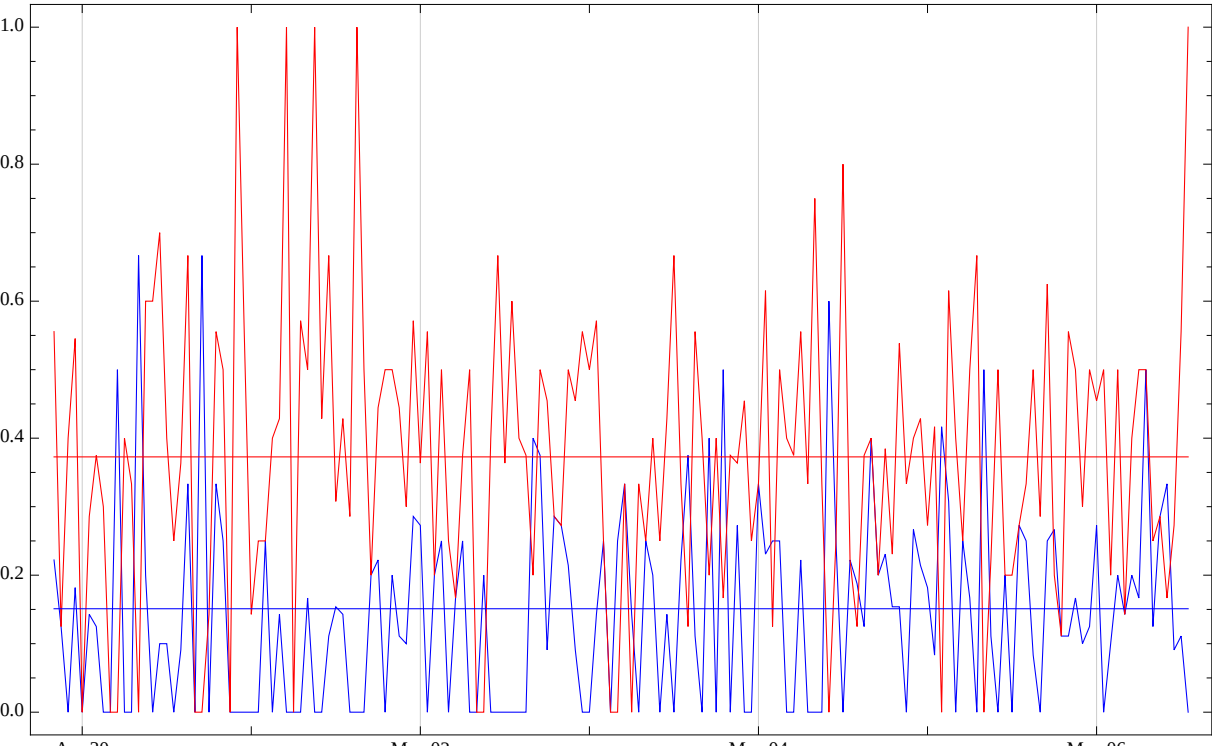Edit CTA – hourly click–through rate