Hours

Summary 2020 2019 Difference 2019 vs 2020 Percent Difference 2019 vs 2020 2020 Channel-Hour 2019 Channel-Hour Percent Difference 2019 vs 2020 Channel-Hour

| Hours | Visitors 2019 | Visitors Difference | Visitors Percent Difference | Visits 2020 | Visits 2019 | Visits Difference | Visits Percent Difference | Sales 2020 | Sales 2019 | Sales Difference | Sales Percent Difference | Orders 2020 | Orders 2019 | Orders Difference | Orders Percent Difference |
|-------|---------------|---------------------|-----------------------------|-------------|-------------|-------------------|---------------------------|--------------|--------------|------------------|--------------------------|-------------|-------------|-------------------|---------------------------|
| 12 AM | 14066 | -1041 | -7.40% | 26020 | 27225 | -1205 | -4.43% | \$127,106.02 | \$85,787.54 | \$41,318 | 48.16% | 953 | 780 | 173 | 22.18% |
| 1 AM | 12080 | 3368 | 27.88% | 20234 | 25169 | -4935 | -19.61% | \$125,587.23 | \$87,360.68 | \$38,227 | 43.76% | 1067 | 947 | 120 | 12.67% |
| 2 AM | 13586 | -1654 | -12.17% | 18643 | 22100 | -3457 | -15.64% | \$77,216.24 | \$103,587.32 | (\$26,371) | -25.46% | 1239 | 1038 | 201 | 19.36% |
| 3 AM | 13780 | -1488 | -10.80% | 27499 | 21425 | 6074 | 28.35% | \$113,834.26 | \$96,626.79 | \$17,207 | 17.81% | 1136 | 1140 | -4 | -0.35% |
| 4 AM | 14332 | -2717 | -18.96% | 23428 | 24533 | -1105 | -4.50% | \$107,270.85 | \$127,126.23 | (\$19,855) | -15.62% | 1199 | 930 | 269 | 28.92% |
| 5 AM | 10859 | 3522 | 32.43% | 16599 | 16378 | 221 | 1.35% | \$104,621.65 | \$93,697.80 | \$10,924 | 11.66% | 996 | 855 | 141 | 16.49% |
| 6 AM | 13698 | 2974 | 21.71% | 20138 | 16734 | 3404 | 20.34% | \$109,739.81 | \$91,070.36 | \$18,669 | 20.50% | 911 | 1244 | -333 | -26.77% |
| 7 AM | 10098 | 3157 | 31.26% | 25928 | 17423 | 8505 | 48.81% | \$127,473.55 | \$108,494.27 | \$18,979 | 17.49% | 884 | 979 | -95 | -9.70% |
| 8 AM | 14645 | -5959 | -40.69% | 29054 | 22307 | 6747 | 30.25% | \$57,394.49 | \$76,606.08 | (\$19,212) | -25.08% | 838 | 840 | -2 | -0.24% |
| 9 AM | 12602 | 307 | 2.44% | 21765 | 24386 | -2621 | -10.75% | \$88,407.86 | \$130,710.51 | (\$42,303) | -32.36% | 970 | 1257 | -287 | -22.83% |
| 10 AM | 11660 | -1321 | -11.33% | 19102 | 15515 | 3587 | 23.12% | \$97,651.93 | \$104,686.86 | (\$7,035) | -6.72% | 624 | 1241 | -617 | -49.72% |
| 11 AM | 10960 | 4934 | 45.02% | 15993 | 19906 | -3913 | -19.66% | \$122,085.25 | \$87,530.98 | \$34,554 | 39.48% | 1128 | 953 | 175 | 18.36% |
| 12 PM | 12587 | 647 | 5.14% | 26967 | 21193 | 5774 | 27.24% | \$132,558.97 | \$110,822.50 | \$21,736 | 19.61% | 953 | 754 | 199 | 26.39% |
| 1 PM | 12293 | 2034 | 16.55% | 23034 | 21081 | 1953 | 9.26% | \$108,782.84 | \$110,545.41 | (\$1,763) | -1.59% | 720 | 1187 | -467 | -39.34% |
| 2 PM | 9751 | 3021 | 30.98% | 19230 | 23636 | -4406 | -18.64% | \$135,936.30 | \$68,441.28 | \$67,495 | 98.62% | 1068 | 871 | 197 | 22.62% |
| 3 PM | 11490 | 3766 | 32.78% | 20899 | 17741 | 3158 | 17.80% | \$85,990.68 | \$128,518.97 | (\$42,528) | -33.09% | 778 | 873 | -95 | -10.88% |
| 4 PM | 11475 | 1219 | 10.62% | 16696 | 27723 | -11027 | -39.78% | \$103,083.33 | \$101,696.86 | \$1,386 | 1.36% | 716 | 1147 | -431 | -37.58% |
| 5 PM | 12514 | 2407 | 19.23% | 16909 | 18124 | -1215 | -6.70% | \$85,237.22 | \$149,561.19 | (\$64,324) | -43.01% | 938 | 1111 | -173 | -15.57% |

Notes:

- Click any column name of the crosstable to sort by that particular column
- Click any figure inside the crosstable to look at the pop-up (comparison charts or Comparison charts by channels) windows for more information
- Click any figure inside the crosstable to look at the 2.2 Hourly Channel Charts (SFTP) report

◀ Summary 2020 2019 Difference 2019 vs 2020 Percent Difference 2019 vs 2020 2020 Channel

| Hours ▲ | Visitors 2019 | Visitors Difference | Visitors Percent Difference | Visits 2020 | Visits 2019 | Visits Difference | Visits Percent Difference | Sales 2020 | Sales 2019 |
|---------|---------------|---------------------|-----------------------------|-------------|--|-------------------|---------------------------|--------------|------------|
| 12 AM ▶ | 14066 | -1041 | -7.40% | 26020 | 27225 | -1205 | -4.43% | \$127,106.02 | \$85,7 |
| 1 AM ▶ | 12080 | 3368 | 27.88% | 20234 | 25169 | -4935 | -19.61% | \$125,587.23 | \$87,3 |
| 2 AM ▶ | 13586 | -1654 | -12.17% | 18613 | 22100 | -3487 | -15.41% | \$77,216.24 | \$103,5 |
| 3 AM ▶ | 13780 | -1488 | -10.80% | 2715 | Select an action | | | | |
| 4 AM ▶ | 14332 | -2717 | -18.96% | 2345 | Page Link to Hourly Chart | | | | |
| 5 AM ▶ | 10859 | 3522 | 32.43% | 1615 | Page Link to Hourly Channel Chart | | | | |
| 6 AM ▶ | 13698 | 2974 | 21.71% | 2015 | Report Link to 2.2 Hourly Channel Charts (SFTP) - test | | | | |
| 7 AM ▶ | 10098 | 3157 | 31.26% | 2515 | | | | | |
| 8 AM ▶ | 14645 | -5959 | -40.69% | 29054 | 22307 | 6747 | 30.25% | \$57,394.49 | \$76,6 |
| 9 AM ▶ | 12602 | 307 | 2.44% | 21765 | 24386 | -2621 | -10.75% | \$88,407.86 | \$130,7 |

| Channels | | | 2020 Parameter | | | | 2019 Parameter | | | | Hour | | | | | | |
|-----------------|-------------|---------------------------|----------------|---------------|-------------|-------------------------|---------------------------------|-------------------|-----------------|-------------------|----------|--|----------------------|-----------------------------|-------------------|------|--|
| Channels | | | 2020/07/13 | | | | 2019/07/13 | | | | Hours | | | | | | |
| | | | Summary | 2020 | 2019 | Difference 2019 vs 2020 | Percent Difference 2019 vs 2020 | 2020 Channel-Hour | | 2019 Channel-Hour | | Percent Difference 2019 vs 2020 Channel-Hour | | | | | |
| Hours | ▲ | Channels | ▲ | Visitors 2020 | Visits 2020 | Sales 2020 | Orders 2020 | AOV 2020 | Conversion 2020 | Units 2020 | UPT 2020 | Unique Add to Bag 2020 | Add to Bag Rate 2020 | Order to Addtobag Rate 2020 | Abandon Rate 2020 | E Ra | |
| ◀ 12 AM | Affiliate | Affiliate | | 239 | 1405 | \$15,357.10 | 161 | \$95.39 | 67.36% | 527 | 3.27 | 483 | 202.09% | 33.33% | 66.67% | | |
| | | Direct | | 1307 | 3026 | \$13,885.71 | 48 | \$289.29 | 3.67% | 285 | 5.94 | 104 | 7.96% | 46.15% | 53.85% | | |
| | | Email | | 1137 | 1679 | \$1,431.80 | 180 | \$7.95 | 15.83% | 56 | 0.31 | 90 | 7.92% | 200.00% | -100.00% | | |
| | | Internal Referrer/Refresh | | 584 | 2929 | \$11,193.97 | 159 | \$70.40 | 27.23% | 499 | 3.14 | 334 | 57.19% | 47.60% | 52.40% | | |
| | | Organic Search | | 1115 | 1840 | \$12,669.10 | 86 | \$147.32 | 7.71% | 528 | 6.14 | 116 | 10.40% | 74.14% | 25.86% | | |
| | Paid Search | Paid Search | | 1746 | 1815 | \$9,222.52 | 52 | \$177.36 | 2.98% | 348 | 6.69 | 405 | 23.20% | 12.84% | 87.16% | | |
| | | PayPal | | 1083 | 3105 | \$4,072.96 | 50 | \$81.46 | 4.62% | 471 | 9.42 | 296 | 27.33% | 16.89% | 83.11% | | |
| | | PLA | | 1770 | 3452 | \$6,999.83 | 55 | \$127.27 | 3.11% | 470 | 8.55 | 55 | 3.11% | 100.00% | 0.00% | | |
| | | Remarketing | | 2156 | 3599 | \$17,524.20 | 38 | \$461.16 | 1.76% | 249 | 6.55 | 55 | 2.55% | 69.09% | 30.91% | | |
| | | Social Media | | 1832 | 2721 | \$17,363.90 | 64 | \$271.31 | 3.49% | 201 | 3.14 | 483 | 26.36% | 13.25% | 86.75% | | |
| | | Web Misc | | 56 | 449 | \$17,384.93 | 60 | \$289.75 | 107.14% | 463 | 7.72 | 162 | 289.29% | 37.04% | 62.96% | | |
| Subtotal: 12 AM | | | | 13025 | 26020 | \$127,106.02 | 953 | \$133.37 | 7.32% | 4097 | 4.30 | 2583 | 19.83% | 36.90% | 63.10% | | |
| 1 AM | | | ▶ | 15448 | 20234 | \$125,587.23 | 1067 | \$117.70 | 6.91% | 3203 | 3.00 | 2307 | 14.93% | 46.25% | 53.75% | | |
| 2 AM | | | ▶ | 11932 | 18643 | \$77,216.24 | 1239 | \$62.32 | 10.38% | 3159 | 2.55 | 2749 | 23.04% | 45.07% | 54.93% | | |
| 3 AM | | | ▶ | 12292 | 27499 | \$113,834.26 | 1136 | \$100.21 | 9.24% | 3277 | 2.88 | 2948 | 23.98% | 38.53% | 61.47% | | |
| 4 AM | | | ▶ | 11615 | 23428 | \$107,270.85 | 1199 | \$89.47 | 10.32% | 3444 | 2.87 | 2325 | 20.02% | 51.57% | 48.43% | | |
| 5 AM | | | ▶ | 14381 | 16599 | \$104,621.65 | 996 | \$105.04 | 6.93% | 2922 | 2.93 | 3243 | 22.55% | 30.71% | 69.29% | | |
| 6 AM | | | ▶ | 16672 | 20138 | \$109,739.81 | 911 | \$120.46 | 5.46% | 3562 | 3.91 | 2966 | 17.79% | 30.71% | 69.29% | | |
| 7 AM | | | ▶ | 12255 | 25020 | \$127,472.55 | 804 | \$111.20 | 11.70% | 2007 | 4.42 | 2072 | 15.10% | 47.40% | 57.26% | | |

