

		Purchases	Spend	Lift	Conversion Rate (Purchases/Lift)%	Cost Per Acquisition (Spend/Purchases)	Cost Per Visitor (Spend/Lift)
Exit Survey Source	date						
Bloomberg	2017-09-30	1	4966.72	199	0.5	4966.72	24.96
	2017-10-31	1	0.00	0	inf	0.00	0.00
Cnbc	2017-09-30	5	6481.42	406	1.2	1296.28	15.96
	2017-10-31	10	0.00	0	inf	0.00	0.00
Cnbc World	2017-09-30	0	0.00	0	0.0	0.00	0.00
	2017-10-31	0	1299.99	51	0.0	inf	25.49
Cnn	2017-10-31	10	8954.75	574	1.7	895.48	15.60
	2017-09-30	13	9159.60	507	2.6	704.58	18.07
Comedy Central	2017-09-30	0	0.00	0	0.0	0.00	0.00
	2017-10-31	2	7501.25	108	1.9	3750.62	69.46
Dateline	2017-09-30	0	4211.62	252	0.0	inf	16.71
	2017-10-31	10	11076.49	610	1.6	1107.65	18.16
Dish Network	2017-09-30	4	2513.09	976	0.4	628.27	2.57
	2017-10-31	1	520.24	116	0.9	520.24	4.48
Fox Sports	2017-09-30	1	4258.50	183	0.5	4258.50	23.27
	2017-10-31	1	0.00	0	inf	0.00	0.00
Msnbc	2017-09-30	10	8091.15	701	1.4	809.12	11.54
	2017-10-31	6	3238.89	422	1.4	539.81	7.68
Nfl Network	2017-09-30	2	5412.80	200	1.0	2706.40	27.06
	2017-10-31	1	0.00	0	inf	0.00	0.00
One America News Network	2017-09-30	2	4966.80	648	0.3	2483.40	7.66
	2017-10-31	14	19968.20	1724	0.8	1426.30	11.58
Science	2017-09-30	1	7993.18	132	0.8	7993.18	60.55
	2017-10-31	3	0.00	0	inf	0.00	0.00
Spectrum Sports	2017-09-30	2	5580.26	220	0.9	2790.13	25.36
	2017-10-31	1	0.00	0	inf	0.00	0.00
Star Plus	2017-10-31	2	8338.98	1221	0.2	4169.49	6.83
	2017-09-30	2	3441.58	562	0.4	1720.79	6.12
The History Channel	2017-10-31	1	1500.00	77	1.3	1500.00	19.48
	2017-09-30	4	5778.30	253	1.6	1444.58	22.84
The Weather Channel	2017-10-31	0	7718.71	211	0.0	inf	36.58
	2017-09-30	0	0.00	0	0.0	0.00	0.00
Turner Network Tv	2017-09-30	2	5125.50	179	1.1	2562.75	28.63
	2017-10-31	2	0.00	0	inf	0.00	0.00
Willow Tv	2017-10-31	29	27961.08	5076	0.6	964.18	5.51
	2017-09-30	27	19773.49	3138	0.9	732.35	6.30
Zeetv	2017-10-31	3	15429.12	819	0.4	5143.04	18.84
	2017-09-30	2	10175.13	922	0.2	5087.56	11.04