

| | | Purchases | Spend | Lift | Conversion Rate (Purchases/Lift)% | Cost Per Acquisition (Spend/Purchases) | Cost Per Visitor (Spend/Lift) |
|-----------------------------|---------|-----------|----------|------|--------------------------------------|--|-------------------------------------|
| Exit Survey Source | Month | | | | | | |
| Cnbc World | October | 0 | 1299.99 | 51 | 0.0 | inf | 25.49 |
| Cnn | October | 10 | 8954.75 | 574 | 1.7 | 895.48 | 15.60 |
| Comedy Central | October | 2 | 7501.25 | 108 | 1.9 | 3750.62 | 69.46 |
| Dateline | October | 10 | 11076.49 | 610 | 1.6 | 1107.65 | 18.16 |
| Dish Network | October | 1 | 520.24 | 116 | 0.9 | 520.24 | 4.48 |
| Msnbc | October | 6 | 3238.89 | 422 | 1.4 | 539.81 | 7.68 |
| One America News Network | October | 14 | 19968.20 | 1724 | 0.8 | 1426.30 | 11.58 |
| Star Plus | October | 2 | 8338.98 | 1221 | 0.2 | 4169.49 | 6.83 |
| The History Channel | October | 1 | 1500.00 | 77 | 1.3 | 1500.00 | 19.48 |
| The Weather Channel | October | 0 | 7718.71 | 211 | 0.0 | inf | 36.58 |
| Willow Tv | October | 29 | 27961.08 | 5076 | 0.6 | 964.18 | 5.51 |
| Zeetv | October | 3 | 15429.12 | 819 | 0.4 | 5143.04 | 18.84 |