



## **Campaign data report**

# Goal and proposals

We plan to adjust our ad strategy and budget to maximize conversions. We propose:

- **Running more ads during peak conversion periods to increase traffic**
- **Running fewer ads when session volume is high, but conversions are low**

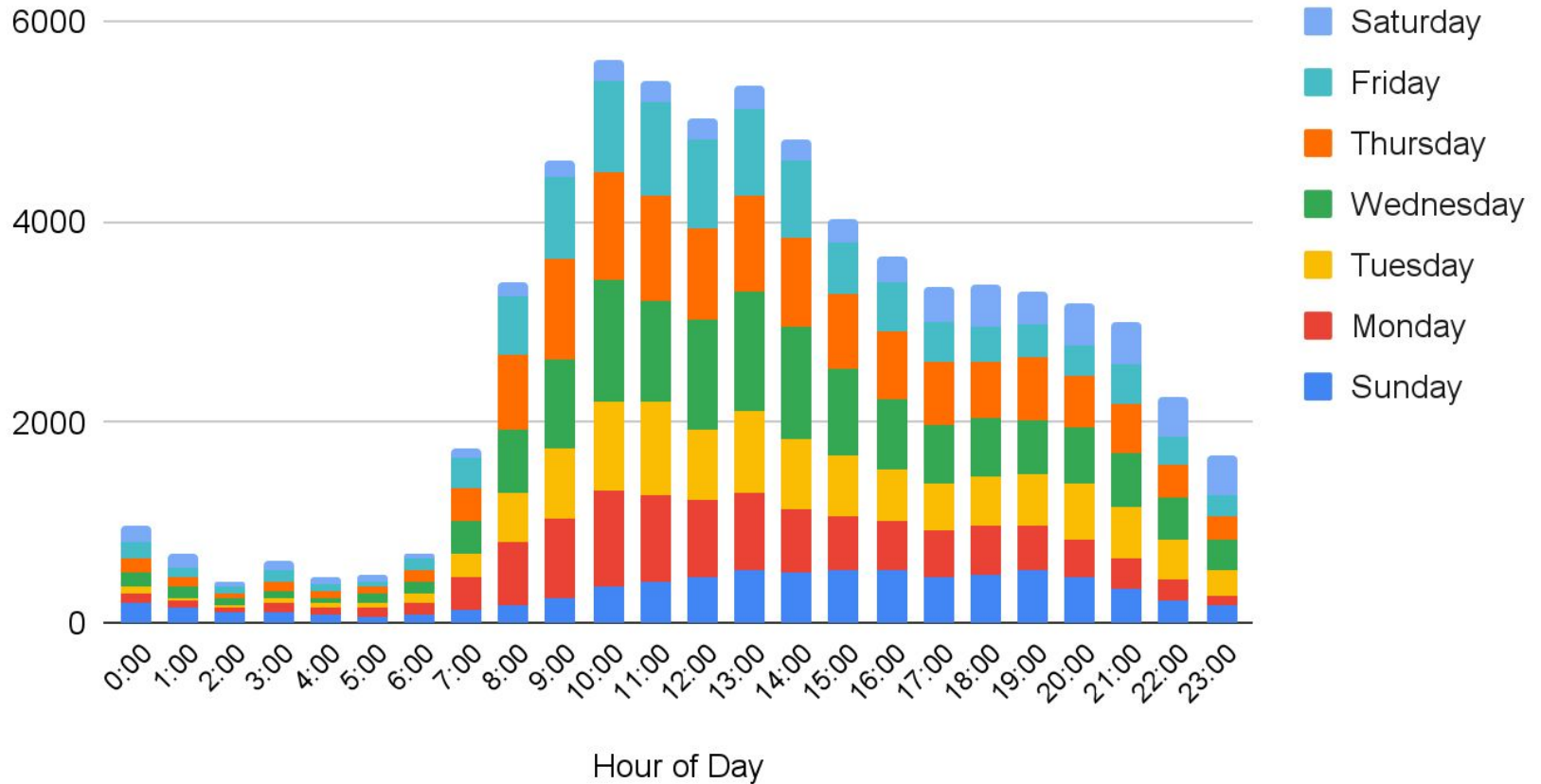
# Key performance indicators (KPIs)

