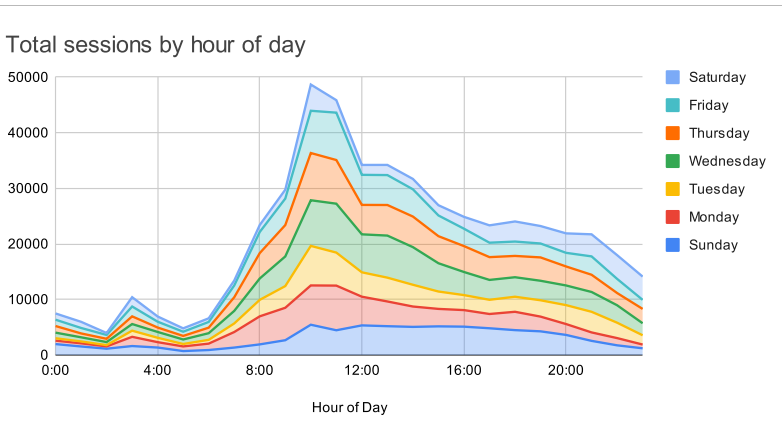
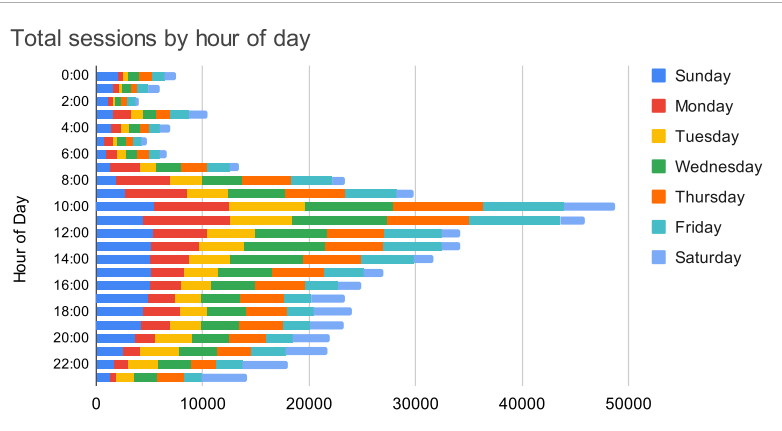
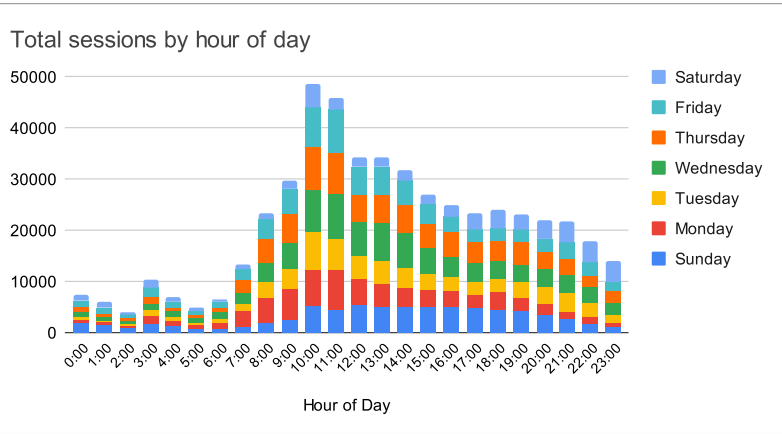
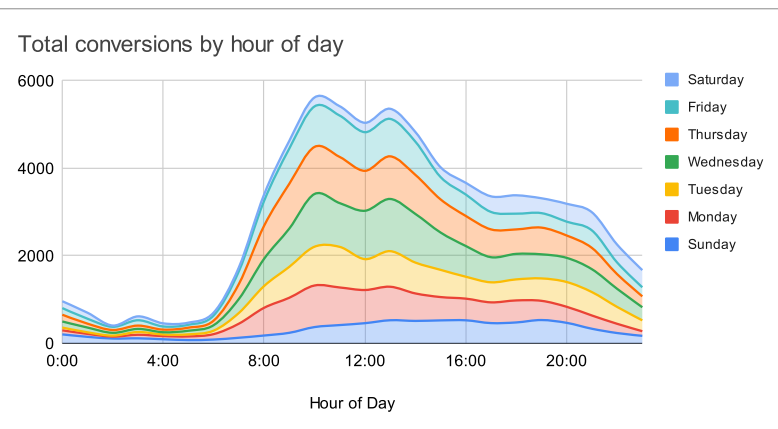
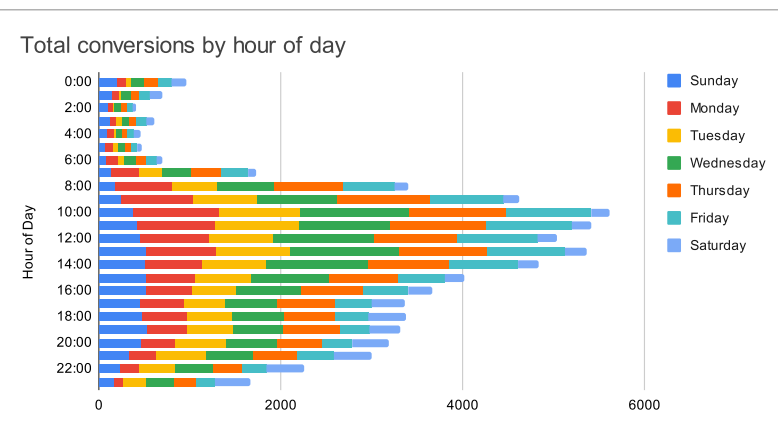
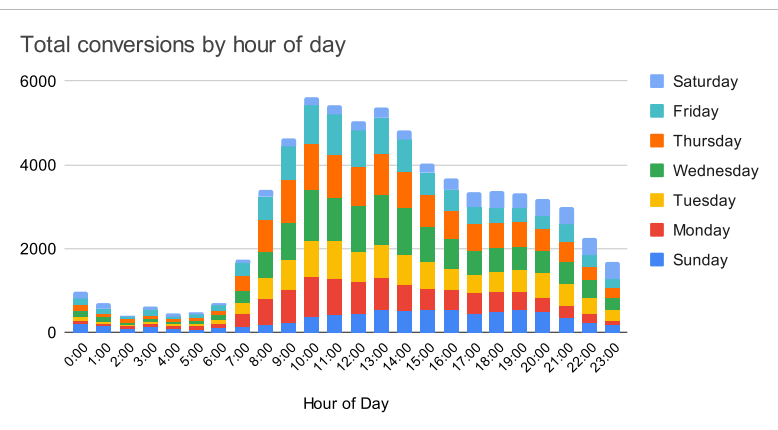


Day of Week	Hour of Day	Users	Sessions	Source Rate	Pages / Session	Avg. Session Duration	Conversion rate	Conversions
0 - Sunday	0:00	1,875	1,880	0.00%	1.76	0:00:04	0.000%	0.00
0 - Sunday	1:00	1,473	1,528	72.00%	1.67	0:00:03	0.071%	147
0 - Sunday	2:00	1,081	1,155	69.00%	1.68	0:00:02	0.025%	108
0 - Sunday	3:00	1,013	1,014	68.00%	1.60	0:00:05	7.000%	113
0 - Sunday	4:00	1,045	1,045	59.00%	1.62	0:00:06	8.800%	82
0 - Sunday	5:00	873	710	64.70%	1.71	0:00:05	0.200%	73
0 - Sunday	6:00	827	807	65.00%	1.65	0:00:02	0.040%	82
0 - Sunday	7:00	1,280	1,336	69.00%	1.68	0:00:07	0.400%	128
0 - Sunday	8:00	1,628	1,611	77.00%	1.68	0:00:04	0.260%	177
0 - Sunday	9:00	2,072	2,081	74.00%	1.65	0:00:06	0.800%	208
0 - Sunday	10:00	5,108	5,455	67.00%	1.76	0:00:06	0.790%	511
0 - Sunday	11:00	6,271	4,954	71.60%	1.60	0:00:04	0.340%	416
0 - Sunday	12:00	5,070	5,531	68.00%	1.65	0:00:05	0.810%	489
0 - Sunday	13:00	5,014	4,107	74.00%	1.65	0:00:06	0.140%	141
0 - Sunday	14:00	4,880	5,061	75.00%	1.60	0:00:06	0.160%	111
0 - Sunday	15:00	5,013	5,107	74.00%	1.65	0:00:05	0.140%	141
0 - Sunday	16:00	4,884	5,105	74.00%	1.58	0:00:05	0.160%	141
0 - Sunday	17:00	4,882	4,910	71.00%	1.68	0:00:06	0.080%	81
0 - Sunday	18:00	4,888	4,477	70.00%	1.7	0:00:05	0.040%	41
0 - Sunday	19:00	4,888	4,390	69.00%	1.74	0:00:05	0.040%	41
