

|  |                                 |                    |               |                        |
|--|---------------------------------|--------------------|---------------|------------------------|
|  |                                 |                    |               |                        |
|  | Hypothesis:                     |                    |               |                        |
|  | Null Hypothesis (H0):           | P1                 | =             | P                      |
|  | Alternative Hypothesis (Ha):    | P1                 | >             | P                      |
|  |                                 |                    |               |                        |
|  | <b>ENTER YOUR VALUES HERE ↓</b> |                    |               |                        |
|  |                                 | <b>Conversions</b> | <b>Visits</b> | <b>Conversion Rate</b> |
|  | <b>Keyword 1</b>                | 7                  | 443           | 1.58%                  |
|  | <b>Benchmark Rate</b>           | 0.86%              |               |                        |
|  | <b>Confidence Level</b>         | 94.99%             |               |                        |
|  | 80% CONFIDENCE                  | YES                |               |                        |
|  | 90% CONFIDENCE                  | YES                |               |                        |
|  | 95% CONFIDENCE                  | NO                 |               |                        |

| ENTER YOUR VALUES HERE ↓ |                 |                 |                 |                 |                 |                 |                 |                 |
|--------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
|                          | Conversions     | Visits          | Conversion Rate |                 |                 |                 |                 |                 |
| Keyword 1                | 5               | 750             | 0.67%           |                 |                 |                 |                 |                 |
| Keyword 2                | 8               | 345             | 2.32%           |                 |                 |                 |                 |                 |
| Keyword 3                | 7               | 443             | 1.58%           |                 |                 |                 |                 |                 |
| Keyword 4                | 15              | 450             | 3.33%           |                 |                 |                 |                 |                 |
|                          |                 |                 |                 |                 |                 |                 |                 |                 |
|                          |                 |                 |                 |                 |                 |                 |                 |                 |
|                          |                 |                 |                 |                 |                 |                 |                 |                 |
|                          |                 |                 |                 |                 |                 |                 |                 |                 |
|                          | LL C.I for KW 1 | UL C.I for KW 1 | LL C.I for KW 2 | UL C.I for KW 2 | LL C.I for KW 3 | UL C.I for KW 3 | LL C.I for KW 4 | UL C.I for KW 4 |
| 80% CONFIDENCE           | 0.36%           | 1.18%           | 1.46%           | 3.63%           | 0.96%           | 2.56%           | 2.39%           | 4.61%           |
| 90% CONFIDENCE           | 0.30%           | 1.39%           | 1.26%           | 4.12%           | 0.82%           | 2.93%           | 2.17%           | 5.05%           |
| 95% CONFIDENCE           | 0.24%           | 1.60%           | 1.10%           | 4.59%           | 0.70%           | 3.29%           | 1.99%           | 5.47%           |