| Channels | | 2020 Parameter | | | | 2019 Parameter | | | | Hour | | | | |
|----------|---|----------------|-------------|--------------|-------------------------|---------------------------------|-------------------|------------|-------------------|------------------------|--|-----------------------------|-------------------|------------------|
| Channels | | 2020/07/13 | | | | 2019/07/13 | | | | Hours | | | | |
| | | Summary | 2020 | 2019 | Difference 2019 vs 2020 | Percent Difference 2019 vs 2020 | 2020 Channel-Hour | | 2019 Channel-Hour | | Percent Difference 2019 vs 2020 Channel-Hour | | > | |
| Hours | ▲ | Visitors 2019 | Visits 2019 | Sales 2019 | Orders 2019 | AOV 2019 | Conversion 2019 | Units 2019 | UPT 2019 | Unique Add to Bag 2019 | Add to Bag Rate 2019 | Order to Addtobag Rate 2019 | Abandon Rate 2019 | Bounce Rate 2019 |
| 12 AM | ► | 14066 | 27225 | \$85,787.54 | 780 | \$109.98 | 5.55% | 4588 | 5.88 | 2200 | 15.64% | 35.45% | 64.55% | 45.39% |
| 1 AM | ► | 12080 | 25169 | \$87,360.68 | 947 | \$92.25 | 7.84% | 3619 | 3.82 | 1736 | 14.37% | 54.55% | 45.45% | 39.35% |
| 2 AM | ► | 13586 | 22100 | \$103,587.32 | 1038 | \$99.80 | 7.64% | 4159 | 4.01 | 2410 | 17.74% | 43.07% | 56.93% | 53.72% |
| 3 AM | ► | 13780 | 21425 | \$96,626.79 | 1140 | \$84.76 | 8.27% | 4461 | 3.91 | 2929 | 21.26% | 38.92% | 61.08% | 54.30% |
| 4 AM | ► | 14332 | 24533 | \$127,126.23 | 930 | \$136.69 | 6.49% | 4126 | 4.44 | 2031 | 14.17% | 45.79% | 54.21% | 47.98% |
| 5 AM | ► | 10859 | 16378 | \$93,697.80 | 855 | \$109.59 | 7.87% | 4168 | 4.87 | 3068 | 28.25% | 27.87% | 72.13% | 52.78% |
| 6 AM | ► | 13698 | 16734 | \$91,070.36 | 1244 | \$73.21 | 9.08% | 3000 | 2.41 | 2670 | 19.49% | 46.59% | 53.41% | 47.63% |
| 7 AM | ► | 10098 | 17423 | \$108,494.27 | 979 | \$110.82 | 9.69% | 3014 | 3.08 | 3087 | 30.57% | 31.71% | 68.29% | 46.61% |
| 8 AM | ► | 14645 | 22307 | \$76,606.08 | 840 | \$91.20 | 5.74% | 3583 | 4.27 | 2365 | 16.15% | 35.52% | 64.48% | 44.63% |
| 9 AM | ► | 12602 | 24386 | \$130,710.51 | 1257 | \$103.99 | 9.97% | 3742 | 2.98 | 2421 | 19.21% | 51.92% | 48.08% | 36.57% |
| 10 AM | ► | 11660 | 15515 | \$104,686.86 | 1241 | \$84.36 | 10.64% | 3578 | 2.88 | 2343 | 20.09% | 52.97% | 47.03% | 40.20% |
| 11 AM | ► | 10960 | 19906 | \$87,530.98 | 953 | \$91.85 | 8.70% | 2971 | 3.12 | 3497 | 31.91% | 27.25% | 72.75% | 35.47% |
| 12 PM | ► | 12587 | 21193 | \$110,822.50 | 754 | \$146.98 | 5.99% | 3938 | 5.22 | 3290 | 26.14% | 22.92% | 77.08% | 36.77% |
| 1 PM | ► | 12293 | 21081 | \$110,545.41 | 1187 | \$93.13 | 9.66% | 4214 | 3.55 | 3931 | 31.98% | 30.20% | 69.80% | 63.25% |
| 2 PM | ► | 9751 | 23636 | \$68,441.28 | 871 | \$78.58 | 8.93% | 3403 | 3.91 | 2384 | 24.45% | 36.54% | 63.46% | 48.20% |
| 3 PM | ► | 11490 | 17741 | \$128,518.97 | 873 | \$147.22 | 7.60% | 3538 | 4.05 | 3250 | 28.29% | 26.86% | 73.14% | 45.51% |
| 4 PM | ► | 11475 | 27723 | \$101,696.86 | 1147 | \$88.66 | 10.00% | 3646 | 3.18 | 2915 | 25.40% | 39.35% | 60.65% | 35.25% |
| 5 PM | ► | 12514 | 18124 | \$149,561.19 | 1111 | \$134.62 | 8.88% | 3705 | 3.33 | 2266 | 18.11% | 49.03% | 50.97% | 56.82% |
| 6 PM | ▼ | 11105 | 20071 | \$121,420.01 | 820 | \$120.77 | 7.00% | 3224 | 2.71 | 2057 | 14.20% | 42.25% | 57.75% | 30.22% |

| Channels | | 2020 Parameter | | | | 2019 Parameter | | | | Hour | | | | |
|----------|---|---------------------|-------------------|-------------------------|-------------------|---------------------------------|-----------------------|-------------------|----------------|------------------------------|----------------------------|--|-------------------------|------------------------|
| Channels | | 2020/07/13 | | | | 2019/07/13 | | | | Hours | | | | |
| | | 2020 | 2019 | Difference 2019 vs 2020 | | Percent Difference 2019 vs 2020 | | 2020 Channel-Hour | | 2019 Channel-Hour | | Percent Difference 2019 vs 2020 Channel-Hour | | |
| Hours | ▼ | Visitors Difference | Visits Difference | Sales Difference | Orders Difference | AOV Difference | Conversion Difference | Units Difference | UPT Difference | Unique Add to Bag Difference | Add to Bag Rate Difference | Order to Addtobag Rate Difference | Abandon Rate Difference | Bounce Rate Difference |
| 12 AM | ► | -1041 | -1205 | \$41,318 | 173 | \$23.39 | 1.77% | -491 | -1.58 | 383 | 4.19% | 1.44% | -1.44% | -0.85% |
| 1 AM | ► | 3368 | -4935 | \$38,227 | 120 | \$25.45 | -0.93% | -416 | -0.82 | 571 | 0.56% | -8.30% | 8.30% | -2.26% |
| 2 AM | ► | -1654 | -3457 | (\$26,371) | 201 | (\$37.47) | 2.74% | -1000 | -1.46 | 339 | 5.30% | 2.00% | -2.00% | 9.39% |
| 3 AM | ► | -1488 | 6074 | \$17,207 | -4 | \$15.45 | 0.97% | -1184 | -1.03 | 19 | 2.73% | -0.39% | 0.39% | -17.76% |
| 4 AM | ► | -2717 | -1105 | (\$19,855) | 269 | (\$47.23) | 3.83% | -682 | -1.56 | 294 | 5.85% | 5.78% | -5.78% | -13.32% |
| 5 AM | ► | 3522 | 221 | \$10,924 | 141 | (\$4.55) | -0.95% | -1246 | -1.94 | 175 | -5.70% | 2.84% | -2.84% | 10.06% |
| 6 AM | ► | 2974 | 3404 | \$18,669 | -333 | \$47.25 | -3.62% | 562 | 1.50 | 296 | -1.70% | -15.88% | 15.88% | 7.29% |
| 7 AM | ► | 3157 | 8505 | \$18,979 | -95 | \$33.38 | -3.03% | 892 | 1.34 | -1014 | -14.93% | 10.93% | -10.93% | -18.62% |
| 8 AM | ► | -5959 | 6747 | (\$19,212) | -2 | (\$22.71) | 3.91% | 864 | 1.04 | -93 | 10.01% | 1.37% | -1.37% | -12.14% |
| 9 AM | ► | 307 | -2621 | (\$42,303) | -287 | (\$12.84) | -2.46% | -241 | 0.63 | 962 | 7.00% | -23.25% | 23.25% | 13.18% |
| 10 AM | ► | -1321 | 3587 | (\$7,035) | -617 | \$72.14 | -4.61% | -489 | 2.07 | 723 | 9.56% | -32.61% | 32.61% | -9.49% |
| 11 AM | ► | 4934 | -3913 | \$34,554 | 175 | \$16.38 | -1.60% | 863 | 0.28 | -879 | -15.44% | 15.83% | -15.83% | 34.60% |
| 12 PM | ► | 647 | 5774 | \$21,736 | 199 | (\$7.88) | 1.21% | 760 | -0.29 | -1295 | -11.06% | 24.85% | -24.85% | 4.96% |
| 1 PM | ► | 2034 | 1953 | (\$1,763) | -467 | \$57.96 | -4.63% | -2003 | -0.48 | -1121 | -12.36% | -4.57% | 4.57% | -21.21% |
| 2 PM | ► | 3021 | -4406 | \$67,495 | 197 | \$48.70 | -0.57% | 1093 | 0.30 | 607 | -1.03% | -0.83% | 0.83% | -9.77% |
| 3 PM | ► | 3766 | 3158 | (\$42,528) | -95 | (\$36.69) | -2.50% | -687 | -0.39 | -1702 | -18.14% | 23.40% | -23.40% | -3.37% |
| 4 PM | ► | 1219 | -11027 | \$1,386 | -431 | \$55.31 | -4.36% | 81 | 2.03 | -157 | -3.68% | -13.39% | 13.39% | 9.02% |
| 5 PM | ► | 2407 | -1215 | (\$64,324) | -173 | (\$43.75) | -2.59% | 712 | 1.37 | 417 | -0.13% | -14.07% | 14.07% | 0.37% |

| Channels | | 2020 Parameter | | | | 2019 Parameter | | | | Hour | | | | | |
|----------|---|-----------------------------------|---------------------------------|--------------------------------|---------------------------------|---------------------------|-------------------------------------|---------------------------------|------------------------------|---|---|--|--|--|--|
| Channels | | 2020 | | 2019 | | Difference 2019 vs 2020 | | Percent Difference 2019 vs 2020 | | 2020 Channel-Hour | | 2019 Channel-Hour | | Percent Difference 2019 vs 2020 Channel-Hour | |
| Hours | ▼ | Visitors Percent Difference | Visits Percent Difference | Sales Percent Difference | Orders Percent Difference | AOV Percent Difference | Conversion Percent Difference | Units Percent Difference | UPT Percent Difference | Unique Add to Bag Percent Difference | Add to Bag Rate Percent Difference | Order to Addtobag Rate Percent Difference | Abandon Rate Percent Difference | Bounce Rate Percent Difference | |
| 7 AM | ▶ | 31.26% | 48.81% | 17.49% | -9.70% | 30.12% | -31.21% | 29.60% | 43.52% | -32.85% | -48.84% | 34.46% | -16.01% | -39.94% | |
| 8 AM | ▶ | -40.69% | 30.25% | -25.08% | -0.24% | -24.90% | 68.20% | 24.11% | 24.41% | -3.93% | 61.97% | 3.85% | -2.12% | -27.20% | |
| 9 AM | ▶ | 2.44% | -10.75% | -32.36% | -22.83% | -12.35% | -24.67% | -6.44% | 21.24% | 39.74% | 36.41% | -44.78% | 48.35% | 36.03% | |
| 10 AM | ▶ | -11.33% | 23.12% | -6.72% | -49.72% | 85.51% | -43.29% | -13.67% | 71.70% | 30.86% | 47.58% | -61.58% | 69.34% | -23.59% | |
| 11 AM | ▶ | 45.02% | -19.66% | 39.48% | 18.36% | 17.84% | -18.38% | 29.05% | 9.03% | -25.14% | -48.38% | 58.10% | -21.77% | 97.55% | |
| 12 PM | ▶ | 5.14% | 27.24% | 19.61% | 26.39% | -5.36% | 20.21% | 19.30% | -5.61% | -39.36% | -42.33% | 108.44% | -32.24% | 13.48% | |
| 1 PM | ▶ | 16.55% | 9.26% | -1.59% | -39.34% | 62.23% | -47.95% | -47.53% | -13.50% | -28.52% | -38.67% | -15.14% | 6.55% | -33.53% | |
| 2 PM | ▶ | 30.98% | -18.64% | 98.62% | 22.62% | 61.98% | -6.39% | 32.12% | 7.75% | 25.46% | -4.21% | -2.27% | 1.30% | -20.27% | |
| 3 PM | ▶ | 32.78% | 17.80% | -33.09% | -10.88% | -24.92% | -32.88% | -19.42% | -9.58% | -52.37% | -64.13% | 87.10% | -31.99% | -7.40% | |
| 4 PM | ▶ | 10.62% | -39.78% | 1.36% | -37.58% | 62.38% | -43.57% | 2.22% | 63.75% | -5.39% | -14.47% | -34.02% | 22.07% | 25.60% | |
| 5 PM | ▶ | 19.23% | -6.70% | -43.01% | -15.57% | -32.50% | -29.19% | 19.22% | 41.21% | 18.40% | -0.70% | -28.69% | 27.60% | 0.64% | |
| 6 PM | ▶ | -16.30% | 11.08% | -9.03% | 49.14% | -39.00% | 78.18% | 5.86% | -29.02% | 29.70% | 54.96% | 14.98% | -10.96% | -6.42% | |
| 7 PM | ▶ | 33.74% | -15.86% | 13.80% | -12.66% | 30.29% | -34.69% | -26.32% | -15.64% | 22.88% | -8.12% | -28.92% | 15.91% | 14.27% | |
| 8 PM | ▶ | -37.76% | 21.73% | 33.93% | 13.30% | 18.21% | 82.05% | 20.13% | 6.03% | 34.29% | 115.78% | -15.63% | 11.12% | 29.24% | |
| 9 PM | ▶ | 5.90% | 6.48% | 5.03% | 1.78% | 3.19% | -3.89% | 3.36% | 1.55% | -29.25% | -33.19% | 43.86% | -26.02% | -32.73% | |
| 10 PM | ▶ | -19.09% | 39.11% | 0.13% | 28.18% | -21.88% | 58.43% | -5.93% | -26.61% | -26.16% | -8.73% | 73.58% | -30.73% | -31.05% | |
| 11 PM | ▶ | -26.77% | -25.22% | -2.20% | -10.76% | 9.59% | 21.86% | -3.45% | 8.20% | 9.87% | 50.03% | -18.78% | 9.56% | 9.93% | |
| Total | | 2.02% | 1.76% | 3.10% | -1.85% | 5.04% | -3.79% | -3.64% | -1.83% | -1.05% | -3.00% | -0.81% | 0.47% | -4.99% | |