0 - Sunday	20:00	4,486	3,816	69.10%	1.68	0:00:05	0.040%	41
0 - Sunday	21:00	2,405	2,465	65.10%	1.6	0:00:05	0.030%	33
0 - Sunday	22:00	1,684	1,745	63.00%	2.05	0:01:12	0.040%	34
0 - Sunday	23:00	1,168	1,037	62.20%	1.67	0:00:09	0.030%	33
1 - Monday	0:00	888	818	59.00%	2.38	0:01:06	0.000%	81
1 - Monday	1:00	880	885	64.70%	1.75	0:00:05	0.080%	87
1 - Monday	2:00	402	416	67.70%	1.91	0:01:06	0.000%	41
1 - Monday	3:00	1,037	1,060	67.70%	2.00	0:00:05	0.490%	42
1 - Monday	4:00	816	869	67.80%	1.81	0:00:05	7.400%	72
1 - Monday	5:00	760	844	67.80%	1.64	0:00:06	0.060%	81
1 - Monday	6:00	1,111	1,155	69.00%	1.68	0:00:06	0.070%	114
1 - Monday	7:00	2,060	2,067	73.00%	1.66	0:00:06	0.460%	207
1 - Monday	8:00	4,882	5,001	75.50%	1.64	0:00:05	0.000%	483
1 - Monday	9:00	6,045	5,846	73.10%	1.76	0:00:05	0.120%	604
1 - Monday	10:00	5,812	7,071	67.54%	1.88	0:00:05	0.040%	581
1 - Monday	11:00	7,044	5,867	64.50%	1.66	0:00:05	0.080%	709
1 - Monday	12:00	4,984	5,164	68.00%	1.66	0:00:05	0.080%	499
1 - Monday	13:00	4,260	4,441	66.40%	1.66	0:00:05	0.080%	426
1 - Monday	14:00	3,168	3,885	66.10%	2.08	0:01:23	0.000%	317
1 - Monday	15:00	2,888	3,141	63.40%	2.18	0:01:08	0.000%	288
1 - Monday	16:00	2,881	2,880	63.20%	2.08	0:01:19	0.000%	281
1 - Monday	17:00	2,478	2,388	63.30%	2.12	0:01:17	0.000%	247
1 - Monday	18:00	3,105	3,302	58.80%	2.12	0:00:59	0.000%	311
1 - Monday	19:00	2,476	2,881	58.80%	2.12	0:01:07	0.000%	248
1 - Monday	20:00	1,841	1,886	58.00%	2.1	0:01:17	0.000%	185
1 - Monday	21:00	1,475	1,500	58.00%	2.41	0:01:09	0.000%	148
