

# 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

