

How to Drive Website Traffic The Right Way

#1

Advertise Outside of Prime Time

Website response rates are higher on all dayparts outside of prime time, including:



2.2x

higher response rates from 3:00 p.m. – 7:00 p.m.



2x

higher response rates from 9:00 a.m. – 3:00 p.m.

#2

Include Sports and Spectrum News



24%

higher response rates from Sports Networks



86%

more responses from Spectrum News

#3

Get Creative!

Maximize the potential of your creative by:



Aligning first-party data with third-party audience profiles



Revealing your true consumers



Creating new ads with those attributes

