

## 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	Don I Impr
<b>Standard Name</b>	Campaign	A / LPi	LPi / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B	D / LPi	An / LPi	D / LPi

### 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	
C11_1114_AvsB_AU	B11_Donate_Currency2_AvsB	default~default~default~default~control	1524046	10419	272	5887.82	3941.70	0.0
C11_1114_AvsB_AU	B11_Donate_Currency2_AvsB	default~default~default~default~variable1	1548767	10588	291	5235.30	3736.35	0.0
C11_1114_AvsB_AU	B11_Donate_Currency_AvsB	default~default~default~default~control	8543	72	4	49.46	41.99	0.0
C11_1114_AvsB_AU	B11_Donate_Currency_AvsB	default~default~default~default~variable1	9730	82	4	89.20	61.91	0.0
C11_1114_AvsB_AU	B11_Donate_Jimmy_AvsB	default~default~default~default~control	1341604	16666	271	6139.28	3900.65	0.0
C11_1114_AvsB_AU	B11_Donate_Jimmy_AvsB	default~default~default~default~variable1	1323411	16440	315	6785.25	4752.25	0.0

Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi
C11_1114_AvsB_AU Totals	5756101	54267	1157	24186.31	16434.85	0.01098319	0.000234	0.0048950816	0.0033262378	0.0213

### Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Currency2_AvsB	Credit Card	33.75
B11_Donate_Currency2_AvsB	Paypal	66.25
B11_Donate_Jimmy_AvsB	Credit Card	28.67
B11_Donate_Jimmy_AvsB	Paypal	71.33
B11_Donate_Currency_AvsB	Credit Card	37.50
B11_Donate_Currency_AvsB	Paypal	62.50

<b>Landing Page</b>	<b>Payment Method</b>	<b>Portion of Donations</b>
default~default~default~default~control	Credit Card	29.80
default~default~default~default~control	Paypal	70.20
default~default~default~default~variable1	Credit Card	32.46
default~default~default~default~variable1	Paypal	67.54

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