

Table Summary for C11_1114_AvsB_ZA:

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	D	A	An
C11_1114_AvsB_ZA	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	2	13.08	9.62
C11_1114_AvsB_ZA	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	1	5.00	5.00
C11_1114_AvsB_ZA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	17	273.91	174.15
C11_1114_AvsB_ZA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	22	583.95	347.76
C11_1114_AvsB_ZA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	18	177.02	131.67
C11_1114_AvsB_ZA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	10	269.67	153.61
C11_1114_AvsB_ZA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	1	3.08	3.08
C11_1114_AvsB_ZA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	3	79.63	44.62
C11_1114_AvsB_ZA	B11_Donate_jimmy_AvsB	default-default-default-default-control	1	5.00	5.00

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_ZA Totals	782658	6115	75	1410.34	874.51	0.00762701	0.000094	0.0017589067	0.0010905899	0.0123	0.230636	0.143011	18.804533	11.660133

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	76.92
B11_Donate_BrandonAccept_EN	Paypal	23.08
B11_Donate_Brandon_Default_EN	Credit Card	84.38
B11_Donate_Brandon_Default_EN	Paypal	15.62
B11_Donate_jimmy_AvsB	Paypal	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-Brandon-newwhitebox-control	Credit Card	100.00

default-default-Brandon-newgreenbox-variable1	Credit Card	78.12
default-default-Brandon-newgreenbox-variable1	Paypal	21.88
default-default-Brandon-newwhitebox-variable1	Credit Card	66.67
default-default-Brandon-newwhitebox-variable1	Paypal	33.33
default-default-Brandon-newgreenbox-control	Credit Card	82.86
default-default-Brandon-newgreenbox-control	Paypal	17.14
default-default-Brandon-default-control	Credit Card	50.00
default-default-Brandon-default-control	Paypal	50.00
default-default-default-default-control	Paypal	100.00
default-default-Brandon-default-variable1	Paypal	100.00

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