| Channels | | 2020 Parameter | | | | 2019 Parameter | | | | Hour | | | | |
|----------|-------|----------------|-------------------------|---------------------------------|-------------------|-------------------|--|------------|----------|------------------------|----------------------|-----------------------------|-------------------|----------------|
| Channels | Hours | 2020/07/13 | 2019/07/13 | Hours | 2020 Channel-Hour | 2019 Channel-Hour | Percent Difference 2019 vs 2020 Channel-Hour | | | | | | | |
| Summary | 2020 | 2019 | Difference 2019 vs 2020 | Percent Difference 2019 vs 2020 | 2020 Channel-Hour | 2019 Channel-Hour | Percent Difference 2019 vs 2020 Channel-Hour | | | | | | | |
| Channels | Hours | Visitors 2019 | Visits 2019 | Sales 2019 | Orders 2019 | AOV 2019 | Conversion 2019 | Units 2019 | UPT 2019 | Unique Add to Bag 2019 | Add to Bag Rate 2019 | Order to Addtobag Rate 2019 | Abandon Rate 2019 | Bounce Rate 20 |
| 12 AM | 1772 | 1909 | \$3,985.16 | 33 | \$120.76 | 1.86% | 477 | 14.45 | 192 | 10.84% | 17.19% | 82.81% | 76.3 | |
| 1 AM | 1077 | 1714 | \$6,351.91 | 148 | \$42.92 | 13.74% | 271 | 1.83 | 168 | 15.60% | 88.10% | 11.90% | 78.5 | |
| 2 AM | 766 | 1977 | \$16,684.60 | 159 | \$104.93 | 20.76% | 540 | 3.40 | 141 | 18.41% | 112.77% | -12.77% | 57.1 | |
| 3 AM | 1692 | 1207 | \$2,816.31 | 162 | \$17.38 | 9.57% | 483 | 2.98 | 480 | 28.37% | 33.75% | 66.25% | 89.9 | |
| 4 AM | 1577 | 2532 | \$14,047.84 | 153 | \$91.82 | 9.70% | 375 | 2.45 | 153 | 9.70% | 100.00% | 0.00% | 31.1 | |
| 5 AM | 927 | 184 | \$2,347.30 | 43 | \$54.59 | 4.64% | 545 | 12.67 | 241 | 26.00% | 17.84% | 82.16% | 543.2 | |
| 6 AM | 1241 | 3749 | \$7,785.55 | 166 | \$46.90 | 13.38% | 513 | 3.09 | 482 | 38.84% | 34.44% | 65.56% | 14.4 | |
| 7 AM | 964 | 28 | \$8,508.10 | 54 | \$157.56 | 5.60% | 33 | 0.61 | 86 | 8.92% | 62.79% | 37.21% | 4,140.5 | |
| 8 AM | 1953 | 400 | \$7,064.83 | 153 | \$46.18 | 7.83% | 29 | 0.19 | 222 | 11.37% | 68.92% | 31.08% | 246.8 | |
| 9 AM | 1169 | 2366 | \$7,664.73 | 182 | \$42.11 | 15.57% | 464 | 2.55 | 376 | 32.16% | 48.40% | 51.60% | 64.9 | |
| 10 AM | 111 | 1209 | \$9,390.34 | 101 | \$92.97 | 90.99% | 461 | 4.56 | 4 | 3.60% | 2,525.00% | -2,425.00% | 70.5 | |
| 11 AM | 1601 | 2209 | \$18,547.49 | 155 | \$119.66 | 9.68% | 225 | 1.45 | 302 | 18.86% | 51.32% | 48.68% | 10.9 | |
| 12 PM | 601 | 1103 | \$11,319.02 | 63 | \$179.67 | 10.48% | 213 | 3.38 | 479 | 79.70% | 13.15% | 86.85% | 142.1 | |
| 1 PM | 1583 | 3475 | \$14,321.80 | 66 | \$217.00 | 4.17% | 635 | 9.62 | 185 | 11.69% | 35.68% | 64.32% | 39.6 | |
| 2 PM | 554 | 2601 | \$9,517.84 | 54 | \$176.26 | 9.75% | 248 | 4.59 | 266 | 48.01% | 20.30% | 79.70% | 58.3 | |
| 3 PM | 2198 | 256 | \$15,530.54 | 43 | \$361.18 | 1.96% | 374 | 8.70 | 484 | 22.02% | 8.88% | 91.12% | 172.9 | |
| 4 PM | 2001 | 1966 | \$2,541.72 | 102 | \$24.92 | 5.10% | 264 | 2.59 | 293 | 14.64% | 34.81% | 65.19% | 67.3 | |
| 5 PM | 1859 | 2982 | \$7,490.42 | 137 | \$54.67 | 7.37% | 449 | 3.28 | 126 | 6.78% | 108.73% | -8.73% | 15.6 | |
| 6 PM | 1474 | 2285 | \$4,044.00 | 20 | \$120.00 | 0.00% | 220 | 14.20 | 124 | 22.01% | 6.72% | 0.27% | 0.00 | |

Report Format

| Channels | A2.1 | Quarter | Month | Day of Month | Hour |
|----------|--|---------|-------|--------------|------|
|----------|--|---------|-------|--------------|------|

2020 Hourly Channel Report

| Day ▲ | 2020/07/13 | | | | | | | | | | |
|--------------|------------|--------|--------------|--------|----------|------------|-------|------|-------------------|-----------------|--|
| Hours ▲ | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | |
| 12 AM | 13025 | 26020 | 127106.01962 | 953 | \$133.37 | 7.32% | 4097 | 4.30 | 2583 | 19.83% | |
| 1 AM | 15448 | 20234 | 125587.23121 | 1067 | \$117.70 | 6.91% | 3203 | 3.00 | 2307 | 14.93% | |
| 2 AM | 11932 | 18643 | 77216.241112 | 1239 | \$62.32 | 10.38% | 3159 | 2.55 | 2749 | 23.04% | |
| 3 AM | 12292 | 27499 | 113834.25735 | 1136 | \$100.21 | 9.24% | 3277 | 2.88 | 2948 | 23.98% | |
| 4 AM | 11615 | 23428 | 107270.85041 | 1199 | \$89.47 | 10.32% | 3444 | 2.87 | 2325 | 20.02% | |
| 5 AM | 14381 | 16599 | 104621.64954 | 996 | \$105.04 | 6.93% | 2922 | 2.93 | 3243 | 22.55% | |
| 6 AM | 16672 | 20138 | 109739.80679 | 911 | \$120.46 | 5.46% | 3562 | 3.91 | 2966 | 17.79% | |
| 7 AM | 13255 | 25928 | 127473.54825 | 884 | \$144.20 | 6.67% | 3906 | 4.42 | 2073 | 15.64% | |
| 8 AM | 8686 | 29054 | 57394.48937 | 838 | \$68.49 | 9.65% | 4447 | 5.31 | 2272 | 26.16% | |
| 9 AM | 12909 | 21765 | 88407.857977 | 970 | \$91.14 | 7.51% | 3501 | 3.61 | 3383 | 26.21% | |
| 10 AM | 10339 | 19102 | 97651.930079 | 624 | \$156.49 | 6.04% | 3089 | 4.95 | 3066 | 29.65% | |
| 11 AM | 15894 | 15993 | 122085.2548 | 1128 | \$108.23 | 7.10% | 3834 | 3.40 | 2618 | 16.47% | |
| 12 PM | 13234 | 26967 | 132558.9666 | 953 | \$139.10 | 7.20% | 4698 | 4.93 | 1995 | 15.07% | |
| 1 PM | 14327 | 23034 | 108782.83613 | 720 | \$151.09 | 5.03% | 2211 | 3.07 | 2810 | 19.61% | |
| 2 PM | 12772 | 19230 | 135936.30099 | 1068 | \$127.28 | 8.36% | 4496 | 4.21 | 2991 | 23.42% | |
| 3 PM | 15256 | 20899 | 85990.677232 | 778 | \$110.53 | 5.10% | 2851 | 3.66 | 1548 | 10.15% | |
| 4 PM | 12694 | 16696 | 103083.32883 | 716 | \$143.97 | 5.64% | 3727 | 5.21 | 2758 | 21.73% | |
| 5 PM | 14921 | 16909 | 85237.221145 | 938 | \$90.87 | 6.29% | 4417 | 4.71 | 2683 | 17.98% | |

A2.2

Notes: 'Hourly Channel Report 2019 vs 2020' tab linked to 'Hourly Channel' Page

Fake Hourly Channel Report

Hourly Channel Report Format Dashboard Hourly Chart Hourly Channel Chart Today Conversion +

Channels Quarter Month Day of Month Hour

Channels Quarter July 13 Hours

< Hourly Channel Report 2020 Hourly Channel Report 2019 Hourly Channel Report 2019 vs 2020 >

2020 Hourly Channel Report

| Day ▲ | | 2020/07/13 | | | | | | | | | | | | |
|-------|---|------------|--------|--------------|--------|----------|------------|-------|------|-------------------|-----------------|------------------------|--------------|-------------|
| Hours | ▼ | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | Order to Addtobag Rate | Abandon Rate | Bounce Rate |
| 12 AM | ▶ | 13025 | 26020 | 127106.01962 | 953 | \$133.37 | 7.32% | 4097 | 4.30 | 2583 | 19.83% | 36.90% | 63.10% | 44.54% |
| 1 AM | ▶ | 15448 | 20234 | 125587.23121 | 1067 | \$117.70 | 6.91% | 3203 | 3.00 | 2307 | 14.93% | 46.25% | 53.75% | 37.09% |
| 2 AM | ▶ | 11932 | 18643 | 77216.241112 | 1239 | \$62.32 | 10.38% | 3159 | 2.55 | 2749 | 23.04% | 45.07% | 54.93% | 63.12% |
| 3 AM | ▶ | 12292 | 27499 | 113834.25735 | 1136 | \$100.21 | 9.24% | 3277 | 2.88 | 2948 | 23.98% | 38.53% | 61.47% | 36.55% |
| 4 AM | ▶ | 11615 | 23428 | 107270.85041 | 1199 | \$89.47 | 10.32% | 3444 | 2.87 | 2325 | 20.02% | 51.57% | 48.43% | 34.66% |
| 5 AM | ▶ | 14381 | 16599 | 104621.64954 | 996 | \$105.04 | 6.93% | 2922 | 2.93 | 3243 | 22.55% | 30.71% | 69.29% | 62.84% |
| 6 AM | ▶ | 16672 | 20138 | 109739.80679 | 911 | \$120.46 | 5.46% | 3562 | 3.91 | 2966 | 17.79% | 30.71% | 69.29% | 54.91% |
| 7 AM | ▶ | 13255 | 25928 | 127473.54825 | 884 | \$144.20 | 6.67% | 3906 | 4.42 | 2073 | 15.64% | 42.64% | 57.36% | 27.99% |
| 8 AM | ▶ | 8686 | 29054 | 57394.48937 | 838 | \$68.49 | 9.65% | 4447 | 5.31 | 2272 | 26.16% | 36.88% | 63.12% | 32.49% |
| 9 AM | ▶ | 12909 | 21765 | 88407.857977 | 970 | \$91.14 | 7.51% | 3501 | 3.61 | 3383 | 26.21% | 28.67% | 71.33% | 49.74% |
| 10 AM | ▶ | 10339 | 19102 | 97651.930079 | 624 | \$156.49 | 6.04% | 3089 | 4.95 | 3066 | 29.65% | 20.35% | 79.65% | 30.72% |
| 11 AM | ▶ | 15894 | 15993 | 122085.2548 | 1128 | \$108.23 | 7.10% | 3834 | 3.40 | 2618 | 16.47% | 43.09% | 56.91% | 70.06% |
| 12 PM | ▶ | 13234 | 26967 | 132558.9666 | 953 | \$139.10 | 7.20% | 4698 | 4.93 | 1995 | 15.07% | 47.77% | 52.23% | 41.72% |
| 1 PM | ▶ | 14327 | 23034 | 108782.83613 | 720 | \$151.09 | 5.03% | 2211 | 3.07 | 2810 | 19.61% | 25.62% | 74.38% | 42.04% |
| 2 PM | ▶ | 12772 | 19230 | 135936.30099 | 1068 | \$127.28 | 8.36% | 4496 | 4.21 | 2991 | 23.42% | 35.71% | 64.29% | 38.43% |
| 3 PM | ▶ | 15256 | 20899 | 85990.677232 | 778 | \$110.53 | 5.10% | 2851 | 3.66 | 1548 | 10.15% | 50.26% | 49.74% | 42.14% |
| 4 PM | ▶ | 12694 | 16696 | 103083.32883 | 716 | \$143.97 | 5.64% | 3727 | 5.21 | 2758 | 21.73% | 25.96% | 74.04% | 44.27% |
| 5 PM | ▶ | 14921 | 16909 | 85237.221145 | 938 | \$90.87 | 6.29% | 4417 | 4.71 | 2683 | 17.98% | 34.96% | 65.04% | 57.18% |
| 6 PM | ▶ | 12124 | 23184 | 110493.1248 | 1296 | \$85.26 | 10.69% | 3413 | 2.63 | 2668 | 22.01% | 48.58% | 51.42% | 35.78% |
| 7 PM | ▶ | 12352 | 21326 | 104386.23699 | 828 | \$126.07 | 6.70% | 3622 | 4.37 | 3282 | 26.57% | 25.23% | 74.77% | 33.11% |
| 8 PM | ▶ | 9186 | 25390 | 97767.886722 | 1133 | \$86.29 | 12.33% | 4111 | 3.63 | 3231 | 35.17% | 35.07% | 64.93% | 40.34% |

