

| | Purchases | Spend | Lift | Conversion Rate (Purchases/Lift)% | Cost Per Acquisition (Spend/Purchases) | Cost Per Visitor (Spend/Lift) |
|-----------------------------|-----------|----------|------|--------------------------------------|---|----------------------------------|
| Exit Survey Source | | | | | | |
| Bloomberg | 2 | 4966.72 | 199 | 1.0 | 2483.36 | 24.96 |
| Cnbc | 15 | 6481.42 | 406 | 3.7 | 432.09 | 15.96 |
| Cnbc World | 0 | 1299.99 | 51 | 0.0 | inf | 25.49 |
| Cnn | 23 | 18114.35 | 1081 | 2.1 | 787.58 | 16.76 |
| Comedy Central | 2 | 7501.25 | 108 | 1.9 | 3750.62 | 69.46 |
| Dateline | 10 | 15288.11 | 862 | 1.2 | 1528.81 | 17.74 |
| Dish Network | 5 | 3033.33 | 1092 | 0.5 | 606.67 | 2.78 |
| Fox Sports | 2 | 4258.50 | 183 | 1.1 | 2129.25 | 23.27 |
| Msnbc | 16 | 11330.04 | 1123 | 1.4 | 708.13 | 10.09 |
| Nfl Network | 3 | 5412.80 | 200 | 1.5 | 1804.27 | 27.06 |
| One America News Network | 16 | 24935.00 | 2372 | 0.7 | 1558.44 | 10.51 |
| Science | 4 | 7993.18 | 132 | 3.0 | 1998.30 | 60.55 |
| Spectrum Sports | 3 | 5580.26 | 220 | 1.4 | 1860.09 | 25.36 |
| Star Plus | 4 | 11780.56 | 1783 | 0.2 | 2945.14 | 6.61 |
| The History Channel | 5 | 7278.30 | 330 | 1.5 | 1455.66 | 22.06 |
| The Weather Channel | 0 | 7718.71 | 211 | 0.0 | inf | 36.58 |
| Turner Network Tv | 4 | 5125.50 | 179 | 2.2 | 1281.38 | 28.63 |
| Willow Tv | 56 | 47734.57 | 8214 | 0.7 | 852.40 | 5.81 |
| Zeetv | 5 | 25604.25 | 1741 | 0.3 | 5120.85 | 14.71 |