1 - Monday	22:00	1,242	1,311	59.00%	2.11	0:01:09	0.000%	125
1 - Monday	23:00	1,010	1,017	59.70%	2.08	0:01:12	0.000%	101
2 - Tuesday	0:00	411	405	60.40%	2.38	0:01:06	0.000%	41
2 - Tuesday	1:00	817	841	70.00%	2.08	0:00:57	0.080%	81
2 - Tuesday	2:00	218	208	64.40%	2.00	0:01:00	0.000%	22
2 - Tuesday	3:00	1,107	1,107	53.10%	2.07	0:01:06	0.000%	111
2 - Tuesday	4:00	718	708	59.10%	1.65	0:01:00	0.000%	71
2 - Tuesday	5:00	1,416	1,416	62.70%	1.75	0:00:58	0.000%	142
2 - Tuesday	6:00	868	862	65.70%	1.60	0:00:55	0.080%	86
2 - Tuesday	7:00	2,061	2,045	66.10%	1.67	0:00:57	0.000%	206
2 - Tuesday	8:00	3,828	2,967	67.50%	1.9	0:01:11	0.070%	387
2 - Tuesday	9:00	7,060	5,868	67.50%	2.08	0:01:21	0.000%	706
2 - Tuesday	10:00	6,605	7,119	61.90%	2.05	0:01:11	0.040%	668
2 - Tuesday	11:00	5,615	6,245	62.00%	2.08	0:01:11	0.000%	561
2 - Tuesday	12:00	4,209	4,366	68.00%	2.00	0:01:21	0.000%	420
2 - Tuesday	13:00	4,261	4,267	60.00%	2.18	0:01:21	0.000%	426
2 - Tuesday	14:00	3,762	3,917	65.40%	2.12	0:01:20	0.000%	376
2 - Tuesday	15:00	2,888	3,108	61.10%	2.21	0:01:21	0.000%	289
2 - Tuesday	16:00	2,071	2,791	62.80%	2.09	0:01:16	0.000%	207
2 - Tuesday	17:00	2,006	2,176	61.70%	2.21	0:01:21	0.000%	201
2 - Tuesday	18:00	2,081	2,711	60.70%	2.08	0:00:55	0.000%	208
2 - Tuesday	19:00	2,081	2,441	61.60%	2.08	0:00:55	0.000%	208
2 - Tuesday	20:00	3,033	3,467	61.40%	1.64	0:00:50	0.000%	303
2 - Tuesday	21:00	3,716	4,116	61.10%	1.64	0:00:50	0.000%	372
2 - Tuesday	22:00	2,607	2,776	61.54%	1.67	0:00:50	0.000%	268
2 - Tuesday	23:00	1,847	1,845	61.50%	1.67	0:00:50	0.000%	185
