

	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