

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

## 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_BR	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	35662	248	1	10.92	10.92	0.00695309	0.000028	0.0003052127	0.0003052127	0.0040	0.044032	0.044032	10.920000	10.920000
C11_1114_AvsB_BR	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	34512	240	2	21.08	20.54	0.00695397	0.000057	0.0006105405	0.0005950688	0.0083	0.087833	0.085583	10.540000	10.270000
C11_1114_AvsB_BR	B11_Donate_BrandonAccept_AvsB_BR	default-default-Brandon-default-control	1565966	14461	30	725.92	425.83	0.00923456	0.000019	0.0004635582	0.0002719272	0.0021	0.050198	0.029447	24.197333	14.194333
C11_1114_AvsB_BR	B11_Donate_BrandonAccept_AvsB_BR	default-default-Brandon-default-variable1	1592063	14702	33	420.61	293.67	0.00923455	0.000021	0.0002641900	0.0001844573	0.0022	0.028609	0.019975	12.745758	8.899091
C11_1114_AvsB_BR	B11_Donate_BrandonAccept_AvsB_BR	default-default-Brandon-newwhitebox-control	866	8	1	10.00	10.00	0.00923136	0.001151	0.0115424786	0.0115424786	0.1250	1.250000	1.250000	10.000000	10.000000
C11_1114_AvsB_BR	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	84297	651	8	250.84	128.42	0.00772233	0.000095	0.0029753085	0.0015232709	0.0123	0.385315	0.197266	31.355000	16.052500
C11_1114_AvsB_BR	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	77046	595	9	214.06	124.59	0.00772236	0.000117	0.0027781132	0.0016167268	0.0151	0.359765	0.209395	23.784444	13.843333
C11_1114_AvsB_BR	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-control	115892	895	8	132.17	82.09	0.00772248	0.000069	0.0011404033	0.0007082854	0.0089	0.147676	0.091721	16.521250	10.261250
C11_1114_AvsB_BR	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-variable1	107087	827	6	127.50	65.42	0.00772242	0.000056	0.0011905294	0.0006107333	0.0073	0.154172	0.079105	21.250000	10.903333
C11_1114_AvsB_BR	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	37376	343	1	10.00	10.00	0.00917520	0.000026	0.0002665330	0.0002665330	0.0029	0.029155	0.029155	10.000000	10.000000
C11_1114_AvsB_BR	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	33998	312	1	20.00	20.00	0.00917671	0.000029	0.0005882507	0.0005882507	0.0032	0.064103	0.064103	20.000000	20.000000
C11_1114_AvsB_BR	B11_Donate_Brandon_AvsB_BR	default-default-Brandon-default-control	1571937	20403	31	486.12	317.51	0.01297952	0.000020	0.0003092478	0.0002019842	0.0015	0.023826	0.015562	15.681290	10.242258
C11_1114_AvsB_BR	B11_Donate_Brandon_AvsB_BR	default-default-Brandon-default-variable1	1545742	20063	35	525.07	360.51	0.01297952	0.000023	0.0003396866	0.0002332263	0.0017	0.026171	0.017969	15.002000	10.300286
C11_1114_AvsB_BR	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	96864	778	3	72.03	40.63	0.00803161	0.000031	0.0007435942	0.0004193223	0.0039	0.092584	0.052224	24.010000	13.543333
C11_1114_AvsB_BR	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	84912	682	4	54.33	40.20	0.00803149	0.000047	0.0006397719	0.0004731175	0.0059	0.079663	0.058944	13.582500	10.050000
C11_1114_AvsB_BR	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	115042	924	3	40.46	28.95	0.00803173	0.000026	0.0003515218	0.0002514178	0.0032	0.043788	0.031331	13.486667	9.650000
C11_1114_AvsB_BR	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	117656	945	12	385.66	144.90	0.00803165	0.000102	0.0032778275	0.0012314184	0.0127	0.408106	0.153333	32.138333	12.075000

Campaign	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_BR Totals	7216918	77077	188	3506.77	2124.18	0.00823438	0.000020	0.0003746391	0.0002269037	0.0024	0.045497	0.027559	18.653032	11.298830

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	67.74

B11_Donate_BrandonAccept_EN	Paypal	32.26
B11_Donate_Brandon_Default_EN	Credit Card	54.55
B11_Donate_Brandon_Default_EN	Paypal	45.45
B11_Donate_Brandon_AvsB	Paypal	100.00
B11_Donate_BrandonAccept_AvsB	Credit Card	66.67
B11_Donate_BrandonAccept_AvsB	Paypal	33.33
B11_Donate_BrandonAccept_AvsB_BR	Credit Card	70.31
B11_Donate_BrandonAccept_AvsB_BR	Paypal	29.69
B11_Donate_Brandon_AvsB_BR	Credit Card	62.12
B11_Donate_Brandon_AvsB_BR	Paypal	37.88

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newwhitebox-control	Credit Card	66.67
default-default-Brandon-newwhitebox-control	Paypal	33.33
default-default-Brandon-newgreenbox-variable1	Credit Card	69.23
default-default-Brandon-newgreenbox-variable1	Paypal	30.77
default-default-Brandon-newwhitebox-variable1	Credit Card	44.44
default-default-Brandon-newwhitebox-variable1	Paypal	55.56
default-default-Brandon-newgreenbox-control	Credit Card	72.73
default-default-Brandon-newgreenbox-control	Paypal	27.27
default-default-Brandon-default-control	Credit Card	60.32
default-default-Brandon-default-control	Paypal	39.68
default-default-Brandon-default-variable1	Credit Card	70.42
default-default-Brandon-default-variable1	Paypal	29.58

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