Notes: 'Hourly Channel Report 2019 vs 2020' tab linked to 'Hourly Channel' Page

| Channels | Quarter | Month | Day of Month | Hour | | | | | | | | | | |
|-----------------------------------|----------------------------|------------------------------------|--------------|-------|----------|--------|------------|-------|-------|-------------------|-----------------|------------------------|--------------|-------------|
| Channels | Quarter | July | 13 | Hours | | | | | | | | | | |
| Hourly Channel Report 2020 | Hourly Channel Report 2019 | Hourly Channel Report 2019 vs 2020 | | | | | | | | | | | | |
| 2019 Hourly Channel Report | | | | | | | | | | | | | | |
| Day ▲ | Hours | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | Order to Addtobag Rate | Abandon Rate | Bounce Rate |
| 4 AM | 14332 | 24533 | 127126.23163 | 930 | \$136.69 | 6.49% | 4126 | 4.44 | 2031 | 14.17% | 45.79% | 54.21% | 47.98% | |
| 5 AM | 10859 | 16378 | 93697.800434 | 855 | \$109.59 | 7.87% | 4168 | 4.87 | 3068 | 28.25% | 27.87% | 72.13% | 52.78% | |
| 6 AM | 13698 | 16734 | 91070.36015 | 1244 | \$73.21 | 9.08% | 3000 | 2.41 | 2670 | 19.49% | 46.59% | 53.41% | 47.63% | |
| 7 AM | 10098 | 17423 | 108494.27432 | 979 | \$110.82 | 9.69% | 3014 | 3.08 | 3087 | 30.57% | 31.71% | 68.29% | 46.61% | |
| 8 AM | 14645 | 22307 | 76606.078765 | 840 | \$91.20 | 5.74% | 3583 | 4.27 | 2365 | 16.15% | 35.52% | 64.48% | 44.63% | |
| 9 AM | 12602 | 24386 | 130710.50538 | 1257 | \$103.99 | 9.97% | 3742 | 2.98 | 2421 | 19.21% | 51.92% | 48.08% | 36.57% | |
| 10 AM | 11660 | 15515 | 104686.865 | 1241 | \$84.36 | 10.64% | 3578 | 2.88 | 2343 | 20.09% | 52.97% | 47.03% | 40.20% | |
| 11 AM | 10960 | 19906 | 87530.979596 | 953 | \$91.85 | 8.70% | 2971 | 3.12 | 3497 | 31.91% | 27.25% | 72.75% | 35.47% | |
| 12 PM | 12587 | 21193 | 110822.49835 | 754 | \$146.98 | 5.99% | 3938 | 5.22 | 3290 | 26.14% | 22.92% | 77.08% | 36.77% | |
| 1 PM | 12293 | 21081 | 110545.40531 | 1187 | \$93.13 | 9.66% | 4214 | 3.55 | 3931 | 31.98% | 30.20% | 69.80% | 63.25% | |
| 2 PM | 9751 | 23636 | 68441.275836 | 871 | \$78.58 | 8.93% | 3403 | 3.91 | 2384 | 24.45% | 36.54% | 63.46% | 48.20% | |
| 3 PM | 11490 | 17741 | 128518.96527 | 873 | \$147.22 | 7.60% | 3538 | 4.05 | 3250 | 28.29% | 26.86% | 73.14% | 45.51% | |
| 4 PM | 11475 | 27723 | 101696.8571 | 1147 | \$88.66 | 10.00% | 3646 | 3.18 | 2915 | 25.40% | 39.35% | 60.65% | 35.25% | |
| 5 PM | 12514 | 18124 | 149561.18941 | 1111 | \$134.62 | 8.88% | 3705 | 3.33 | 2266 | 18.11% | 49.03% | 50.97% | 56.82% | |
| 6 PM | 14485 | 20871 | 121460.04414 | 869 | \$139.77 | 6.00% | 3224 | 3.71 | 2057 | 14.20% | 42.25% | 57.75% | 38.23% | |
| 7 PM | 9236 | 25345 | 91731.297466 | 948 | \$96.76 | 10.26% | 4916 | 5.19 | 2671 | 28.92% | 35.49% | 64.51% | 28.97% | |
| 8 PM | 14760 | 20858 | 72996.785124 | 1000 | \$73.00 | 6.78% | 3422 | 3.42 | 2406 | 16.30% | 41.56% | 58.44% | 31.22% | |
| 9 PM | 13262 | 20900 | 100182.99582 | 1012 | \$99.00 | 7.63% | 3635 | 3.59 | 2718 | 20.49% | 37.23% | 62.77% | 57.52% | |
| 10 PM | 12733 | 13534 | 126599.89633 | 873 | \$145.02 | 6.86% | 4775 | 5.47 | 2963 | 23.27% | 29.46% | 70.54% | 58.20% | |
| 11 PM | 17098 | 24142 | 96107.994665 | 1087 | \$88.42 | 6.36% | 3972 | 3.65 | 3222 | 18.84% | 33.74% | 66.26% | 41.01% | |
| Total | 304050 | 508249 | 2471950.6367 | 23936 | \$103.27 | 7.87% | 91397 | 3.82 | 64830 | 21.32% | 36.92% | 63.08% | 44.61% | |

Notes: 'Hourly Channel Report 2019 vs 2020' tab linked to 'Hourly Channel' Page

| Channels | | Quarter | | Month | | Day of Month | | | Hour | | | | | |
|---|----------------------------|-----------------------------------|------------------------------------|--------------------------------|---------------------------------|---------------------------|-------------------------------------|--------------------------------|------------------------------|---|---|--|--|---|
| Channels | | Quarter | | July | | 13 | | Hours | | | | | | |
| < | Hourly Channel Report 2020 | Hourly Channel Report 2019 | Hourly Channel Report 2019 vs 2020 | > | | | | | | | | | | |
| Hourly Channel Percent Difference Report | | | | | | | | | | | | | | |
| Hours | Channels | Visitors Percent Difference | Visits Percent Difference | Sales Percent Difference | Orders Percent Difference | AOV Percent Difference | Conversion Percent Difference | Units Percent Difference | UPT Percent Difference | Unique Add to Bag Percent Difference | Add to Bag Rate Percent Difference | Order to Addtobag Rate Percent Difference | Abandon Rate Percent Difference | Bounce Rate Percent Difference |
| 10 AM | | -10.02% | -37.70% | 1.58% | -37.50% | 02.30% | -43.57% | 2.22% | 03.73% | -3.57% | -14.41% | -34.02% | 22.07% | 29.00% |
| 5 PM | | 19.23% | -6.70% | -43.01% | -15.57% | -32.50% | -29.19% | 19.22% | 41.21% | 18.40% | -0.70% | -28.69% | 27.60% | 0.64% |
| 6 PM | | -16.30% | 11.08% | -9.03% | 49.14% | -39.00% | 78.18% | 5.86% | -29.02% | 29.70% | 54.96% | 14.98% | -10.96% | -6.42% |
| 7 PM | | 33.74% | -15.86% | 13.80% | -12.66% | 30.29% | -34.69% | -26.32% | -15.64% | 22.88% | -8.12% | -28.92% | 15.91% | 14.27% |
| 8 PM | | -37.76% | 21.73% | 33.93% | 13.30% | 18.21% | 82.05% | 20.13% | 6.03% | 34.29% | 115.78% | -15.63% | 11.12% | 29.24% |
| 9 PM | | 5.90% | 6.48% | 5.03% | 1.78% | 3.19% | -3.89% | 3.36% | 1.55% | -29.25% | -33.19% | 43.86% | -26.02% | -32.73% |
| 10 PM | | -19.09% | 39.11% | 0.13% | 28.18% | -21.88% | 58.43% | -5.93% | -26.61% | -26.16% | -8.73% | 73.58% | -30.73% | -31.05% |
| < 11 PM | Affiliate | -75.35% | -39.56% | 430.64% | -57.53% | 1,149.58% | 72.28% | -82.53% | -58.87% | 169.23% | 992.27% | -84.23% | 74.08% | -30.53% |
| | Direct | 46.92% | -65.28% | -58.24% | -91.15% | 371.87% | -93.98% | 62.13% | 1,732.07% | -43.24% | -61.37% | -84.41% | 25.92% | -8.94% |
| | Email | 6.49% | 45.07% | -77.35% | 165.15% | -91.46% | 149.00% | -79.08% | -92.11% | 3.03% | -3.24% | 157.35% | -34.97% | -56.19% |
| | Internal Referrer/Refresh | -18.34% | 285.44% | 120.84% | 160.00% | -15.06% | 218.39% | 1,321.05% | 446.56% | 31.56% | 61.11% | 97.62% | -15.97% | -74.44% |
| | Organic Search | -46.48% | -16.42% | -63.94% | -88.24% | 206.48% | -78.02% | -78.50% | 82.71% | 48.76% | 177.97% | -92.09% | 85.20% | 1,197.17% |
| | Paid Search | -7.24% | -96.35% | -54.66% | 139.58% | -81.08% | 158.29% | 14.43% | -52.24% | 103.90% | 119.82% | 17.50% | -5.35% | 2,209.79% |
| | PayPal | -44.44% | -78.83% | 154.58% | -82.02% | 1,316.10% | -67.64% | 204.65% | 1,594.62% | -4.12% | 72.56% | -81.25% | 127.99% | 306.92% |
| | PLA | 102.27% | 38.05% | 6,172.21% | -77.98% | 28,386.28% | -89.11% | -8.29% | 316.49% | 0.79% | -50.17% | -78.16% | 59.57% | -5.59% |
| | Remarketing | -23.33% | -70.45% | 0.62% | 0.60% | 0.03% | 31.21% | -57.84% | -58.09% | -69.68% | -60.45% | 231.73% | -147.47% | 41.55% |
| | Social Media | -3.40% | 90.60% | 710.25% | 1.69% | 696.75% | 5.27% | 3.45% | 1.72% | 93.53% | 100.34% | -47.45% | 49.12% | -79.76% |
| | Web Misc | -85.31% | 210.26% | 3.74% | 387.88% | -78.74% | 3,221.69% | 1,136.00% | 153.34% | -51.69% | 228.91% | 909.91% | -172.57% | 18.17% |
| Subtotal: 11 PM | | -26.77% | -25.22% | -2.20% | -10.76% | 9.59% | 21.86% | -3.45% | 8.20% | 9.87% | 50.03% | -18.78% | 9.56% | 9.93% |
| Total | | 2.02% | 1.76% | 3.10% | -1.85% | 5.04% | -3.79% | -3.64% | -1.83% | -1.05% | -3.00% | -0.81% | 0.47% | -4.99% |

Notes: 'Hourly Channel Report 2019 vs 2020' tab linked to 'Hourly Channel' Page

Dashboard

| Channels | Quarter | Month | Week | Hour | Day of Month | Day of Week |
|----------|---------|-------|------|-------|--------------|-------------|
| | Quarter | Month | Week | Hours | Day of Mo... | Day of W... |

2020/01/01 to 2020/01/01

2019/01/01 to 2019/01/01

2020/01/01

2020/08/06

2019/01/01

2019/12/31

A3.2

A3.3

| Hours ▲ | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | |
|---------|----------|--------|--------------|--------|----------|------------|-------|------|-------------------|-----------------|--|
| 12 AM | 14121 | 17816 | 86642.258613 | 1022 | \$84.78 | 7.24% | 2867 | 2.81 | 2426 | 17.18% | |
| 1 AM | 11779 | 29020 | 106965.35182 | 989 | \$108.16 | 8.40% | 2733 | 2.76 | 2781 | 23.61% | |
| 2 AM | 11283 | 21860 | 96651.976056 | 1404 | \$68.84 | 12.44% | 2386 | 1.70 | 2375 | 21.05% | |
| 3 AM | 13335 | 22954 | 96191.013364 | 939 | \$102.44 | 7.04% | 3193 | 3.40 | 2767 | 20.75% | |
| 4 AM | 6025 | 23239 | 72891.830212 | 1203 | \$60.59 | 19.97% | 4386 | 3.65 | 2963 | 49.18% | |
| 5 AM | 12891 | 17159 | 133278.30274 | 645 | \$206.63 | 5.00% | 3209 | 4.98 | 2459 | 19.08% | |
| 6 AM | 9179 | 20656 | 107694.37838 | 1293 | \$83.29 | 14.09% | 2788 | 2.16 | 2766 | 30.13% | |
| 7 AM | 12299 | 28140 | 105809.51743 | 1063 | \$99.54 | 8.64% | 3265 | 3.07 | 2884 | 23.45% | |
| 8 AM | 12393 | 23916 | 61695.641193 | 1174 | \$52.55 | 9.47% | 3599 | 3.07 | 2887 | 23.30% | |
| 9 AM | 8452 | 19804 | 85982.549341 | 884 | \$97.27 | 10.46% | 4290 | 4.85 | 2671 | 31.60% | |
| 10 AM | 14061 | 16763 | 98033.868496 | 1277 | \$76.77 | 9.08% | 3932 | 3.08 | 2495 | 17.74% | |
| 11 AM | 13865 | 20595 | 139851.56613 | 1013 | \$138.06 | 7.31% | 4567 | 4.51 | 2707 | 19.52% | |
| 12 PM | 15824 | 22802 | 115926.29796 | 924 | \$125.46 | 5.84% | 3798 | 4.11 | 2403 | 15.19% | |
| 1 PM | 13727 | 18332 | 104581.431 | 1057 | \$98.94 | 7.70% | 3789 | 3.58 | 3460 | 25.21% | |
| 2 PM | 10425 | 24258 | 136204.27801 | 1445 | \$94.26 | 13.86% | 3342 | 2.31 | 1664 | 15.96% | |
| 3 PM | 11097 | 19820 | 115514.46647 | 902 | \$128.06 | 8.13% | 1908 | 2.12 | 2820 | 25.41% | |

A3.4

SAS® Visual Analytics - Explore and Visualize Data

Search Jingze Zhang ▾

Fake Hourly Channel Report

Hourly Channel Report Format Dashboard Hourly Chart Hourly Channel Chart Today Conversion +

Channels **Quarter** **Month** **Week** **Hour** **Day of Month** **Day of Week**

