

Table Summary for C11\_1114\_AvsB\_AR:

## 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_AR	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	7	161.49	80.52
C11_1114_AvsB_AR	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	2	21.67	20.84
C11_1114_AvsB_AR	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	2	35.00	22.50
C11_1114_AvsB_AR	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	3	30.00	30.00
C11_1114_AvsB_AR	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	6	143.11	97.49
C11_1114_AvsB_AR	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	2	55.00	32.50
C11_1114_AvsB_AR	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-control	3	286.20	150.40
C11_1114_AvsB_AR	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	6	72.66	38.11
C11_1114_AvsB_AR	B11_Donate_SusanAccept_EN_AR	default-default-Susan-newgreenbox-control	1	23.12	23.12
C11_1114_AvsB_AR	B11_Donate_SusunAccept_AvsB	default-default-Susan-default-control	1	46.24	46.24
C11_1114_AvsB_AR	B11_Donate_SusunAccept_AvsB	default-default-Susan-default-variable1	1	2.00	2.00

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Paypal	100.00
B11_Donate_SusunAccept_AvsB	Credit Card	50.00
B11_Donate_SusunAccept_AvsB	Paypal	50.00
B11_Donate_SusanAccept_EN_AR	Credit Card	100.00
B11_Donate_SusanAccept_EN	Credit Card	22.22
B11_Donate_SusanAccept_EN	Paypal	77.78
B11_Donate_Brandon_AvsB	Credit Card	50.00
B11_Donate_Brandon_AvsB	Paypal	50.00
B11_Donate_BrandonAccept_AvsB	Credit Card	44.44
B11_Donate_BrandonAccept_AvsB	Paypal	55.56

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newgreenbox-variable1	Paypal	100.00
default-default-Brandon-newgreenbox-control	Paypal	100.00
default-default-Susan-default-variable1	Paypal	100.00
default-default-Susan-newgreenbox-control	Credit Card	50.00
default-default-Susan-newgreenbox-control	Paypal	50.00
default-default-Brandon-default-control	Credit Card	53.85
default-default-Brandon-default-control	Paypal	46.15
default-default-Susan-default-control	Credit Card	100.00
default-default-Brandon-default-variable1	Credit Card	25.00
default-default-Brandon-default-variable1	Paypal	75.00
default-default-Susan-newgreenbox-variable1	Credit Card	16.67
default-default-Susan-newgreenbox-variable1	Paypal	83.33

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