3 - Wednesday	0:00	804	1,012	65.40%	1.65	0:01:07	0.000%	804
3 - Wednesday	1:00	764	764	60.00%	1.68	0:01:06	0.000%	764
3 - Wednesday	2:00	528	566	61.30%	1.61	0:01:11	0.080%	54
3 - Wednesday	3:00	1,122	1,166	57.10%	2.18	0:01:07	0.000%	112
3 - Wednesday	4:00	974	1,047	57.00%	2.08	0:00:58	0.000%	974
3 - Wednesday	5:00	702	812	57.10%	1.8	0:01:07	0.000%	702
3 - Wednesday	6:00	1,146	1,194	60.40%	1.76	0:00:46	0.040%	115
3 - Wednesday	7:00	2,147	2,306	63.10%	2	0:00:55	0.120%	215
3 - Wednesday	8:00	5,025	5,866	65.00%	1.65	0:01:03	0.070%	502
3 - Wednesday	9:00	6,267	6,225	67.00%	2.01	0:01:06	0.200%	624
3 - Wednesday	10:00	7,762	8,212	63.80%	2.12	0:01:23	0.000%	7,762
3 - Wednesday	11:00	6,862	8,001	64.40%	2.07	0:01:23	0.000%	6,862
3 - Wednesday	12:00	6,819	6,853	70.10%	2.02	0:01:16	0.070%	1,162
3 - Wednesday	13:00	7,202	7,272	71.10%	2.04	0:01:22	0.000%	7,202
3 - Wednesday	14:00	6,814	6,772	71.10%	1.65	0:01:06	0.040%	1,152
3 - Wednesday	15:00	6,808	6,808	68.00%	2.07	0:01:06	0.000%	6,808
3 - Wednesday	16:00	3,879	4,158	68.00%	2.02	0:01:11	0.080%	792
3 - Wednesday	17:00	3,433	3,678	65.00%	2.07	0:01:06	0.000%	3,433
3 - Wednesday	18:00	3,342	3,508	63.20%	1.65	0:00:53	0.000%	334
3 - Wednesday	19:00	3,312	3,511	63.00%	1.65	0:00:53	0.000%	331
3 - Wednesday	20:00	3,373	3,838	63.14%	1.65	0:01:01	0.080%	332
3 - Wednesday	21:00	3,368	3,507	64.40%	1.65	0:01:01	0.080%	332
3 - Wednesday	22:00	2,878	3,158	64.00%	1.65	0:00:56	0.000%	288
3 - Wednesday	23:00	2,474	3,162	63.00%	1.65	0:00:46	0.000%	248
4 - Thursday	0:00	1,100	1,168	58.40%	2.07	0:01:11	0.040%	105