Objects Outline

Options Roles Actions Rules Filters Ranks

2020/01/01 to 2020/01/01 2019/01/01 to 2019/01/01

2020/01/01 2020/08/06 2019/01/01 2019/12/31

< Dashboard 2020 Dashboard 2019 Dashboard 2020 channel-hour Dashboard 2019 channel-hour >

| Hours | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | Order to Addtobag Rate | Abandon Rate | Bounce Rate |
|-------|----------|--------|--------------|--------|----------|------------|-------|------|-------------------|-----------------|------------------------|--------------|-------------|
| 3 AM | 13335 | 22954 | 96191.013364 | 939 | \$102.44 | 7.04% | 3193 | 3.40 | 2767 | 20.75% | 33.94% | 66.06% | 48.48% |
| 4 AM | 6025 | 23239 | 72891.830212 | 1203 | \$60.59 | 19.97% | 4386 | 3.65 | 2963 | 49.18% | 40.60% | 59.40% | 46.25% |
| 5 AM | 12891 | 17159 | 133278.30274 | 645 | \$206.63 | 5.00% | 3209 | 4.98 | 2459 | 19.08% | 26.23% | 73.77% | 42.88% |
| 6 AM | 9179 | 20656 | 107694.37838 | 1293 | \$83.29 | 14.09% | 2788 | 2.16 | 2766 | 30.13% | 46.75% | 53.25% | 52.47% |
| 7 AM | 12299 | 28140 | 105809.51743 | 1063 | \$99.54 | 8.64% | 3265 | 3.07 | 2884 | 23.45% | 36.86% | 63.14% | 29.03% |
| 8 AM | 12393 | 23916 | 61695.641193 | 1174 | \$52.55 | 9.47% | 3599 | 3.07 | 2887 | 23.30% | 40.67% | 59.33% | 46.53% |
| 9 AM | 8452 | 19804 | 85982.549341 | 884 | \$97.27 | 10.46% | 4290 | 4.85 | 2671 | 31.60% | 33.10% | 66.90% | 44.94% |
| 10 AM | 14061 | 16763 | 98033.868496 | 1277 | \$76.77 | 9.08% | 3932 | 3.08 | 2495 | 17.74% | 51.18% | 48.82% | 44.77% |
| 11 AM | 13865 | 20595 | 139851.56613 | 1013 | \$138.06 | 7.31% | 4567 | 4.51 | 2707 | 19.52% | 37.42% | 62.58% | 47.66% |
| 12 PM | 15824 | 22802 | 115926.29796 | 924 | \$125.46 | 5.84% | 3798 | 4.11 | 2403 | 15.19% | 38.45% | 61.55% | 41.73% |
| 1 PM | 13727 | 18332 | 104581.431 | 1057 | \$98.94 | 7.70% | 3789 | 3.58 | 3460 | 25.21% | 30.55% | 69.45% | 47.83% |
| 2 PM | 10425 | 24258 | 136204.27801 | 1445 | \$94.26 | 13.86% | 3342 | 2.31 | 1664 | 15.96% | 86.84% | 13.16% | 31.47% |
| 3 PM | 11097 | 19820 | 115514.46647 | 902 | \$128.06 | 8.13% | 1908 | 2.12 | 2820 | 25.41% | 31.99% | 68.01% | 39.10% |
| 4 PM | 11149 | 24894 | 84879.477056 | 1189 | \$71.39 | 10.66% | 3264 | 2.75 | 1827 | 16.39% | 65.08% | 34.92% | 34.10% |
| 5 PM | 12121 | 23006 | 122328.83652 | 1013 | \$120.76 | 8.36% | 3921 | 3.87 | 2850 | 23.51% | 35.54% | 64.46% | 50.40% |
| 6 PM | 16629 | 20667 | 113347.76249 | 1187 | \$95.49 | 7.14% | 3136 | 2.64 | 3074 | 18.49% | 38.61% | 61.39% | 61.25% |
| 7 PM | 10820 | 23583 | 107099.57162 | 1311 | \$81.69 | 12.12% | 3683 | 2.81 | 1719 | 15.89% | 76.27% | 23.73% | 33.11% |
| 8 PM | 13610 | 19843 | 128347.32492 | 1024 | \$125.34 | 7.52% | 3791 | 3.70 | 2498 | 18.35% | 40.99% | 59.01% | 57.01% |
| 9 PM | 14406 | 23562 | 104337.94171 | 1108 | \$94.17 | 7.69% | 4320 | 3.90 | 3868 | 26.85% | 28.65% | 71.35% | 46.73% |
| 10 PM | 14858 | 21536 | 123740.57136 | 971 | \$127.44 | 6.54% | 3331 | 3.43 | 2345 | 15.78% | 41.41% | 58.59% | 50.07% |
| 11 PM | 13646 | 21777 | 89588.252414 | 934 | \$95.92 | 6.84% | 4544 | 4.87 | 2901 | 21.26% | 32.20% | 67.80% | 42.82% |
| Total | 297995 | 526002 | 2537584.4653 | 25971 | \$97.71 | 8.72% | 84042 | 3.24 | 63610 | 21.35% | 40.83% | 59.17% | 43.32% |

| Channels | Quarter | Month | Week | Hour | Day of Month | Day of Week | | | | | | | | | | | | | | | |
|---|---------|-----------|------------|---------|--------------|--------------|--------|----------|--------|--------------|--------|----------|------------|--------|------|-------------------|-----------------|------------------------|-----|--|--|
| Channels | Quarter | Month | Week | Hours | Day of Month | Day of Week | | | | | | | | | | | | | | | |
| 2020/01/01 to 2020/01/19 | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| 2019/01/01 to 2019/01/10 | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| ◀ Dashboard 2020 Dashboard 2019 Dashboard 2020 channel-hour Dashboard 2019 channel-hour ▶ | | | | | | | | | | | | | | | | | | | | | |
| Hours | ▲ | Quarter | ▲ | Month | ▲ | Day | ▲ | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | Order to Addtobag Rate | Abs | | |
| 3 PM | | | | | | | | 128173 | 205860 | 1026153.132 | 9775 | \$104.98 | 7.63% | 35433 | 3.62 | 26564 | 20.73% | 36.80% | | | |
| 4 PM | | | | | | | | 126322 | 215546 | 1093941.8122 | 10344 | \$105.76 | 8.19% | 33827 | 3.27 | 26889 | 21.29% | 38.47% | | | |
| 5 PM | | | | | | | | 137301 | 219619 | 1031232.44 | 11020 | \$93.58 | 8.03% | 36329 | 3.30 | 26996 | 19.66% | 40.82% | | | |
| 6 PM | | | | | | | | 111543 | 202678 | 993829.81318 | 9810 | \$101.31 | 8.79% | 35282 | 3.60 | 26365 | 23.64% | 37.21% | | | |
| ◀ 7 PM | ◀ Q1 | ◀ January | 2019/01/01 | 12654 | 20597 | 68832.101812 | 899 | \$76.57 | 7.10% | 2424 | 2.70 | | 2115 | 16.71% | | 42.51% | | | | | |
| | | | | 12721 | 19742 | 114131.13309 | 977 | \$116.82 | 7.68% | 3717 | 3.80 | | 3139 | 24.68% | | 31.12% | | | | | |
| | | | | 11435 | 18839 | 77736.710889 | 1525 | \$50.97 | 13.34% | 3487 | 2.29 | | 2603 | 22.76% | | 58.59% | | | | | |
| | | | | 15541 | 24017 | 81792.322891 | 1097 | \$74.56 | 7.06% | 3929 | 3.58 | | 2746 | 17.67% | | 39.95% | | | | | |
| | | | | 7249 | 17361 | 105491.22867 | 986 | \$106.99 | 13.60% | 3628 | 3.68 | | 3071 | 42.36% | | 32.11% | | | | | |
| | | | | 11046 | 23451 | 137403.40593 | 1140 | \$120.53 | 10.32% | 3216 | 2.82 | | 2640 | 23.90% | | 43.18% | | | | | |
| | | | | 13592 | 22924 | 83354.963653 | 1355 | \$61.52 | 9.97% | 3907 | 2.88 | | 2027 | 14.91% | | 66.85% | | | | | |
| | | | | 13373 | 23029 | 84441.53387 | 1093 | \$77.26 | 8.17% | 3962 | 3.62 | | 2471 | 18.48% | | 44.23% | | | | | |
| | | | | 12963 | 18819 | 105575.3728 | 1180 | \$89.47 | 9.10% | 3944 | 3.34 | | 3127 | 24.12% | | 37.74% | | | | | |
| | | | | 12115 | 22726 | 92197.503128 | 1136 | \$81.16 | 9.38% | 3712 | 3.27 | | 2362 | 19.50% | | 48.09% | | | | | |
| Subtotal: January | | | | 122689 | 211505 | 950956.27674 | 11388 | \$83.51 | 9.28% | 35926 | 3.15 | | 26301 | 21.44% | | 43.30% | | | | | |
| Subtotal: Q1 | | | | 122689 | 211505 | 950956.27674 | 11388 | \$83.51 | 9.28% | 35926 | 3.15 | | 26301 | 21.44% | | 43.30% | | | | | |
| Subtotal: 7 PM | | | | 122689 | 211505 | 950956.27674 | 11388 | \$83.51 | 9.28% | 35926 | 3.15 | | 26301 | 21.44% | | 43.30% | | | | | |
| 8 PM | | | | 130760 | 232376 | 1047153.1155 | 10092 | \$103.76 | 7.72% | 37052 | 3.67 | | 24258 | 18.55% | | 41.60% | | | | | |
| 9 PM | | | | 119138 | 220379 | 1079547.6482 | 10619 | \$101.66 | 8.91% | 35863 | 3.38 | | 27813 | 23.35% | | 38.18% | | | | | |
| 10 PM | | | | 109833 | 215893 | 996011.70318 | 10194 | \$97.71 | 9.28% | 36829 | 3.61 | | 26505 | 24.13% | | 38.46% | | | | | |
| 11 PM | | | | 123840 | 224099 | 983149.44631 | 9439 | \$104.16 | 7.62% | 37204 | 3.94 | | 27398 | 22.12% | | 34.45% | | | | | |
| Total | | | | 2950176 | 5200609 | 24645906.2 | 245324 | \$100.46 | 8.32% | 880314 | 3.59 | | 636250 | 21.57% | | 38.56% | | | | | |

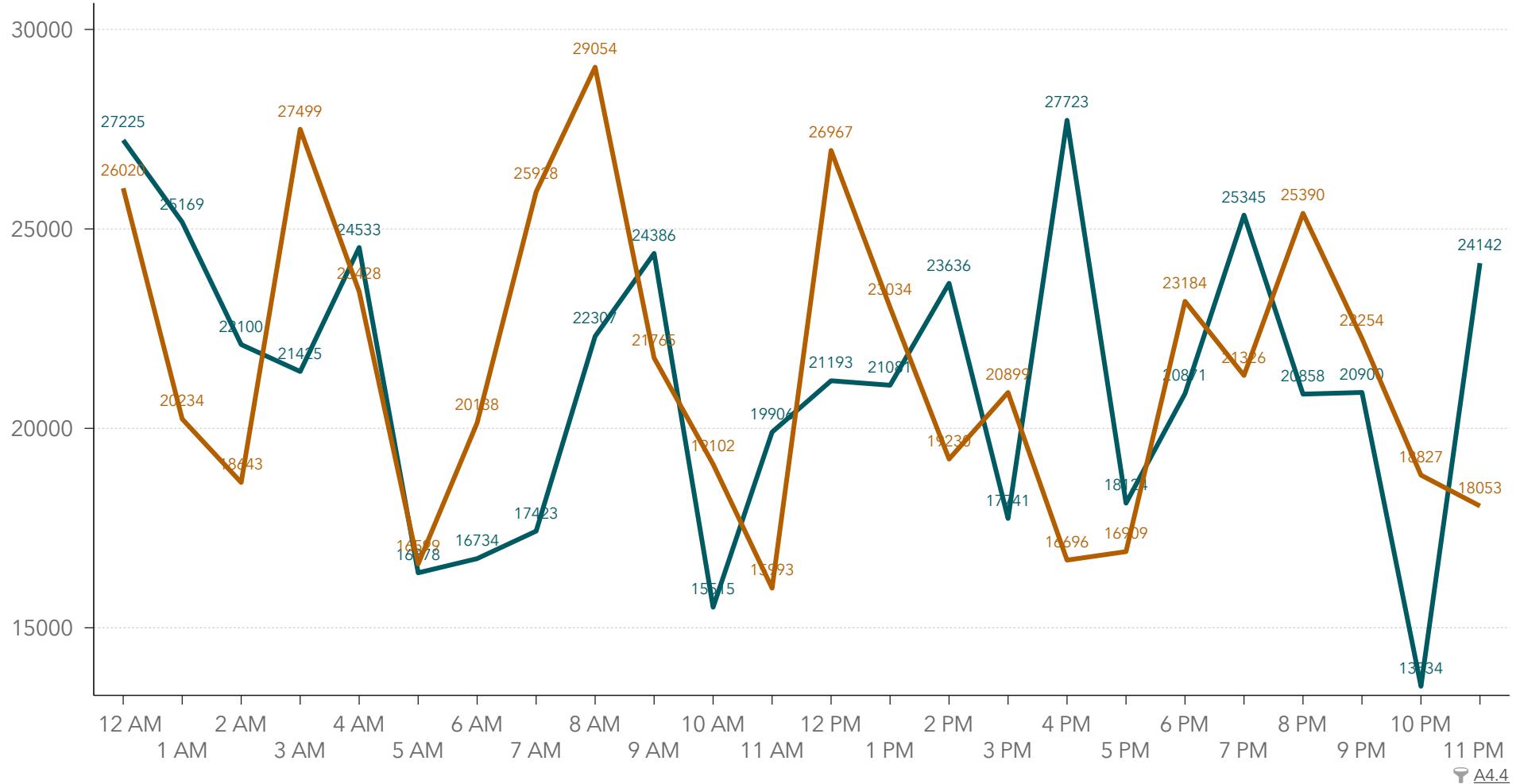
Hourly Chart

| Visitors | Visits | Sales | Orders | Units | Unique Add to Bag |
|----------|--------|-------|--------|-------|-------------------|
|----------|--------|-------|--------|-------|-------------------|

A4.1

Daily Measure Basic KPI by Hours grouped by Year

Year
— 2019 — 2020



A4.4

Fake Hourly Channel Report

Hourly Channel Report Format Dashboard Today Conversion

Channels

2020 Parameter: 2020/07/13 | 2019 Parameter: 2019/07/13 | Hour: Hours

| Hours | Visitors 2019 | Visitors Difference | Visitors Percent Difference | Visitors 2020 |
|-------|---------------|---------------------|-----------------------------|---------------|
| 12 AM | 14066 | -1041 | -7.40% | |
| 1 AM | 12080 | 3368 | 27.88% | |
| 2 AM | 13586 | -1654 | -12.17% | |
| 3 AM | 13780 | -1488 | -10.80% | |
| 4 AM | 14332 | -2717 | -18.96% | |
| 5 AM | 10859 | 3522 | 32.43% | |
| 6 AM | 13698 | 2974 | 21.71% | |
| 7 AM | 10098 | 3157 | 31.26% | |
| 8 AM | 14645 | -5959 | -40.69% | |
| 9 AM | 12602 | 307 | 2.44% | |
| 10 AM | 11660 | -1321 | -11.33% | |
| 11 AM | 10960 | 4934 | 45.02% | |
| 12 PM | 12587 | 647 | 5.14% | |
| 1 PM | 12293 | 2034 | 16.55% | |
| 2 PM | 9751 | 3021 | 30.98% | |
| 3 PM | 11490 | 3766 | 32.78% | |
| 4 PM | 11475 | 1219 | 10.62% | |

