

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

## 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_IN	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	87641	649	1	10.00	10.00	0.00740507	0.000011	0.0001138699	0.0001138699	0.0015	0.015408	0.015408	10.000000	10.000000
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	89127	660	1	9.71	9.71	0.00740459	0.000011	0.0001085090	0.0001085090	0.0015	0.014712	0.014712	9.710000	9.710000
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	2678192	18853	144	1431.57	842.77	0.00703944	0.000054	0.0005345254	0.0003146685	0.0076	0.075933	0.044702	9.941458	5.852569
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	2716973	19126	153	1333.69	851.05	0.00703944	0.000056	0.0004908621	0.0003132311	0.0080	0.069732	0.044497	8.716928	5.562418
C11_1114_AvsB_IN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	101966	777	2	21.22	12.54	0.00762010	0.000020	0.0002080779	0.0001229510	0.0026	0.027310	0.016139	10.610000	6.270000
C11_1114_AvsB_IN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	105116	801	4	54.08	42.54	0.00762011	0.000038	0.0005144630	0.0004046546	0.0050	0.067516	0.053109	13.520000	10.635000
C11_1114_AvsB_IN	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-control	2178830	22703	182	1596.58	1015.08	0.01041981	0.000084	0.0007327570	0.0004658712	0.0080	0.070325	0.044711	8.772418	5.577363
C11_1114_AvsB_IN	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	2199368	22917	173	2937.05	1363.38	0.01041981	0.000079	0.0013354055	0.0006198841	0.0075	0.128160	0.059492	16.977168	7.880809
C11_1114_AvsB_IN	B11_Donate_SusunAccept_AvsB	default-default-Susan-default-variable1	83793	797	2	21.35	12.62	0.00951151	0.000024	0.0002546140	0.0001503341	0.0025	0.026788	0.015834	10.675000	6.310000
None	None	None	None	None	2	11.58	7.72	None	None	None	None	None	None	None	5.790000	3.860000

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	3	13.52	9.66	None	None	None	None	None	None	None	4.506667	3.220000
C11_1114_AvsB_IN Totals	10241006	87283	662	7415.25	4159.69	0.00819803	0.000062	0.0006964750	0.0003906933	0.0076	0.084956	0.047658	11.201284	6.283520

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	96.63
B11_Donate_BrandonAccept_EN	Paypal	3.37
B11_Donate_Brandon_Default_EN	Credit Card	100.00
B11_Donate_SusunAccept_AvsB	Credit Card	100.00
B11_Donate_SusanAccept_EN	Credit Card	97.18
B11_Donate_SusanAccept_EN	Paypal	2.82
B11_Donate_BrandonAccept_AvsB	Credit Card	50.00

B11_Donate_BrandonAccept_AvsB	Paypal	50.00
B11_Donate_BrandonAccept_EN_IN	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newgreenbox-variable1	Credit Card	96.20
default-default-Brandon-newgreenbox-variable1	Paypal	3.80
default-default-Brandon-newgreenbox-control	Credit Card	97.30
default-default-Brandon-newgreenbox-control	Paypal	2.70
default-default-Susan-default-variable1	Credit Card	100.00
default-default-Susan-newgreenbox-control	Credit Card	98.35
default-default-Susan-newgreenbox-control	Paypal	1.65
default-default-Brandon-default-control	Paypal	100.00
default-default-Brandon-default-variable1	Credit Card	100.00
default-default-Susan-newgreenbox-variable1	Credit Card	95.95
default-default-Susan-newgreenbox-variable1	Paypal	4.05

[Return to:](#)

[Test Generation](#)

[Home](#)