4 - Thursday	1:00	884	887	64.10%	1.63	0:01:07	0.000%	88
4 - Thursday	2:00	327	383	63.70%	1.63	0:01:20	0.000%	32
4 - Thursday	3:00	1,461	1,461	55.60%	2.01	0:00:43	0.000%	146
4 - Thursday	4:00	739	765	59.10%	1.68	0:01:01	0.000%	739
4 - Thursday	5:00	814	841	64.70%	1.67	0:01:07	0.000%	814
4 - Thursday	6:00	849	888	70.00%	1.76	0:00:36	0.040%	164
4 - Thursday	7:00	2,344	2,454	68.00%	1.77	0:00:53	0.040%	234
4 - Thursday	8:00	4,388	4,358	68.70%	1.64	0:00:56	0.000%	434
4 - Thursday	9:00	5,415	5,545	68.00%	2.04	0:01:03	0.100%	542
4 - Thursday	10:00	6,025	6,032	63.80%	2.12	0:01:25	0.000%	6,025
4 - Thursday	11:00	7,454	7,508	64.00%	2.09	0:01:16	0.040%	7,454
4 - Thursday	12:00	5,122	5,208	66.00%	2	0:01:14	0.020%	513
4 - Thursday	13:00	5,212	5,504	66.00%	1.68	0:01:03	0.070%	524
4 - Thursday	14:00	5,230	5,305	68.94%	1.65	0:01:10	0.020%	523
4 - Thursday	15:00	4,978	4,978	66.40%	2.04	0:01:09	0.040%	4,978
4 - Thursday	16:00	4,468	4,683	68.80%	1.9	0:00:57	0.070%	447
4 - Thursday	17:00	3,838	4,101	66.70%	1.65	0:00:57	0.040%	383
4 - Thursday	18:00	3,874	3,858	64.57%	1.61	0:00:46	0.070%	388
4 - Thursday	19:00	3,887	4,033	64.70%	1.61	0:00:53	0.070%	388
4 - Thursday	20:00	3,278	3,418	60.01%	1.67	0:00:46	0.000%	328
4 - Thursday	21:00	3,463	3,511	64.80%	1.6	0:00:53	0.070%	347
4 - Thursday	22:00	2,136	2,302	60.00%	1.67	0:00:58	0.000%	213
4 - Thursday	23:00	2,474	2,586	63.70%	1.67	0:00:58	0.000%	248
5 - Friday	0:00	1,088	1,138	64.10%	2.04	0:01:15	0.070%	101
5 - Friday	1:00	815	861	64.00%	1.76	0:00:43	0.000%	815
5 - Friday	2:00	684	692	64.00%	1.7	0:00:55	0.000%	684