Hourly Chart

Daily Measure Basic KPI by Hours grouped by Year

Basic KPIs Rates KPIs Other KPIs

Visitors Visits Sales Orders Units Unique Add to Bag

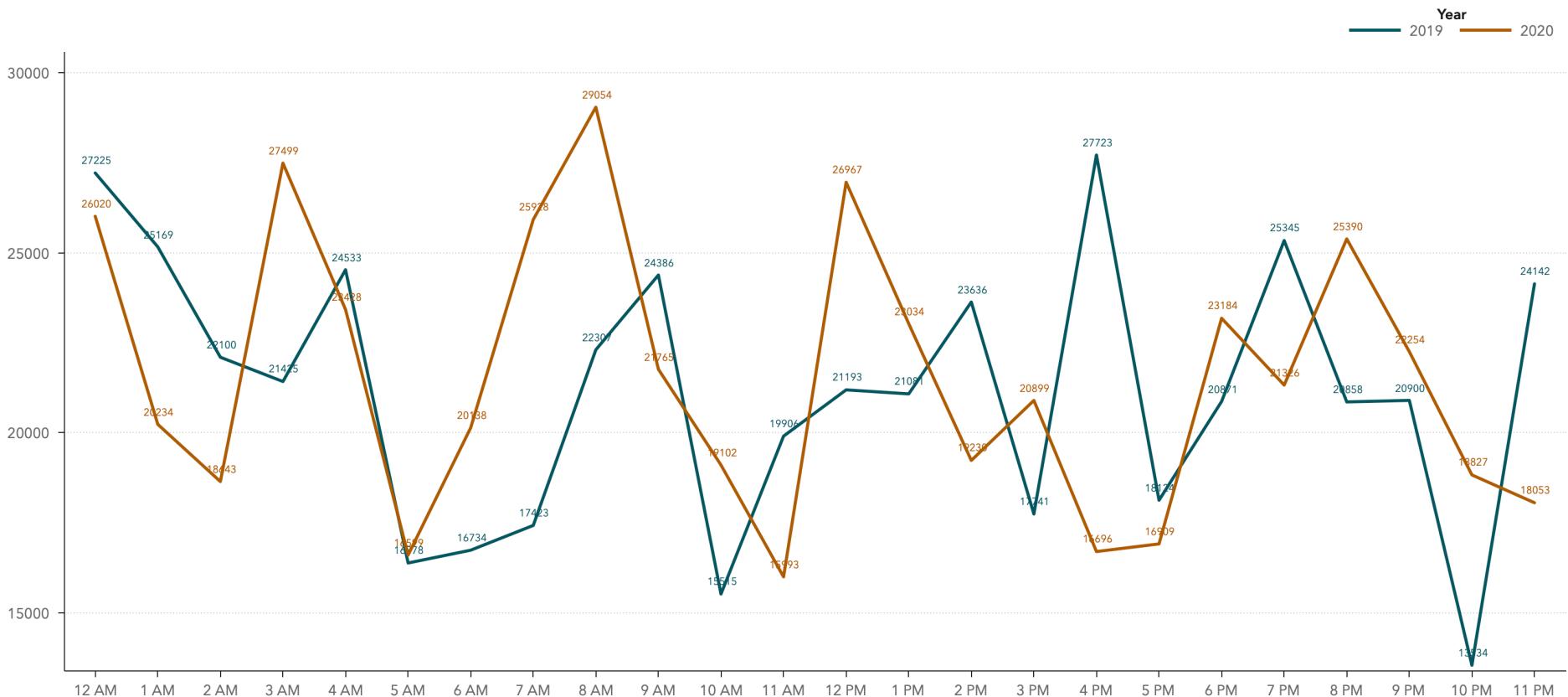
Year: 2019 (Blue) 2020 (Orange)

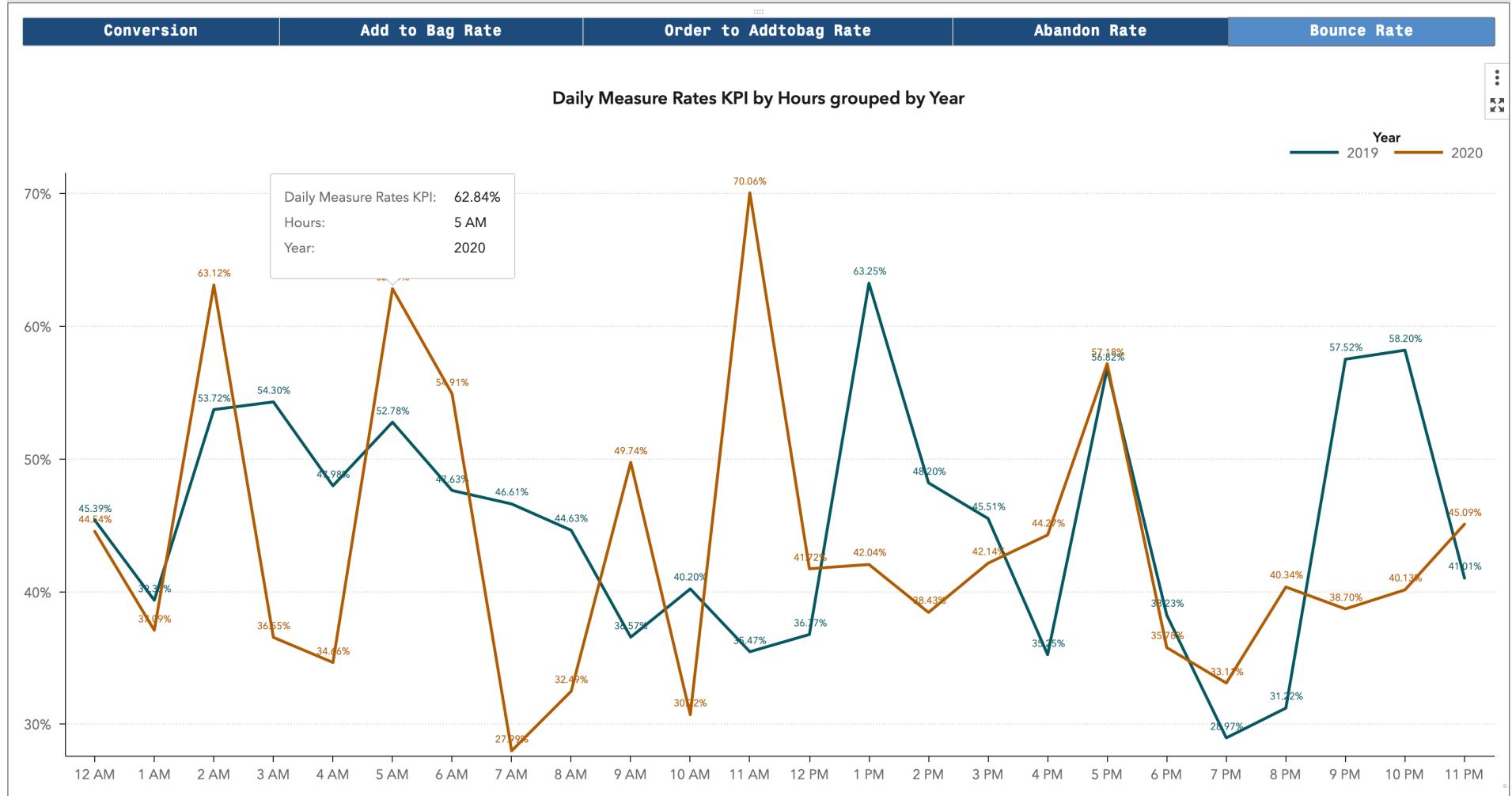
Close

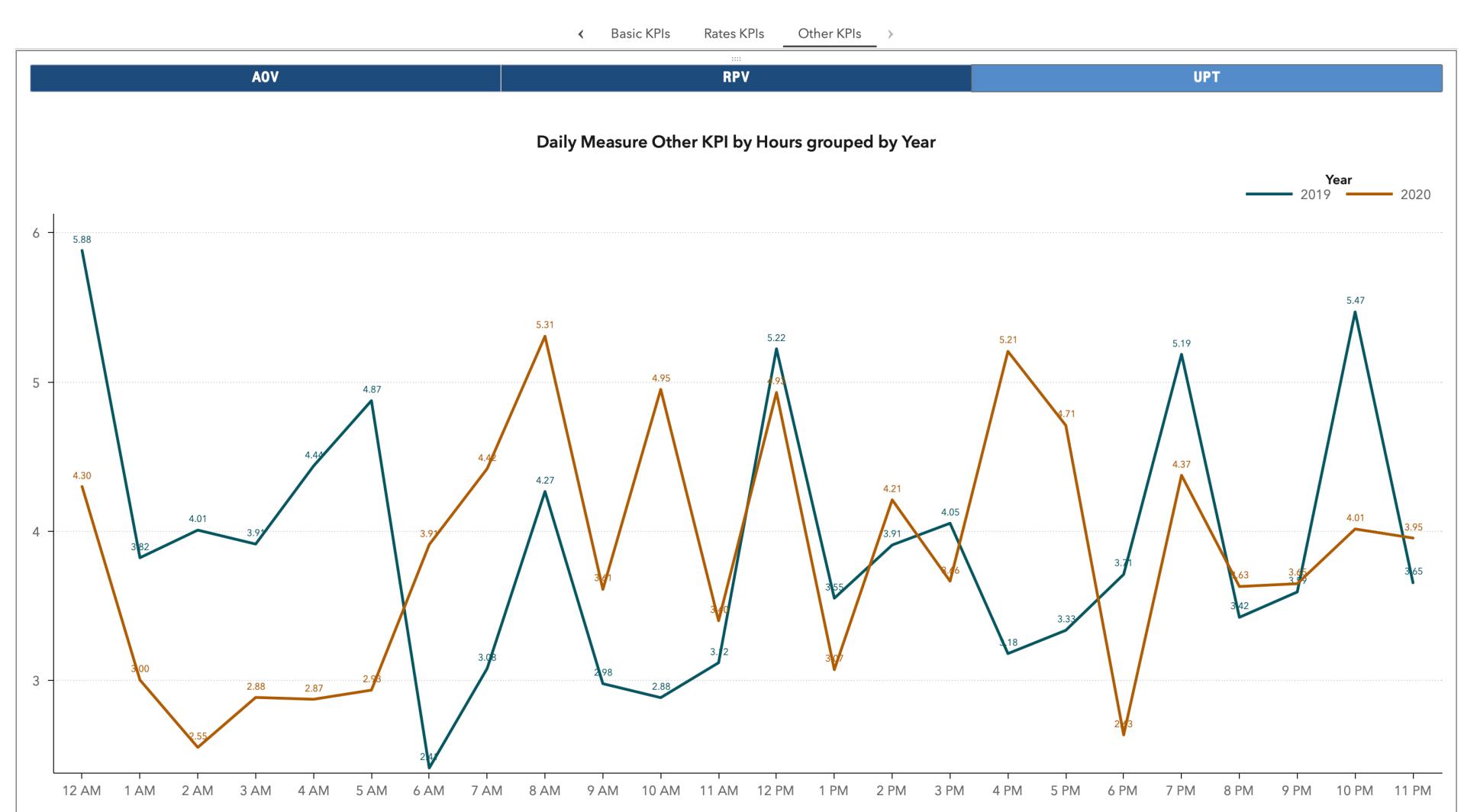
| Hours | Orders 2019 | Orders Difference | Orders Percent Difference | AOV: \$ |
|-------|-------------|-------------------|---------------------------|---------|
| 12... | 780 | 173 | 22.18% | \$13 |
| 1... | 947 | 120 | 12.67% | \$11 |
| 2... | 1038 | 201 | 19.36% | \$6 |
| 3... | 1140 | -4 | -0.35% | \$10 |
| 4... | 930 | 269 | 28.92% | \$8 |
| 5... | 855 | 141 | 16.49% | \$10 |
| 6... | 1244 | -333 | -26.77% | \$12 |
| 7... | 979 | -95 | -9.70% | \$14 |
| 8... | 840 | -2 | -0.24% | \$6 |
| 9... | 1257 | -287 | -22.83% | \$9 |
| 10... | 1241 | -617 | -49.72% | \$15 |
| 11... | 953 | 175 | 18.36% | \$10 |
| 12... | 754 | 199 | 26.39% | \$13 |
| 1... | 1187 | -467 | -39.34% | \$15 |
| 3... | 871 | 197 | 22.62% | \$12 |
| 4... | 873 | -95 | -10.88% | \$11 |
| 7... | 1147 | -431 | -37.58% | \$14 |

| Visitors | Visits | Sales | Orders | Units | Unique Add to Bag |
|----------|--------|-------|--------|-------|-------------------|
|----------|--------|-------|--------|-------|-------------------|