Metrics we examined:

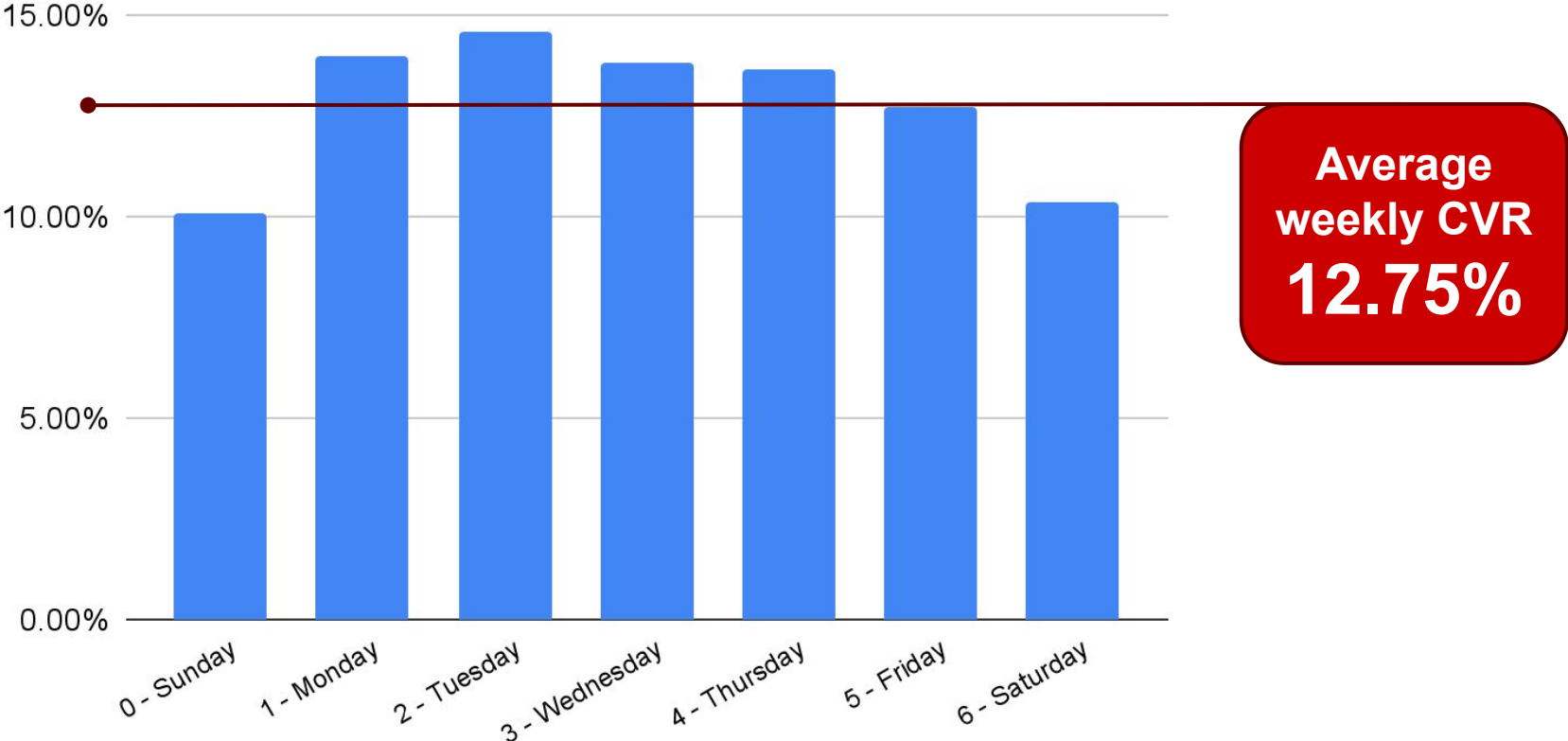
- **Daily sessions (site visits)**
- **Conversions (account creations)**
- **Conversion rate**



