

## C\_FR11BR2\_1021\_EN: Test Report

The winning banner is B\_C1\_1021\_STAFF\_HZP.

Test Period: 2011-10-21 15:46:00 - 2011-10-21 16:46:00

For **don\_per\_imp**: B\_C1\_1021\_STAFF\_HZP had a 35.16% increase over B\_A1\_1021\_STAFF. Between 90.0% and 95.0% confident about the winner.  
 For **amt\_norm\_per\_imp**: B\_C1\_1021\_STAFF\_HZP had a 45.34% increase over B\_A1\_1021\_STAFF. Between 97.5% and 99.0% confident about the winner.  
 For **click\_rate**: B\_C1\_1021\_STAFF\_HZP had a 19.13% increase over B\_A1\_1021\_STAFF. Between 99.5% and 99.95% confident about the winner.

### C\_FR11BR2\_1021\_EN -- Test Results:

#### 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
Standard Name	Campaign	A / LPi	LPi / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B	D / LPi	An / LPi	D / Bi	An

#### 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									

B	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	AVG A	AVG An
Photo centered (B_C1_1021_STAFF_HZP)	925512	10883	114	3447.30	1753.91	0.01175888	0.000123	0.0037247452	0.0018950671	30.239474	15.385175
Photo left "special appeal" (B_B1_1021_STAFF)	928331	8676	84	1969.36	1258.08	0.00934580	0.000090	0.0021213980	0.0013552060	23.444762	14.977143
Photo left "appeal" (B_A1_1021_STAFF)	927773	9158	84	2338.85	1209.70	0.00987095	0.000091	0.0025209290	0.0013038740	27.843452	14.401190

Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi	A / LPi	An / LPi
C_FR11BR2_1021_EN Totals	2780604	28706	282	7755.51	4221.69	0.01032389	0.000101	0.0027892095	0.0015182984	0.0098	0.270170	0.147066

#### Payment Method Data

Landing Page	Payment Method	Portion of Donations (%)
L11_1021_EN2	Credit Card	40.69
L11_1021_EN2	Paypal	59.31

Landing Page	Payment Method	Visits	Conversions	Conversion Rate (%)	Amount	Amount 25
L11_1021_EN2	Credit Card	572	118	20.63	4054.23	1982.86
L11_1021_EN2	Paypal	483	172	35.61	3925.97	2394.30

#### Conversion Rates by Language:

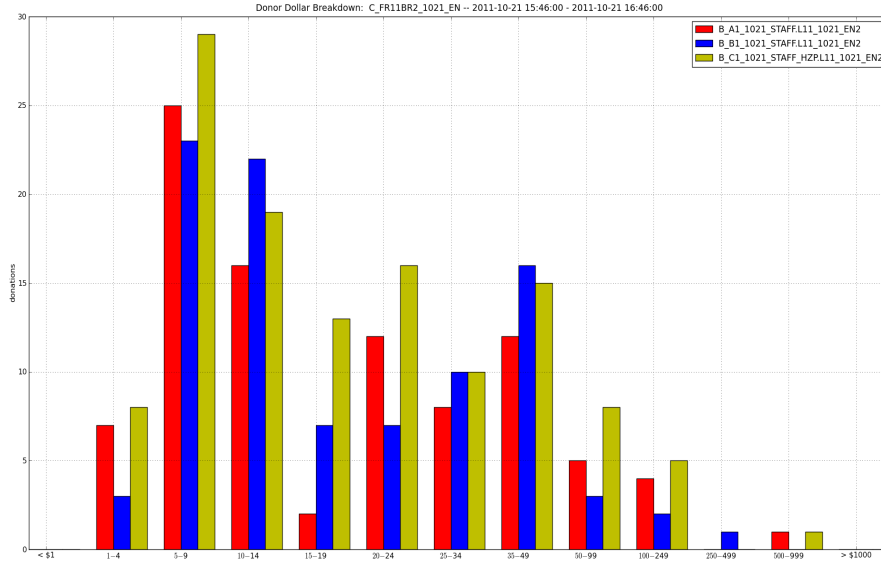
banner	landing_page	language	conversion
B_A1_1021_STAFF	L11_1021_EN2	en	0.0391
B_B1_1021_STAFF	L11_1021_EN2	en	0.0345
B_C1_1021_STAFF_HZP	L11_1021_EN2	en	0.0341