Daily Measure Basic KPI by Hours grouped by Year





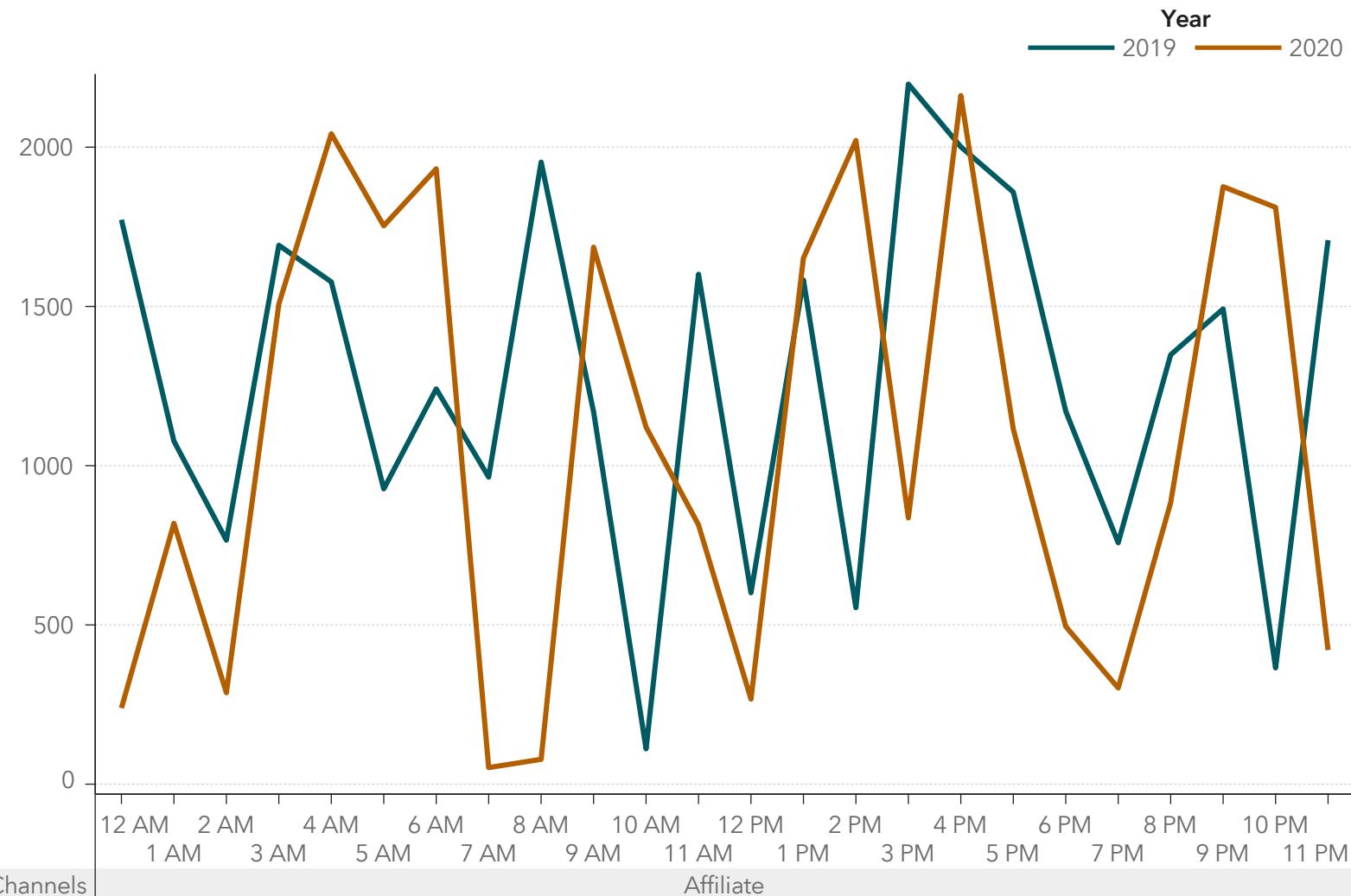


Hourly Channel Chart

| Visitors | Visits | Sales | Orders | Units | Unique Add to Bag |
|----------|--------|-------|--------|-------|-------------------|
|----------|--------|-------|--------|-------|-------------------|

A5.1

Channel Daily Measure Basic KPI by Hours grouped by Year



Select Channels

- Affiliate
- Direct
- Email
- Internal
- Organizational
- Paid
- PayPal
- PLA
- Remarketing
- Social
- Web

Channels

Affiliate

A5.5

A5.4

Hourly Channel Report Format Dashboard Today Conversion

Channels

2020 Parameter: 2020/07/13

2019 Parameter: 2019/07/13

Hour: Hours

Hourly Channel Chart

Channel Basic KPIs: Visitors Visits Sales Orders Units Unique Add to Bag

Channel Daily Measure Basic KPI by Hours grouped by Year

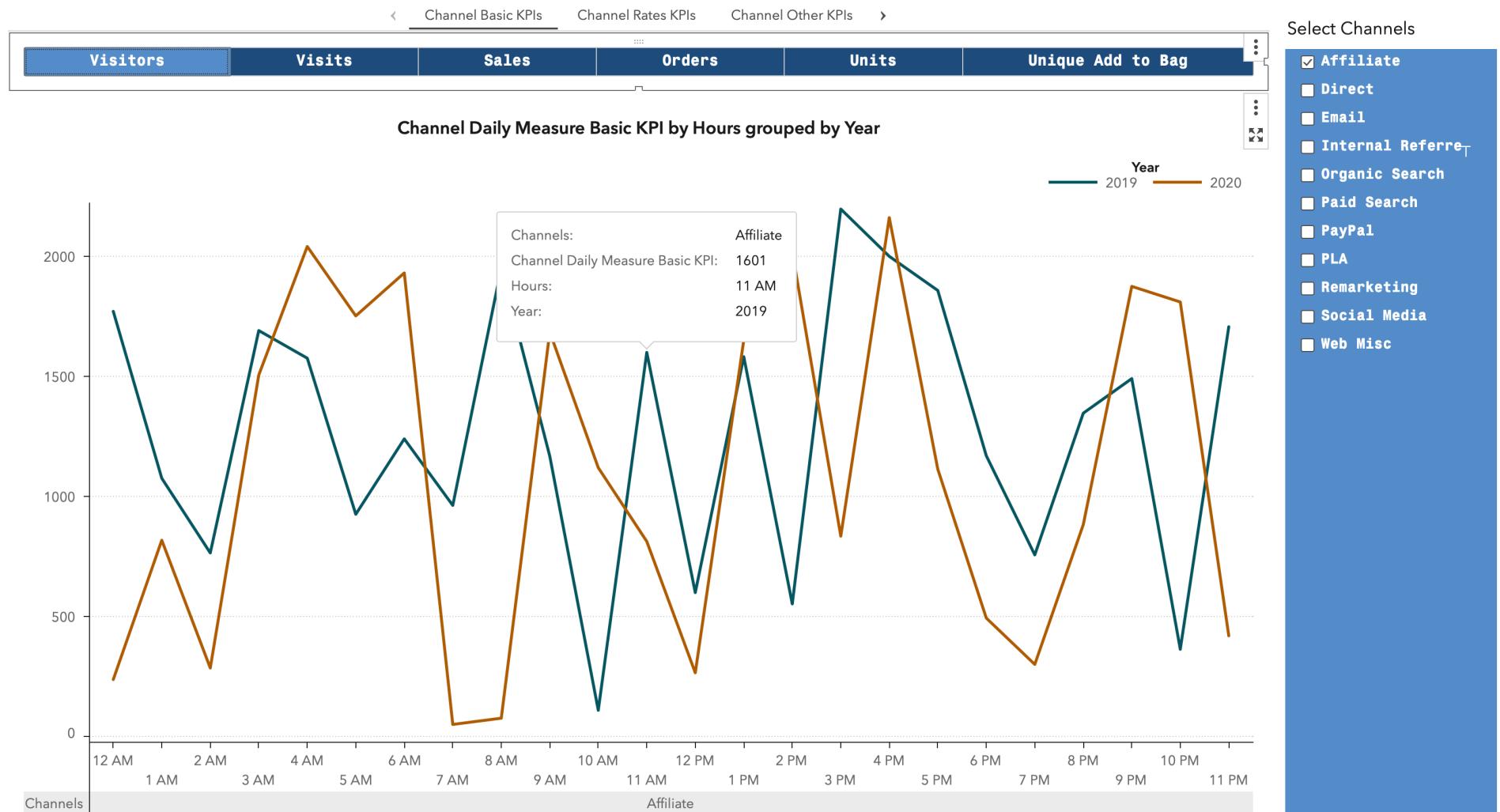
Year: 2019 (blue) 2020 (orange)

Channels: Affiliate

Select Channels: A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z

Close

| | Orders 2019 | Orders Difference | Orders Percent Difference | AOV: |
|----|-------------|-------------------|---------------------------|------|
| 1 | 780 | 173 | 22.18% | \$13 |
| 2 | 947 | 120 | 12.67% | \$11 |
| 3 | 1038 | 201 | 19.36% | \$6 |
| 4 | 1140 | -4 | -0.35% | \$10 |
| 5 | 930 | 269 | 28.92% | \$8 |
| 6 | 855 | 141 | 16.49% | \$10 |
| 7 | 1244 | -333 | -26.77% | \$12 |
| 8 | 979 | -95 | -9.70% | \$14 |
| 9 | 840 | -2 | -0.24% | \$6 |
| 10 | 1257 | -287 | -22.83% | \$9 |
| 11 | 1241 | -617 | -49.72% | \$15 |
| 12 | 953 | 175 | 18.36% | \$10 |
| 13 | 754 | 199 | 26.39% | \$13 |
| 14 | 1187 | -467 | -39.34% | \$15 |
| 15 | 871 | 197 | 22.62% | \$12 |
| 16 | 873 | -95 | -10.88% | \$11 |
| 17 | 1147 | -431 | -37.58% | \$14 |



[Channel Basic KPIs](#)[Channel Rates KPIs](#)[Channel Other KPIs](#)

Conversion

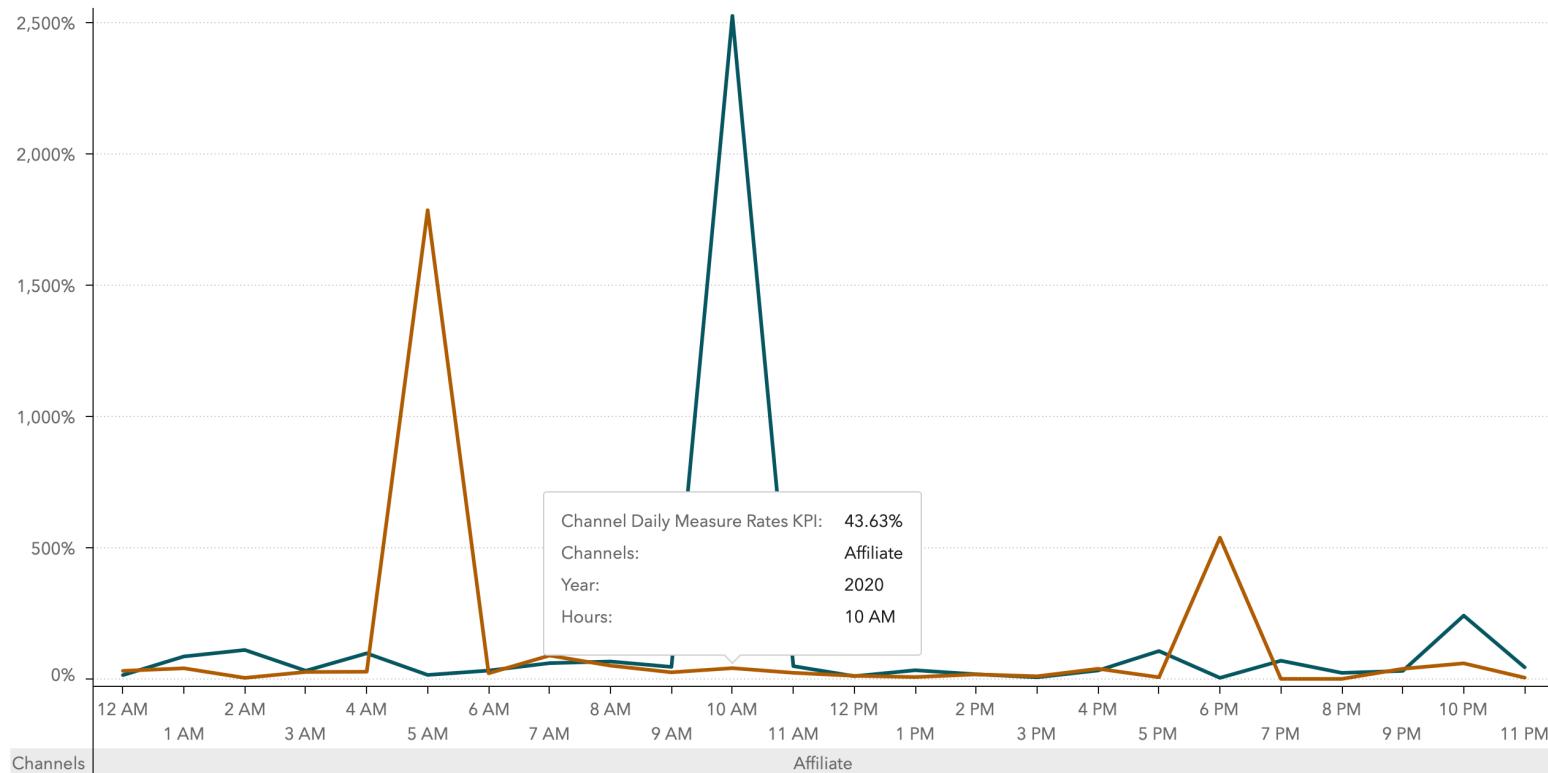
Add to Bag Rate

Order to Addtobag Rate

Abandon Rate

Bounce Rate

Channel Daily Measure Rates KPI by Hours grouped by Year

Year 2019 2020

Select Channels

- Affiliate
- Direct
- Email
- Internal Referre_T
- Organic Search
- Paid Search
- PayPal
- PLA
- Remarketing
- Social Media
- Web Misc