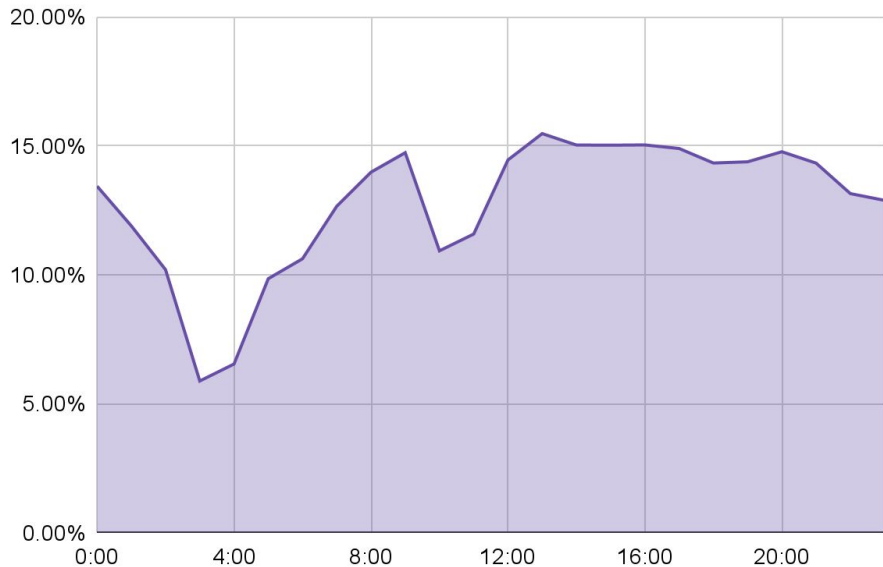
# Total conversions by hour of day



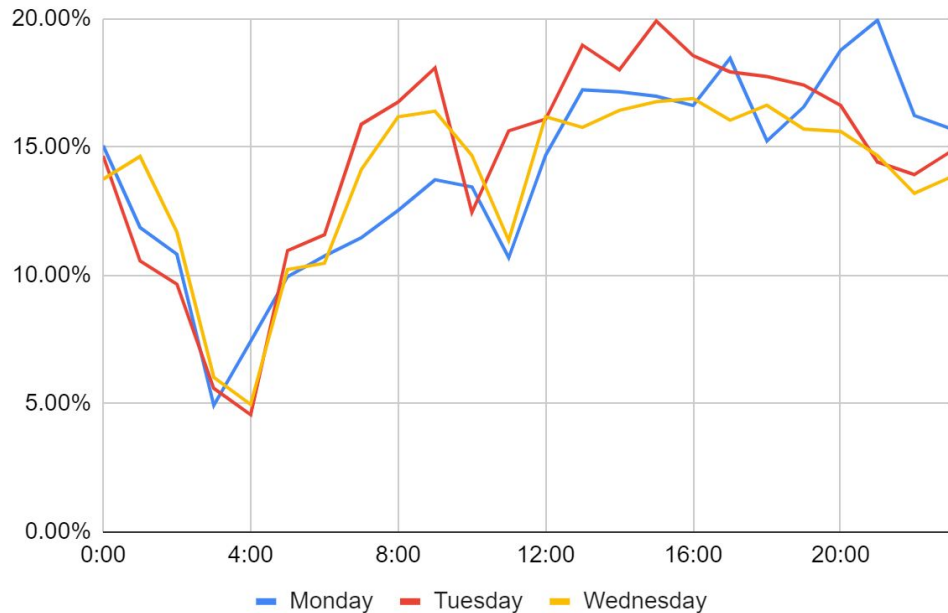
# Average conversion rates by day of week



## Weekly average conversion rates by hour of day



## Monday-Wednesday conversion rates by hour of day



# Conclusions and next steps

- Despite the uniformity of sessions and number of conversion pattern, we can aim at higher conversion rates.
- Reallocating the budget to reflect the conversion rate patterns should show higher ROAS.
- Implementing these changes for four weeks and analyzing the results is highly recommended.