5 - Friday	3:00	1,648	1,773	61.00%	1.76	0:00:48	0.000%	1,648
5 - Friday	4:00	883	1,050	58.10%	1.63	0:00:55	0.000%	73
5 - Friday	5:00	125	787	63.70%	1.6	0:01:01	0.000%	125
5 - Friday	6:00	887	1,028	65.40%	1.73	0:00:49	0.070%	117
5 - Friday	7:00	2,832	3,123	68.00%	1.76	0:00:47	0.070%	283
5 - Friday	8:00	3,646	3,764	69.00%	1.6	0:01:05	0.000%	364
5 - Friday	9:00	4,274	4,708	69.00%	2	0:01:20	0.080%	425
5 - Friday	10:00	7,263	7,004	65.00%	1.68	0:01:03	0.100%	7,263
5 - Friday	11:00	7,887	8,627	65.00%	1.68	0:00:53	0.080%	7,887
5 - Friday	12:00	5,171	5,415	69.10%	2.04	0:01:25	0.000%	5,171
5 - Friday	13:00	5,151	5,305	68.00%	1.68	0:01:22	0.000%	5,151
5 - Friday	14:00	4,737	4,957	70.40%	1.61	0:00:58	0.040%	4,738
5 - Friday	15:00	3,882	3,7					

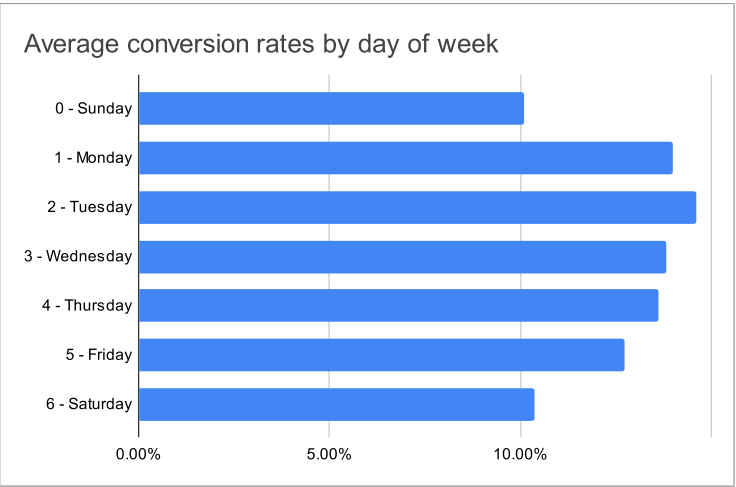
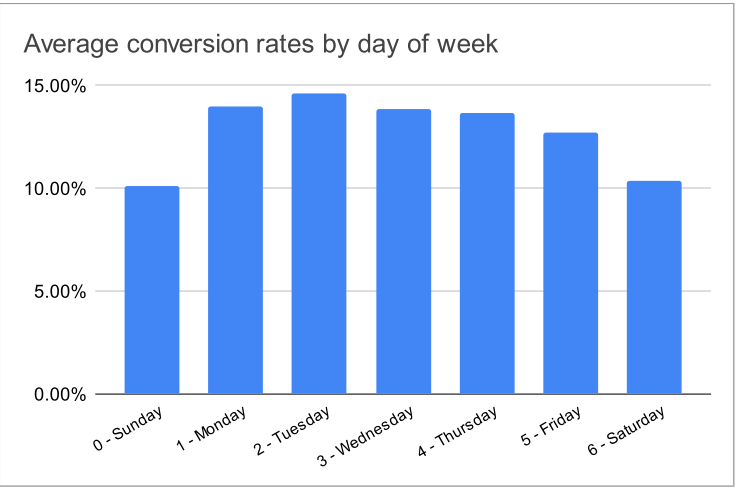
SUM of Sessions: Day of Week								
Hour of Day	0 - Sunday	1 - Monday	2 - Tuesday	3 - Wednesday	4 - Thursday	5 - Friday	6 - Saturday	
0:00	1,966	618	430	1,012	1,189	1,138	1,124	
1:00	1,536	565	341	745	697	983	1,107	
2:00	1,135	416	228	548	593	692	347	
3:00	1,614	1,660	1,107	1,194	1,381	1,773	1,677	
4:00	1,345	969	788	1,047	795	1,050	938	
5:00	710	834	438	812	641	757	608	
6:00	897	1,153	682	1,194	998	1,029	652	
7:00	1,336	2,800	1,543	2,260	2,454	2,123	885	
8:00	1,911	5,051	2,967	3,846	4,569	3,804	1,256	
9:00	2,661	5,840	3,906	5,333	5,645	4,768	1,604	
10:00	5,450	7,071	7,119	8,212	8,502	7,604	4,723	
11:00	4,454	8,037	5,942	8,801	7,858	8,527	2,244	
12:00	5,331	5,164	4,390	6,833	5,298	5,412	1,781	