◀ Channel Basic KPIs Channel Rates KPIs Channel Other KPIs ▶

AOV

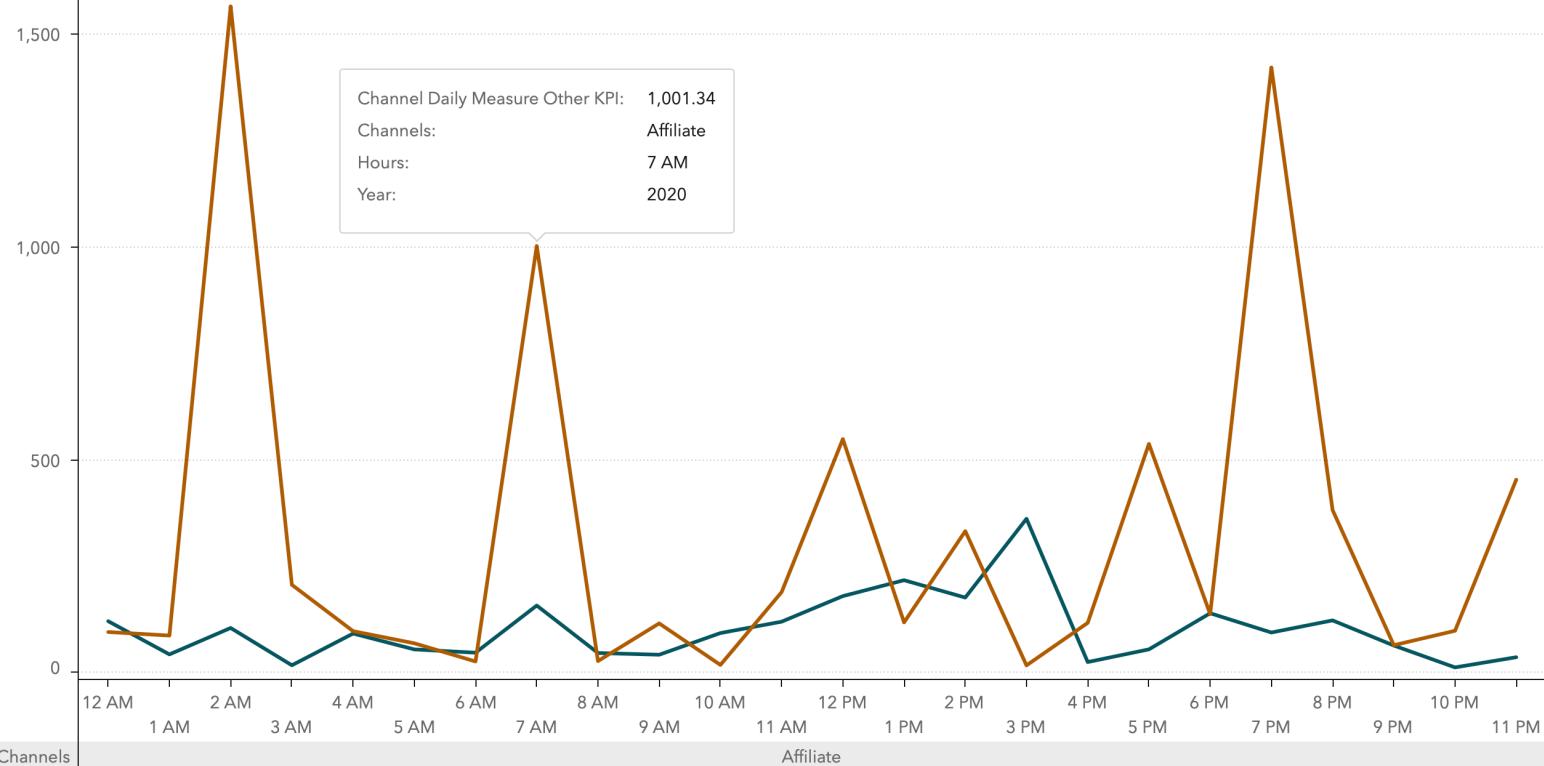
RPV

UPT

Channel Daily Measure Other KPI by Hours grouped by Year

Year
2019 2020

Channel Daily Measure Other KPI: 1,001.34
Channels: Affiliate
Hours: 7 AM
Year: 2020



Select Channels

- Affiliate
- Direct
- Email
- Internal Reference
- Organic Search
- Paid Search
- PayPal
- PLA
- Remarketing
- Social Media
- Web Misc

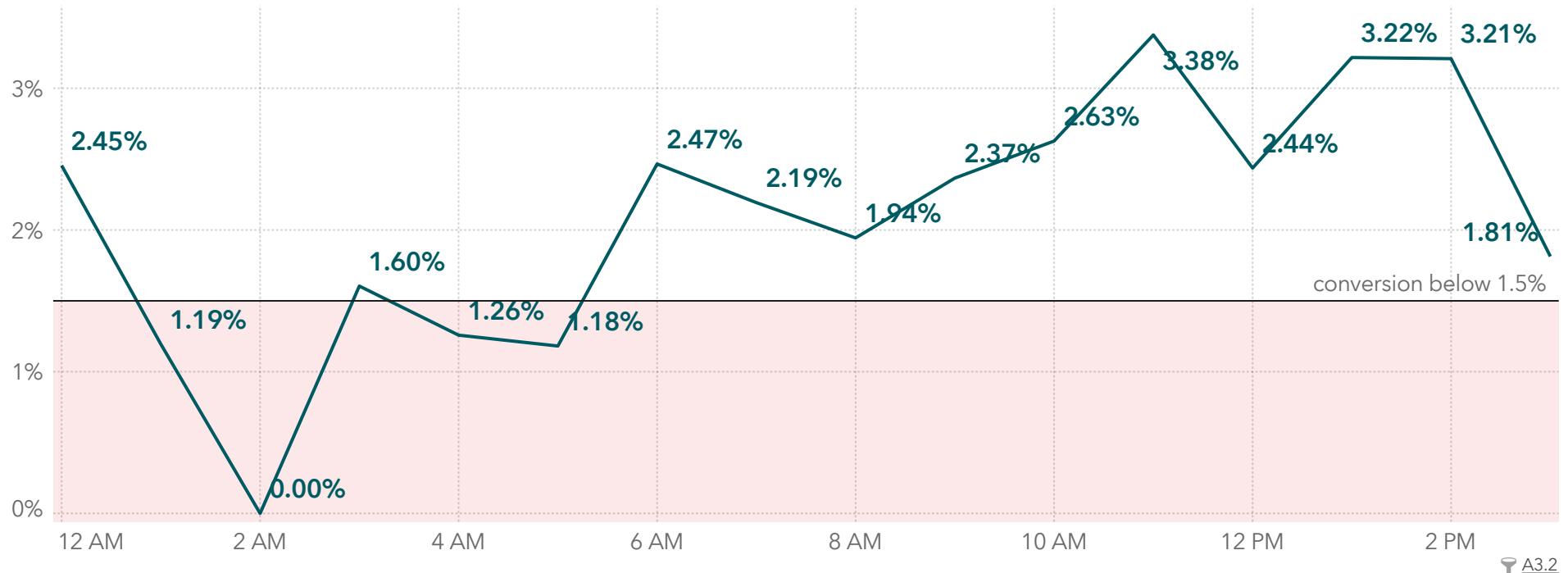
Today Conversion

Conversion Alert for Two hours ago

| Date ▲ | 08/12/2020 | | | | | | | | | | | |
|--------|------------|--|--|--|--|--|--|--|--|--|--|--|
| ▼ | | | | | | | | | | | | |

A3.1

2020 Today Hourly Conversion



Alert Notes :

1. Click any figure inside the crosstable to look at the Hourly Channel 2020 whole information
2. You might get alert for certain hour, but later when you look at the data, the conversion rate for that hour is no longer less than 1.5%. It's because orders are keep updating .

Appendix

A1.1 Fake Hourly Channel Report

Parameters:
2019 Parameter = 07/13/2019
2020 Parameter = 07/13/2020
Hours Parameter =
Basic KPI Selected Measure Parameter = 'Visits'
Other KPI Selected Measure Parameter = 'UPT'
Rates KPI Selected Measure Parameter = 'Bounce Rate'
Channel Other KPI Selected Measure Parameter = 'AOV'
Channel Rates KPI Selected Measure Parameter = ""
Channel Basic KPI Selected Measure Parameter = ""

A1.2 Channels

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')

A1.3 2020 Parameter

Filters: Year = 2020

A1.4 2019 Parameter

Filters: Year = 2019

A1.5 Summary

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')
Hours NotMissing

Display Rules:

AOV Difference

abc AOV Difference less than or equal to \$0.00

abc AOV Difference greater than \$0.00

AOV Percent Difference

abc AOV Percent Difference less than or equal to 0.00%

abc AOV Percent Difference greater than 0.00%

Abandon Rate Difference

abc Abandon Rate Difference less than 0.00%

abc Abandon Rate Difference greater than or equal to 0.00%

Abandon Rate Percent Difference

abc Abandon Rate Percent Difference greater than or equal to 0.00%

abc Abandon Rate Percent Difference less than 0.00%

Add to Bag Rate Difference

abc Add to Bag Rate Difference less than or equal to 0.00%

abc Add to Bag Rate Difference greater than 0.00%

Add to Bag Rate Percent Difference

abc Add to Bag Rate Percent Difference less than or equal to 0.00%

abc Add to Bag Rate Percent Difference greater than 0.00%

Bounce Rate Difference

abc Bounce Rate Difference greater than 0.00%

Bounce Rate Percent Difference

abc Bounce Rate Percent Difference greater than 0.00%

Conversion Difference

abc Conversion Difference less than or equal to 0.00%

abc Conversion Difference greater than 0.00%

Conversion Percent Difference

abc Conversion Percent Difference less than or equal to 0.00%

abc Conversion Percent Difference greater than 0.00%

Order to Addtobag Rate Difference

abc Order to Addtobag Rate Difference less than or equal to 0.00%

abc Order to Addtobag Rate Difference greater than 0.00%

Order to Addtobag Rate Percent Difference

abc Order to Addtobag Rate Percent Difference less than or equal to 0.00%

abc Order to Addtobag Rate Percent Difference greater than 0.00%

Orders Difference

abc Orders Difference less than or equal to 0

abc Orders Difference greater than 0

Orders Percent Difference

abc Orders Percent Difference less than or equal to 0.00%

abc Orders Percent Difference greater than 0.00%

Sales Difference

abc Sales Difference less than or equal to \$0

abc Sales Difference greater than \$0

Sales Percent Difference

abc Sales Percent Difference less than or equal to 0.00%

abc Sales Percent Difference greater than 0.00%

Display Rules:

UPT Difference

abc UPT Difference less than or equal to 0.00

abc UPT Difference greater than 0.00

Visits Difference

abc Visits Difference greater than 0

abc Visits Difference less than or equal to 0

UPT Percent Difference

abc UPT Percent Difference less than or equal to 0.00%

abc UPT Percent Difference greater than 0.00%

Visits Percent Difference

abc Visits Percent Difference less than or equal to 0.00%

abc Visits Percent Difference greater than 0.00%

Unique Add to Bag Difference

abc Unique Add to Bag Difference less than or equal to 0

abc Unique Add to Bag Difference greater than 0

Unique Add to Bag Percent Difference

abc Unique Add to Bag Percent Difference less than or equal to 0.00%

abc Unique Add to Bag Percent Difference greater than 0.00%

Units Difference

abc Units Difference less than or equal to 0

abc Units Difference greater than 0

Units Percent Difference

abc Units Percent Difference less than or equal to 0.00%

abc Units Percent Difference greater than 0.00%

Visitors Difference

abc Visitors Difference less than or equal to 0

abc Visitors Difference greater than 0

Visitors Percent Difference

abc Visitors Percent Difference less than or equal to 0.00%

abc Visitors Percent Difference greater than 0.00%

A2.1 Channels

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')

A2.2 2020 Hourly Channel Report

Filters: Year = 2020
Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')
Month = July
Day of Month = 13

Display Rules: Conversion

abc Conversion less than 1.50%

A3.1 Channels

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')

A3.2 Dashboard 2020 Slider

Filters: Year = 2020

A3.3 Dashboard 2019 Slider

Filters: Year = 2019

A3.4 Dashboard 2020

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')
DateTime NotMissing
Day BetweenInclusive(2020/01/01; 2020/01/01)

Display Rules: Conversion

abc Conversion less than 1.50%

A4.1 Hourly Basic KPI List of measures

Filters: (List of measures Basic KPI In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR List of measures Basic KPI Missing

A4.2 Hourly Rates KPI List of measures

Filters: (List of measures Rates KPI In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR List of measures Rates KPI Missing

A4.3 Hourly Other KPI List of measures

Filters: (List of measures Other KPI In('AOV'; 'RPV'; 'UPT')) OR List of measures Other KPI Missing

A4.4 Daily Measure Basic KPI by Hours grouped by Year

Filters: (Day = 2020 Parameter (07/13/2020)) OR (Day = 2019 Parameter (07/13/2019))
Hours NotMissing

A4.5 Daily Measure Rates KPI by Hours grouped by Year

Filters: (Day = 2020 Parameter (07/13/2020)) OR (Day = 2019 Parameter (07/13/2019))

Display Rules: Graph
■ Conversion less than 1.50%

A4.6 Daily Measure Other KPI by Hours grouped by Year

Filters: (Day = 2020 Parameter (07/13/2020)) OR (Day = 2019 Parameter (07/13/2019))

A5.1 Hourly Channel Basic KPI List of measures

Filters: (List of measures Basic KPI In('Orders'; 'Sales'; 'Unique Add to Bag'; 'Units'; 'Visitors'; 'Visits')) OR List of measures Basic KPI Missing

A5.2 Hourly Channel Rates KPI List of measures

Filters: (List of measures Rates KPI In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR List of measures Rates KPI Missing

A5.3 Hourly Channel Other KPI List of measures

Filters: (List of measures Other KPI In('AOV'; 'RPV'; 'UPT')) OR List of measures Other KPI Missing

A5.4 Select Channels

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')

A5.5 Channel Daily Measure Basic KPI by Hours grouped by Year

Filters: (Day = 2020 Parameter (07/13/2020)) OR (Day = 2019 Parameter (07/13/2019))
Hours NotMissing
Channels = 'Affiliate'

A5.6 Channel Daily Measure Rates KPI by Hours grouped by Year

Filters: (Day = 2020 Parameter (07/13/2020)) OR (Day = 2019 Parameter (07/13/2019))
DateTime NotMissing
Channels = 'Affiliate'

A5.7 Channel Daily Measure Other KPI by Hours grouped by Year

Filters: (Day = 2020 Parameter (07/13/2020)) OR (Day = 2019 Parameter (07/13/2019))
DateTime NotMissing
Channels = 'Affiliate'

A6.1 Conversion Alert for Two hours ago

Warnings: The filter resulted in an empty set of data.

Filters: Hour(DateTime) = Alert Hour
Day = As on date

Display Rules: Conversion
abc Conversion less than 1.50%

A6.2 2020 Today Hourly Conversion

Warnings: The filter resulted in an empty set of data.

Filters: Channels NotMissing
Day = As on date

Display Rules: Graph
 Conversion less than 1.50%