

Unique cookies to view page per day:		40000	5000	
Unique cookies to click "Start free trial" per day:		3200	400	
Enrollments per day:		660	82.5	
Click-through-probability on "Start free trial":		0.08	0.08	
Probability of enrolling, given click:	(Gross Conversion	0.20625	0.20625	
Probability of payment, given enroll:	(Retention)	0.53	0.53	
Probability of payment, given click	(Net Conversion)	0.1093125	0.1093125	
Standard Deviation Formula	SQRT(P*(1-P)/N)			
	N(40000)	N(5000)	P	STDDEV
Gross Conversion	3200	400	0.20625	0.02023060414
Retention	660	82.5	0.53	0.05494901218
Net Conversion	3200	400	0.1093125	0.01560154458