



Page	Unique Pageviews	Bounce Rate	\$ Index
/arm/corporate-trainings	98	55.56%	\$2,060.31
/arm/labor_legislation.ht	78	66.67%	\$642.63
/arm/Recent_Amendme	32	84.62%	\$1,293.23
/arm/project_manageme	25	46.15%	\$1,207.20
/home.html	1064	34.35%	\$162.74
/arm/project_manageme	218	60.38%	\$280.93
/arm/accounting_finance	108	27.50%	\$191.86
/arm/Accounting_for_sta	212	72.41%	\$238.31
/arm/abroad-trainings.ht	130	47.37%	\$217.99
/arm/Basics_of_RA_lab	139	62.50%	\$274.45

4 Multivariate testing for /arm/Accounting\_for\_start-ups.html

	Visits	Bounce rate	Bounced	Conversion rate	Converted	AOV	Revenue
Scenario	1500	73%	1095	3.50%	14	\$81.08	\$1,149.32
Scenario	1500	20%	300	3.50%	42	\$81.08	\$3,405.41
Scenario	1500	18%	270	3.50%	43	\$81.08	\$3,490.54

Test was run during 3 months period March - May 2011

Multi Variate testing results	Visits	Bounce rate	Bounced	Goal Conversion rate	Converted	Sales
Recipe A CONTROL	300	73%	219	3.50%	3	\$229.86
Recipe B Description	600	20%	120	3.50%	17	\$1,362.16
Recipe C Woman	600	18%	108	3.50%	17	\$1,396.22