|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Average ABR= 3,240 | |  | #Conclusion The Open Format out performs the Ad open # because the mean in ABR is greater then That of Ad | | | | | | | | | | |
| Average Ad= | 2,031 | |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| click# |  |  |  |  |  |  |  |  |  |  |
| Average ABR= | 534 | #Conclusion ABR out performs the Ad Mean for ABR is greater than that of Ad format | | | | | | | | |
| Average Ad= | 166 |  |  |  |  |  |  |  |  |  |