13:00	5,187	4,449	4,287	7,572	5,504	5,385	1,829	
14:00	5,061	3,665	3,917	6,772	5,505	4,907	1,864	
15:00	5,157	3,141	3,129	5,089	4,871	3,728	1,844	
16:00	5,103	2,980	2,701	4,158	4,663	3,129	2,133	
17:00	4,812	2,569	2,556	3,578	4,101	2,597	3,121	
18:00	4,477	3,302	2,711	3,508	3,836	2,586	3,616	
19:00	4,260	2,651	2,941	3,511	4,203	2,505	3,142	
20:00	3,616	1,956	3,407	3,539	3,419	2,453	3,503	
21:00	2,545	1,520	3,712	3,567	3,101	3,305	3,972	
22:00	1,743	1,301	2,772	3,139	2,202	2,546	4,273	
23:00	1,207	675	1,672	2,162	2,580	1,632	4,187	



SUM of Convers Day of Week								
Hour of Day	0 - Sunday	1 - Monday	2 - Tuesday	3 - Wednesday	4 - Thursday	5 - Friday	6 - Saturday	
0:00	203	93	63	139	155	151	157	
1:00	147	67	36	109	89	113	137	
2:00	108	45	22	64	65	72	29	
3:00	113	82	62	72	75	122	89	
4:00	92	72	36	52	60	72	71	
5:00	73	83	48	83	70	66	48	
6:00	85	124	79	125	104	117	67	
7:00	126	321	245	319	342	291	89	
8:00	177	633	497	622	754	568	147	
9:00	239	801	706	874	1,023	805	176	
10:00	370	950	886	1,205	1,076	925	205	
11:00	416	859	928	1,000	1,055	945	214	
12:00	459	758	706	1,105	913	883	215	
13:00	526	766	813	1,193	974	856	231	
14:00	511	628	705	1,112	893	759	221	
15:00	523	533	622	853	757	511	224	
16:00	525	495	501	702	687	490	267	
17:00	461	474	458	574	635	399	357	
18:00	476	503	481	583	559	360	420	
19:00	531	439	512	551	610	331	340	
20:00	467	367	566	552	511	316	409	
21:00	332	303	535	523	487	400	415	
22:00	234	211	386	414	335	267	409	
23:00	170	106	248	299	249	208	392	

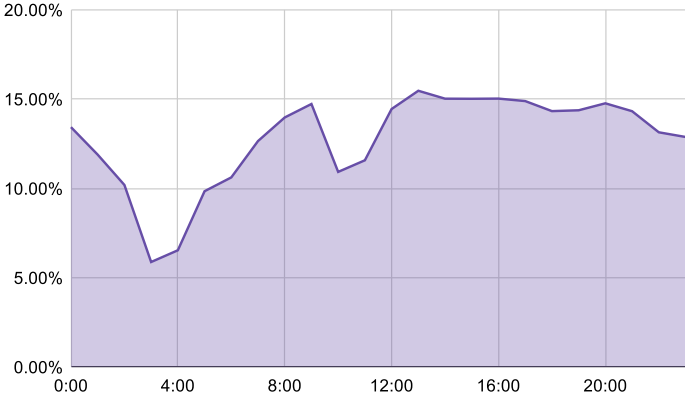


Day of Week	AVERAGE of Co
