

## Table Summary for C11\_1114\_AvsB\_AU:

## Metrics Legend:

Metric Name	no such metric	Amount per View	Banner Click Rate	Amount per Impression	Banner Impressions	Average Donation Normal	Landing Page Views	Average Donation	Banner	Donations per View	Amount Normal per View	Donations per Impression	Amount Normal	Landing Page	Amount Normal per Impression	Amount	Donations
Standard Name	Campaign	A / LPI	LPI / BI	A / BI	BI	AVG An	LPI	AVG A	B	D / LPI	An / LPI	D / BI	An	LP	An / BI	A	D

## Confidence Legend for Hypothesis Testing:

Confidence Level	0% - 60.00%	60.00% - 75.00%	75.00% - 90.00%	90.00% - 95.00%	95.00% - 97.50%	97.50% - 99.00%	99.00% - 99.50%	99.50% - 99.95%	Winner
Colour Code									

Campaign	B	LP	BI	LPI	D	A	An	LPI / BI	D / BI	A / BI	An / BI	D / LPI	A / LPI	An / LPI	AVG A	AVG An
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	81121	601	3	71.66	44.36	0.00740775	0.000036	0.0008823218	0.0005460318	0.0050	0.119235	0.073810	23.886667	14.786667
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	76396	566	6	174.03	100.66	0.00740796	0.000078	0.0022768854	0.0013163632	0.0106	0.307473	0.177845	29.005000	16.776667
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	2181388	15234	239	6727.29	4415.71	0.00698362	0.000110	0.0030839449	0.0020242586	0.0157	0.441597	0.289859	28.147657	18.475774
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	2183823	15251	232	6114.99	4139.01	0.00698362	0.000106	0.0028001137	0.0018952784	0.0152	0.400957	0.271393	26.357716	17.840560
C11_1114_AvsB_AU	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	42356	462	7	230.20	142.46	0.01090738	0.000165	0.0054347947	0.0033633455	0.0152	0.498268	0.308355	32.885714	20.351429
C11_1114_AvsB_AU	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	41989	458	14	460.36	317.87	0.01090739	0.000333	0.0109635866	0.0075701518	0.0306	1.005153	0.694039	32.882857	22.705000
C11_1114_AvsB_AU	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	6234	68	1	20.48	20.48	0.01090730	0.000160	0.0032850470	0.0032850470	0.0147	0.301176	0.301176	20.480000	20.480000
C11_1114_AvsB_AU	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	7698	112	1	102.11	102.11	0.01454902	0.000130	0.0132643906	0.0132643906	0.0089	0.911696	0.911696	102.110000	102.110000
C11_1114_AvsB_AU	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-control	2141378	20899	313	7666.58	4950.00	0.00975958	0.000146	0.0035801835	0.0023115765	0.0150	0.366840	0.236853	24.493866	15.814696
C11_1114_AvsB_AU	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	2170989	21188	259	6130.06	4039.18	0.00975959	0.000119	0.0028236237	0.0018605180	0.0122	0.289318	0.190635	23.668185	15.595290
C11_1114_AvsB_AU	B11_Donate_SusunAccept_AvsB	default-default-Susan-default-control	75100	714	5	107.38	77.80	0.00950664	0.000066	0.0014290771	0.0010356661	0.0070	0.150392	0.108964	21.476000	15.560000
C11_1114_AvsB_AU	B11_Donate_SusunAccept_AvsB	default-default-Susan-default-variable1	78045	742	8	139.94	100.52	0.00950670	0.000102	0.0017924836	0.0012877299	0.0108	0.188598	0.135472	17.492500	12.565000
None	None	None	None	None	16	523.23	328.94	None	None	None	None	None	None	None	32.701875	20.558750

Campaign	BI	LPI	D	A	An	LPI / BI	D / BI	A / BI	An / BI	D / LPI	A / LPI	An / LPI	AVG A	AVG An
None	None	None	62	1684.15	1127.34	None	None	None	None	None	None	None	27.163710	18.182903
C11_1114_AvsB_AU Totals	9086517	76295	1088	27945.08	18450.16	0.00831194	0.000118	0.0030444399	0.0020100512	0.0143	0.366277	0.241827	25.684816	16.957868

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	35.24
B11_Donate_BrandonAccept_EN	Paypal	64.76
B11_Donate_Brandon_Default_EN	Credit Card	50.00
B11_Donate_Brandon_Default_EN	Paypal	50.00

B11_Donate_SusanAccept_EN_AU	Credit Card	39.39
B11_Donate_SusanAccept_EN_AU	Paypal	60.61
B11_Donate_SusunAccept_AvsB	Credit Card	30.77
B11_Donate_SusunAccept_AvsB	Paypal	69.23
B11_Donate_SusanAccept_EN	Credit Card	36.01
B11_Donate_SusanAccept_EN	Paypal	63.99
B11_Donate_BrandonAccept_EN_AU	Credit Card	37.93
B11_Donate_BrandonAccept_EN_AU	Paypal	62.07
B11_Donate_Jimmy_AvsB	Credit Card	100.00
B11_Donate_BrandonAccept_AvsB	Credit Card	33.33
B11_Donate_BrandonAccept_AvsB	Paypal	66.67

Landing Page	Payment Method	Portion of Donations
default-default-Susan-default-variable1	Credit Card	50.00
default-default-Susan-default-variable1	Paypal	50.00
default-default-Brandon-newgreenbox-variable1	Credit Card	36.29
default-default-Brandon-newgreenbox-variable1	Paypal	63.71
default-default-Brandon-newwhitebox-variable1	Credit Card	100.00
default-default-Brandon-newgreenbox-control	Credit Card	35.50
default-default-Brandon-newgreenbox-control	Paypal	64.50
default-default-Susan-default-control	Paypal	100.00
default-default-default-default-variable1	Credit Card	100.00
default-default-Susan-newgreenbox-control	Credit Card	36.09
default-default-Susan-newgreenbox-control	Paypal	63.91
default-default-Brandon-default-control	Credit Card	33.33
default-default-Brandon-default-control	Paypal	66.67
default-default-Brandon-default-variable1	Credit Card	33.33
default-default-Brandon-default-variable1	Paypal	66.67
default-default-Susan-newgreenbox-variable1	Credit Card	36.33
default-default-Susan-newgreenbox-variable1	Paypal	63.67

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