## C_JMvJD_Junetest_EN: Test Report

### The winning banner is B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM.

The winner, B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM, had a 223.58% increase in donations / impression on average. Between 99.5% and 99.95% confident about the winner.
The winner, B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM, had a 144.63% increase in amount50 / impression on average. Between 99.5% and 99.95% confident about the winner.
The winner, B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM, had a 145.01% increase in donations / view on average. Between 99.5% and 99.95% confident about the winner.
The winner, B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM, had a 165.66% increase in amount50 / view on average. Between 99.5% and 99.95% confident about the winner.
The winner, B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM, had a 36.25% increase in click rate on average. Between 60.0% and 75.0% confident about the winner.

### C_JMvJD_Junetest_EN -- Test Results:

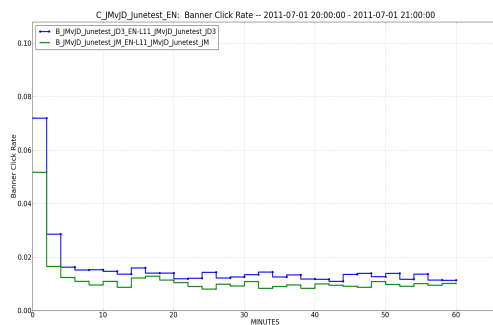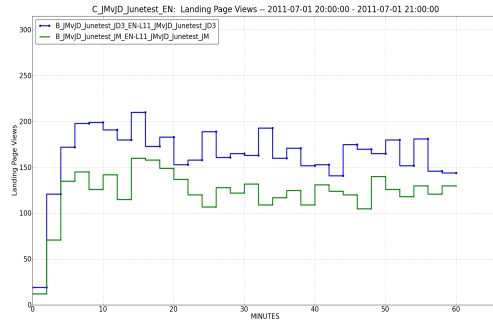| bannerlp | impressions | views | donations | amount | amount50 | click_rate | don_per_imp | amt_per_imp | amt50_per_imp | don_per_view | amt_per_view | amt50_per_view |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM | 362540 | 4918 | 35 | 655.55 | 598.63 | 0.015821 | 0.000091 | 0.001711 | 0.001564 | 0.007040 | 0.130513 | 0.119254 |
| B_JMvJD_Junetest_JD3_EN-L11_JMvJD_Junetest_JD3 | 363287 | 3664 | 11 | 250.25 | 248.37 | 0.011612 | 0.000028 | 0.000644 | 0.000639 | 0.002873 | 0.065929 | 0.065398 |
| B_JMvJD_Junetest_JD4_EN-L11_JMvJD_Junetest_JD4 | 363176 | 4388 | 11 | 146.14 | 146.14 | 0.015500 | 0.000029 | 0.000391 | 0.000391 | 0.002450 | 0.031180 | 0.031180 |
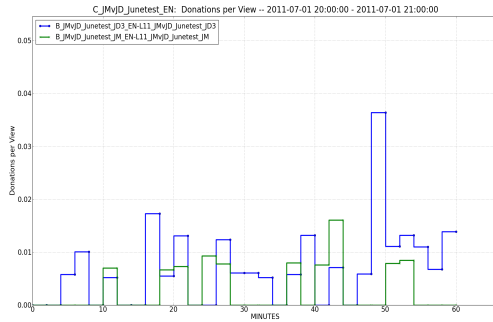


Donations per View measure over 2 minute intervals.
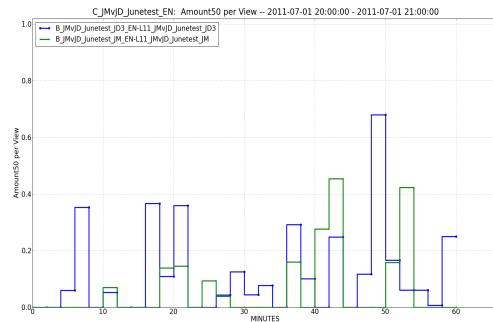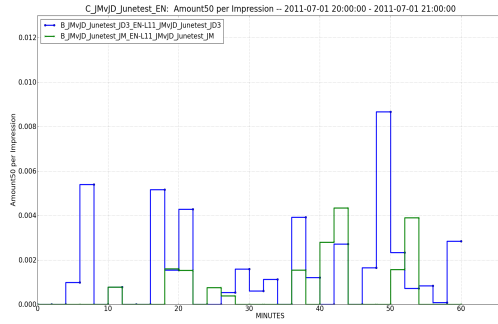


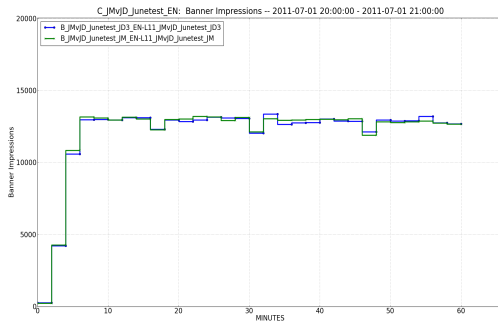Amount50 per View measure over 2 minute intervals.



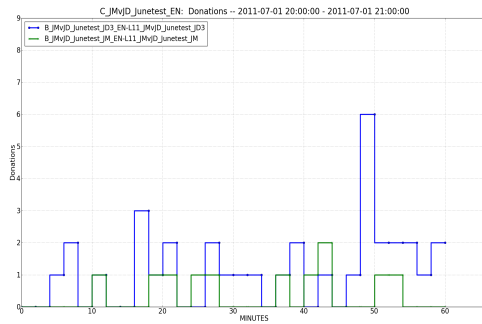Banner Click Rate measure over 2 minute intervals.

