

	Purchases	Spend	Lift	Conversion Rate (%)	Cost Per Acquisition	Cost Per Visitor
Exit Survey Source						
(Blank)	3	0.00	0	0.000000	0.00	0.00
Aapka Colors	6	0.00	0	0.000000	0.00	0.00
Baby First	1	0.00	0	0.000000	0.00	0.00
Bloomberg	2	4966.72	199	1.005025	2483.36	24.96
Cbs Sports	1	0.00	0	0.000000	0.00	0.00
Cnbc	15	6481.42	406	3.694581	432.09	15.96
Cnbc World	0	1299.99	51	0.000000	0.00	25.49
Cnn	23	18114.35	1081	2.127660	787.58	16.76
Comedy Central	2	7501.25	108	1.851852	3750.62	69.46
Dateline	10	15288.11	862	1.160093	1528.81	17.74
Dish Network	5	3033.33	1092	0.457875	606.67	2.78
Diy	2	0.00	0	0.000000	0.00	0.00
Espn	4	0.00	0	0.000000	0.00	0.00
Fox News	14	0.00	0	0.000000	0.00	0.00
Fox Sports	2	4258.50	183	1.092896	2129.25	23.27
Fyi	2	0.00	0	0.000000	0.00	0.00
Hgtv	6	0.00	0	0.000000	0.00	0.00
Msnbc	16	11330.04	1123	1.424755	708.13	10.09
Nfl Network	3	5412.80	200	1.500000	1804.27	27.06
One America News Network	16	24935.00	2372	0.674536	1558.44	10.51
Oprah Winfrey Network	1	0.00	0	0.000000	0.00	0.00
Other	13	0.00	0	0.000000	0.00	0.00
Science	4	7993.18	132	3.030303	1998.30	60.55
Sony Entertainment Tv	4	0.00	0	0.000000	0.00	0.00
Spectrum Sports	3	5580.26	220	1.363636	1860.09	25.36
Star Plus	4	11780.56	1783	0.224341	2945.14	6.61
Television Food Network	4	0.00	0	0.000000	0.00	0.00
The History Channel	5	7278.30	330	1.515152	1455.66	22.06
The Weather Channel	0	7718.71	211	0.000000	0.00	36.58
Turner Network Tv	4	5125.50	179	2.234637	1281.38	28.63
Willow Tv	56	47734.57	8214	0.681763	852.40	5.81
Zeetv	5	25604.25	1741	0.287191	5120.85	14.71