

Date	Clicks	Payments	Rate(Cont)	Clicks	Payments	Rate(Exp)	Better?	
Sat, Oct 11	687	70	0.1018922853	686	34	0.04956268222	FALSE	
Sun, Oct 12	779	70	0.08985879332	785	91	0.1159235669	TRUE	
Mon, Oct 13	909	95	0.104510451	884	79	0.08936651584	FALSE	
Tue, Oct 14	836	105	0.1255980861	827	92	0.1112454655	FALSE	
Wed, Oct 15	837	64	0.07646356033	832	94	0.1129807692	TRUE	
Thu, Oct 16	823	82	0.09963547995	788	61	0.07741116751	FALSE	
Fri, Oct 17	748	76	0.1016042781	780	44	0.05641025641	FALSE	
Sat, Oct 18	632	70	0.1107594937	652	62	0.09509202454	FALSE	
Sun, Oct 19	691	60	0.08683068017	697	77	0.1104734577	TRUE	
Mon, Oct 20	861	97	0.112659698	860	98	0.1139534884	TRUE	
Tue, Oct 21	867	105	0.1211072664	864	71	0.08217592593	FALSE	
Wed, Oct 22	838	92	0.1097852029	801	70	0.08739076155	FALSE	
Thu, Oct 23	665	56	0.08421052632	642	68	0.1059190031	TRUE	
Fri, Oct 24	673	122	0.1812778603	697	94	0.1348637016	FALSE	
Sat, Oct 25	691	128	0.1852387844	669	81	0.1210762332	FALSE	
Sun, Oct 26	708	104	0.1468926554	693	101	0.1457431457	FALSE	
Mon, Oct 27	759	124	0.163372859	771	119	0.1543450065	FALSE	
Tue, Oct 28	736	91	0.1236413043	736	120	0.1630434783	TRUE	
Wed, Oct 29	739	86	0.1163734777	727	96	0.1320495186	TRUE	
Thu, Oct 30	734	75	0.1021798365	728	67	0.09203296703	FALSE	
Fri, Oct 31	706	101	0.1430594901	722	123	0.1703601108	TRUE	
Sat, Nov 1	681	93	0.1365638767	695	100	0.1438848921	TRUE	
Sun, Nov 2	693	67	0.09668109668	724	103	0.1422651934	TRUE	
Successes	10							
Trials	23							
Result:	0.6776							
Net conversion is a different story.								
This sign test was run on the daily Net Conversion rates for our control and experiment samples.								
In the experiment sample, Gross Conversion rates were higher in 10 out of the 23 days that data was collected.								
Using the sign calculator available at this URL:								

http://graphpad.com/quickcalcs/binomial1.cfm						
I confirmed that the 2-tail P value is 0.6776. This is close to 50-50 and well under a 95% confidence interval. The original hypothesis holds.						
This change has NOT affected the Net Conversion rate.						