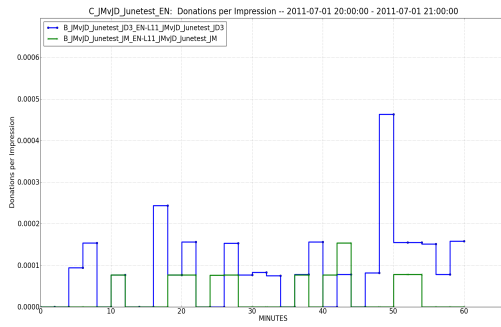Landing Page Views measure over 2 minute intervals.



Amount50 per Impression measure over 2 minute intervals.
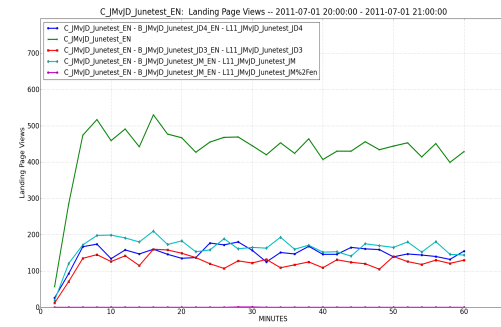


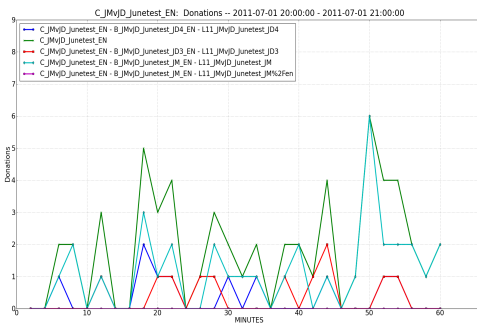Banner Impressions measure over 2 minute intervals.



Donations measure over 2 minute intervals.

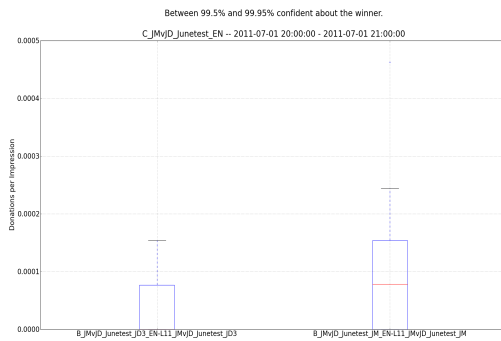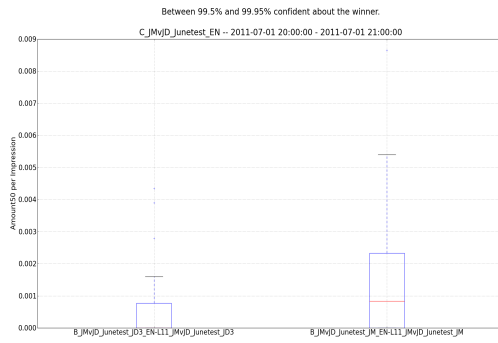Donations per Impression measure over 2 minute intervals.



Campaign views / minute.
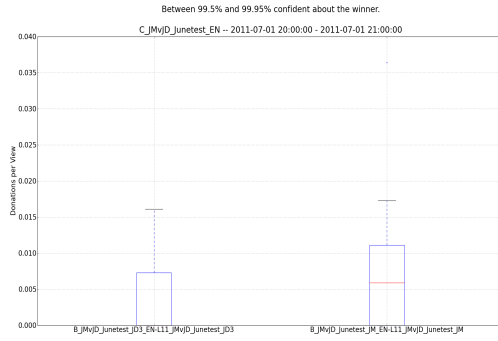


Campaign donations / minute.

**Confidence Reporting**

Between 99.5% and 99.95% confident about the winner.



Student's T model, donations / impression.

Between 99.5% and 99.95% confident about the winner.

C_JMvJD_Junetest_EN -- 2011-07-01 20:00:00 - 2011-07-01 21:00:00

AmountSO per Impression

B_JMvJD_Junetest_JD3_EN-L11_JMvJD_Junetest_JD3        B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM

Student's T model, amount50 / impression.

Between 99.5% and 99.95% confident about the winner.

C_JMvJD_Junetest_EN -- 2011-07-01 20:00:00 - 2011-07-01 21:00:00

Donations per View

B_JMvJD_Junetest_JD3_EN-L11_JMvJD_Junetest_JD3        B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM

Student's T model, donations / view.

Between 99.5% and 99.95% confident about the winner.

C_JMvJD_Junetest_EN -- 2011-07-01 20:00:00 - 2011-07-01 21:00:00

AmountSO per View

B_JMvJD_Junetest_JD3_EN-L11_JMvJD_Junetest_JD3        B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM

Student's T model, amount50 / view.

Between 60.0% and 75.0% confident about the winner.

C_JMvJD_Junetest_EN -- 2011-07-01 20:00:00 - 2011-07-01 21:00:00

Banner Click Rate

B_JMvJD_Junetest_JD3_EN-L11_JMvJD_Junetest_JD3        B_JMvJD_Junetest_JM_EN-L11_JMvJD_Junetest_JM

Student's T model, click rate.

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