0 - Sunday	10.09%
1 - Monday	14.00%
2 - Tuesday	14.61%
3 - Wednesday	13.84%
4 - Thursday	13.63%
5 - Friday	12.73%
6 - Saturday	10.36%

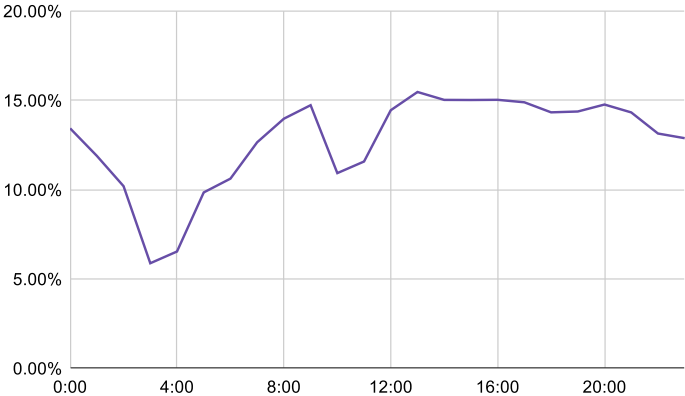


Hour of Day	AVERAGE of Conversion rate
0:00	13.44%
1:00	11.90%
2:00	10.20%
3:00	5.88%
4:00	6.54%
5:00	9.85%
6:00	10.62%
7:00	12.66%
8:00	13.98%
9:00	14.73%
10:00	10.93%
11:00	11.58%
12:00	14.45%
13:00	15.47%
14:00	15.03%
15:00	15.02%
16:00	15.03%
17:00	14.90%
18:00	14.33%
19:00	14.38%
20:00	14.77%
21:00	14.33%
22:00	13.15%
23:00	12.89%

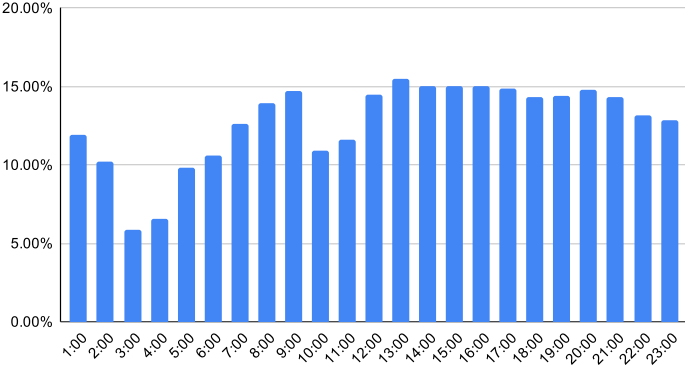
Average conversion rates by hour of day



Average conversion rates by hour of day

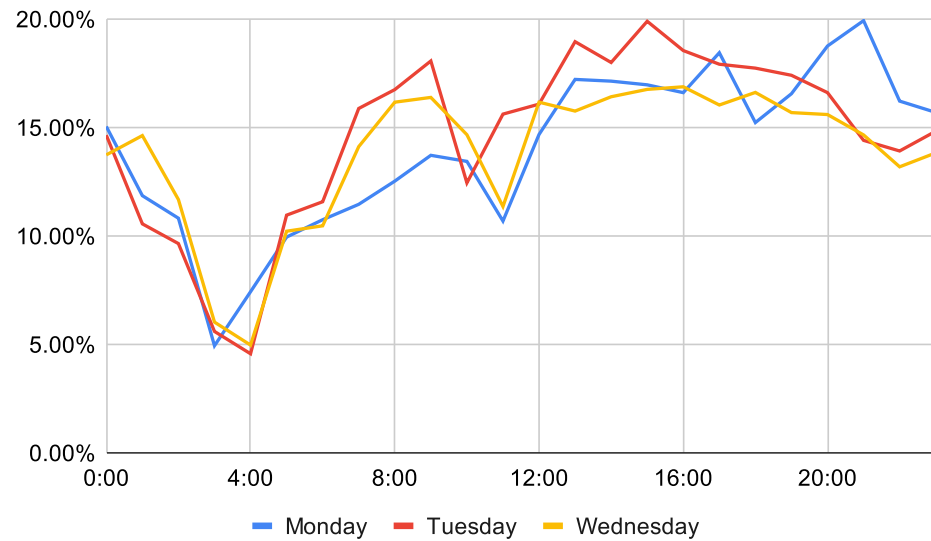


Average conversion rates by hour of day



AVERAGE of Co Day of Week			
Hour of Day	1 - Monday	2 - Tuesday	3 - Wednesday
0:00	15.05%	14.65%	13.74%
1:00	11.86%	10.56%	14.63%
2:00	10.82%	9.65%	11.68%
3:00	4.94%	5.60%	6.03%
4:00	7.43%	4.57%	4.97%
5:00	9.95%	10.96%	10.22%
6:00	10.75%	11.58%	10.47%
7:00	11.46%	15.88%	14.12%
8:00	12.53%	16.75%	16.17%
9:00	13.72%	18.07%	16.39%
10:00	13.44%	12.45%	14.67%
11:00	10.69%	15.62%	11.36%
12:00	14.68%	16.08%	16.17%
13:00	17.22%	18.96%	15.76%
14:00	17.14%	18.00%	16.42%
15:00	16.97%	19.90%	16.76%
16:00	16.61%	18.55%	16.88%
17:00	18.45%	17.92%	16.04%
18:00	15.23%	17.74%	16.62%
19:00	16.56%	17.41%	15.69%
20:00	18.76%	16.61%	15.60%
21:00	19.93%	14.41%	14.66%
22:00	16.22%	13.92%	13.19%
23:00	15.70%	14.83%	13.83%

Monday-Wednesday conversion rates by hour



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