

PDP Rendering Performance Overview

Focus Pages Impressions and CTR Trend for All Terms

Impressions
3,074,652

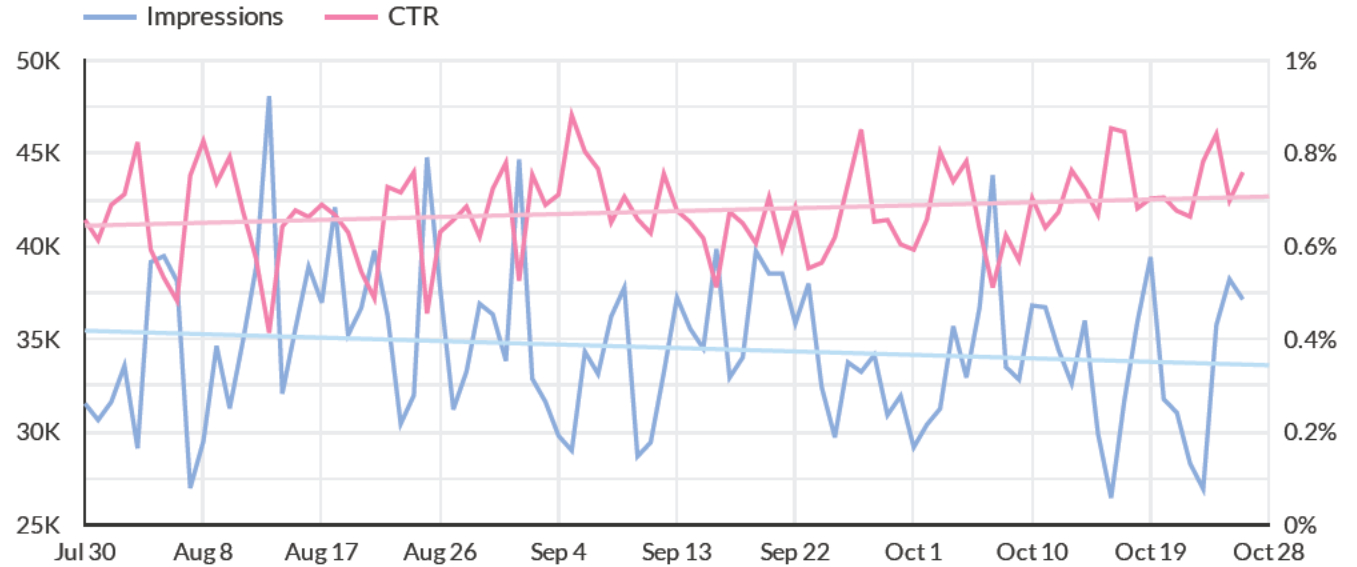
↑ 36.6% Prev Period
 ↑ 36.5% Prev Year

Clicks
20,558

↑ 16.2% Prev Period
 ↓ -13.7% Prev Year

CTR
0.67%

↓ -15.0% Prev Period
 ↓ -36.8% Prev Year



Focus Pages Impressions and CTR Trend for Non Branded Terms

Impressions
1,941,033

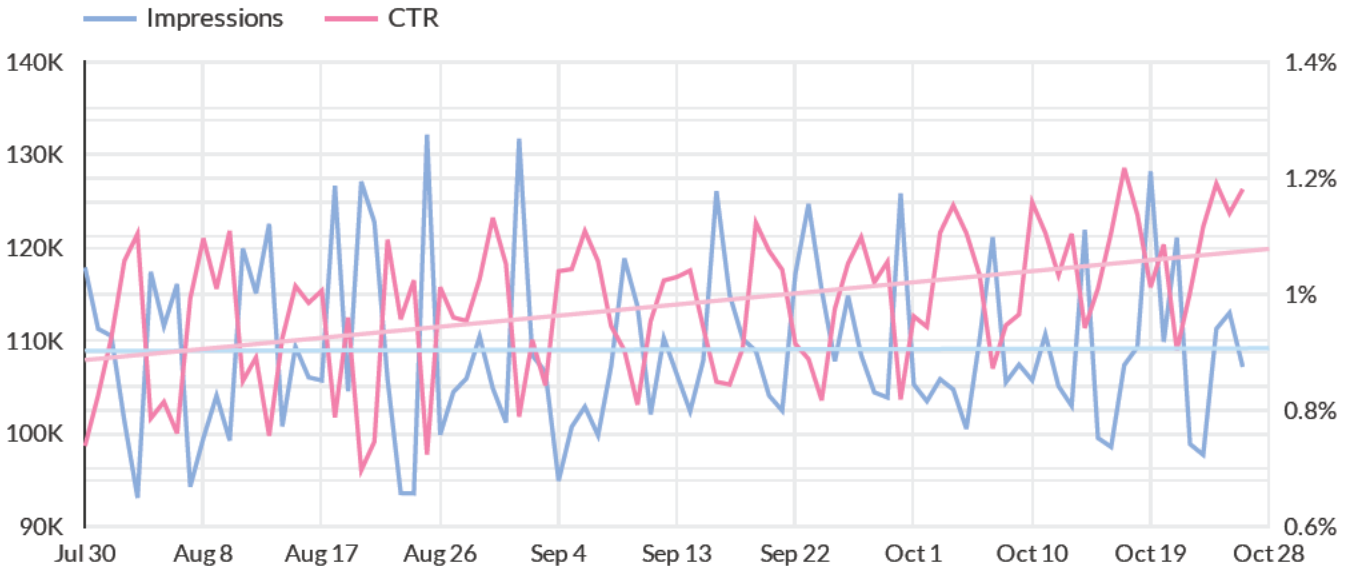
↑ 39.7% Prev Period
 ↑ 56.3% Prev Year

Clicks
10,644

↑ 29.3% Prev Period
 ↓ -3.3% Prev Year

CTR
0.55%

↓ -7.4% Prev Period
 ↓ -38.1% Prev Year



Jul 30, 2021 - Oct 28, 2021

✓ Focus Product Pages



