

Notes

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Email

From: your.email@lacier.com
To: marketing.team@lacier.com
Subject: Strategy and budget suggestions

Hi team,

I've gone over the days and times dataset. Here are my recommendations for maximizing conversions:

- 1. Run more ads when conversion rates are highest:**
 - a. **Tuesdays 13:00 - 17:00**
 - b. **Mondays 20:00 - 22:00**
 - c.
 - i. **Total hours: 6 Hours**

- 2. Run fewer ads when session volume is high, but conversions are low:**
 - a. **Monday 10:00 - 12:00**
 - b. **Thursday and Friday 10:00 - 12:00**
 - c.
 - i. **Total hours: 6 hours**

Best,
Digital Marketing Specialist

