

		Nsample=40000		Nsample=5000	SD					
Unique cookies to view page per day:	N	40000		5000						
Unique cookies to click "Start free trial" per day	Nc	3200		400	0.0038	Sizing with empirical_sizing.R				
Enrollments per day:	Ne	660		82.5	0.0202	Required size, w/o Bonferroni			Required size for 1 group	Duration @100%
Click-through-probability on "Start free trial":	CTP	0.08	0.08	0.08		For 1 group	For both groups	# of pageviews	with Bonferroni - alpha/3	[days]
Probability of enrolling, given click (gross conv)	pe=Ne/Nc	0.20625	0.20625	0.20625	0.0202	25699	51398	642475	34279	16.061875
Probability of payment, given enroll (retention)	ppe=Np/Ne	0.53		0.53	0.0549	39104	78208	4739879	52158	118.4969697
Probability of payment, given click (nett conv)	ppc=Np/Nc	0.1093125	0.1093125	0.1093125	0.0156	27172	54344	679300	36239	16.9825
Probability of enrolling, given pageview	pev=Ne/N	0.0165								
Payments [after 14 days]	Np=ppe*Ne	349.8		43.725						
						Traffic sizing				
						traffic proportion	0.5			
						allocated daily tr	20000			
						duration [days]	33.965			