

		Purchases	Spend	Lift	Conversion Rate (Purchases/Lift)%	Cost Per Acquisition (Spend/Purchases)	Cost Per Visitor (Spend/Lift)
Exit Survey Source	Month						
Bloomberg	September	1	4966.72	199	0.5	4966.72	24.96
Cnbc	September	5	6481.42	406	1.2	1296.28	15.96
Cnn	September	13	9159.60	507	2.6	704.58	18.07
Dateline	September	0	4211.62	252	0.0	inf	16.71
Dish Network	September	4	2513.09	976	0.4	628.27	2.57
Fox Sports	September	1	4258.50	183	0.5	4258.50	23.27
Msnbc	September	10	8091.15	701	1.4	809.12	11.54
Nfl Network	September	2	5412.80	200	1.0	2706.40	27.06
One America News Network	September	2	4966.80	648	0.3	2483.40	7.66
Science	September	1	7993.18	132	0.8	7993.18	60.55
Spectrum Sports	September	2	5580.26	220	0.9	2790.13	25.36
Star Plus	September	2	3441.58	562	0.4	1720.79	6.12
The History Channel	September	4	5778.30	253	1.6	1444.58	22.84
Turner Network Tv	September	2	5125.50	179	1.1	2562.75	28.63
Willow Tv	September	27	19773.49	3138	0.9	732.35	6.30
Zeetv	September	2	10175.13	922	0.2	5087.56	11.04