

Overall website impressions were down 3% this week, which is consistent with what we saw around this time last year. This gives credence to the hypothesis that was shared in last week's executive team meeting that our decline in sales for the month was more to the seasonality of our business than anything we were doing operationally. That isn't to say we don't need to address the problem, however; now that we're aware that this might be the issue, our team is looking for creative ways to promote our business in spite of it.

The conversion rate on the website remained steady at 4%, which remains above the industry average of 2.5%. Kudos to the web design team for their efforts to redesign the shopping cart experience; it's hard to believe that we were clawing for 1% just a few months ago!

As a reminder, next week we will begin our new ad campaign designed to promote our new product line. Look for advertising to appear on social media, billboards along the freeway, and on TV between the hours of 5 and 7 PM on channels 2, 4, and 7.