Total		en	0.0358
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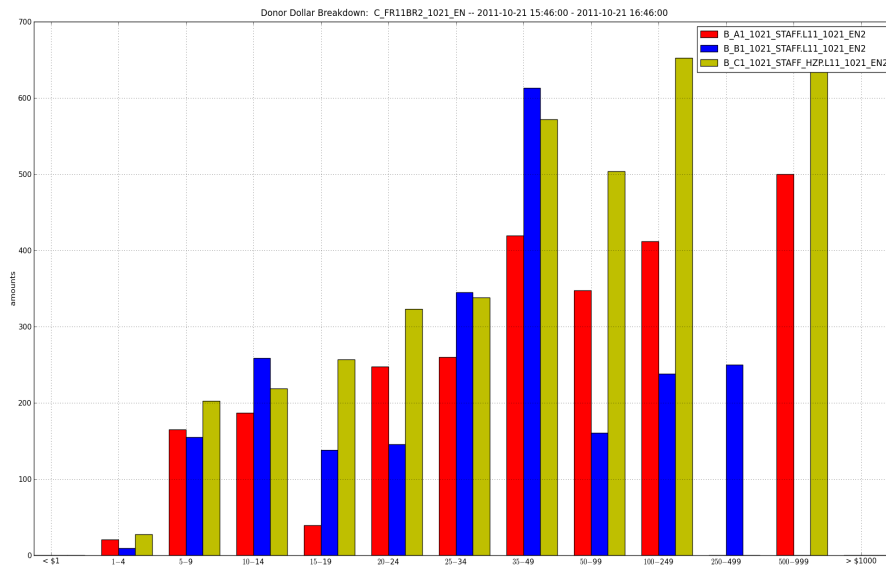
**Category Distribution**

Category distribution of readers that clicked on the banner.

**Donations Breakdown**

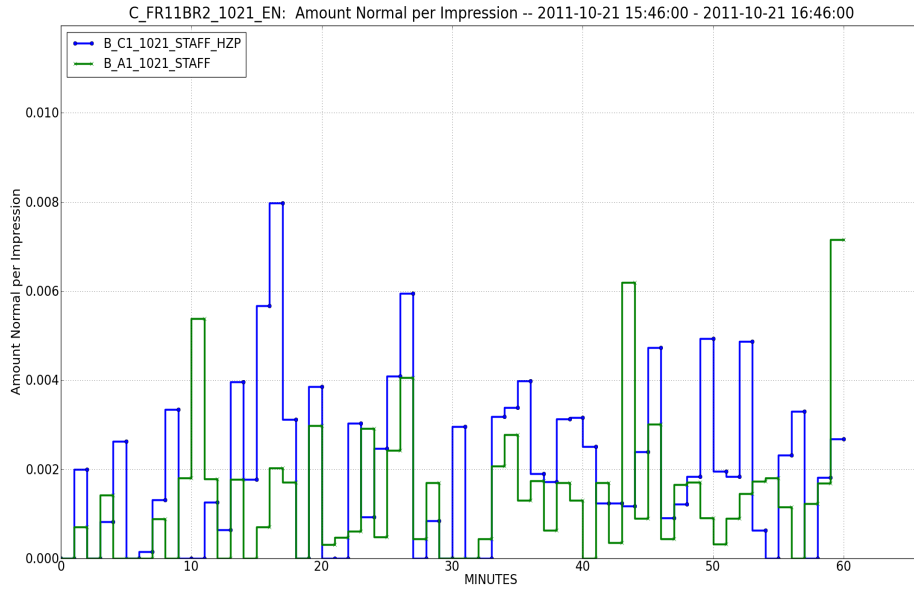


Donation counts broken out by donor amount.

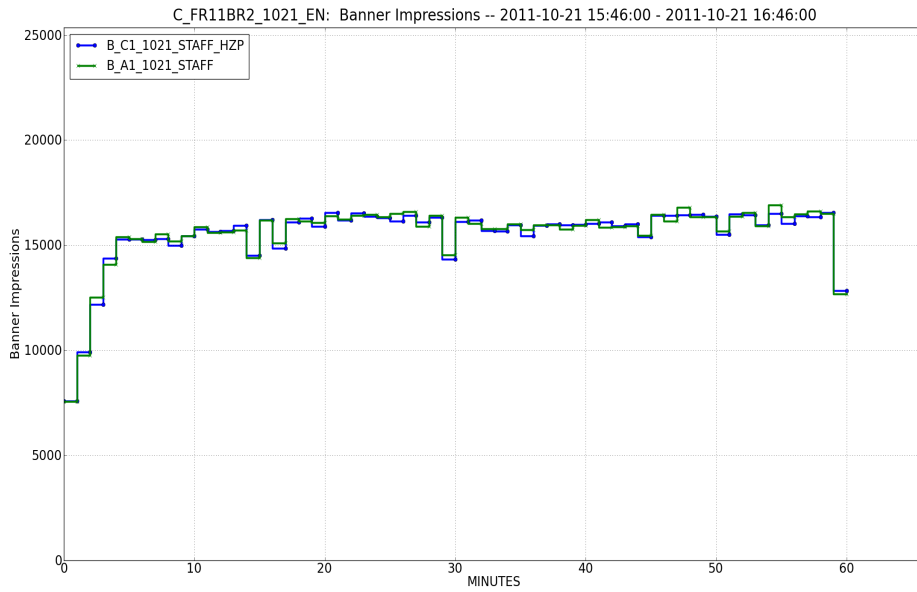


Donation dollars donated broken out by donor amount.

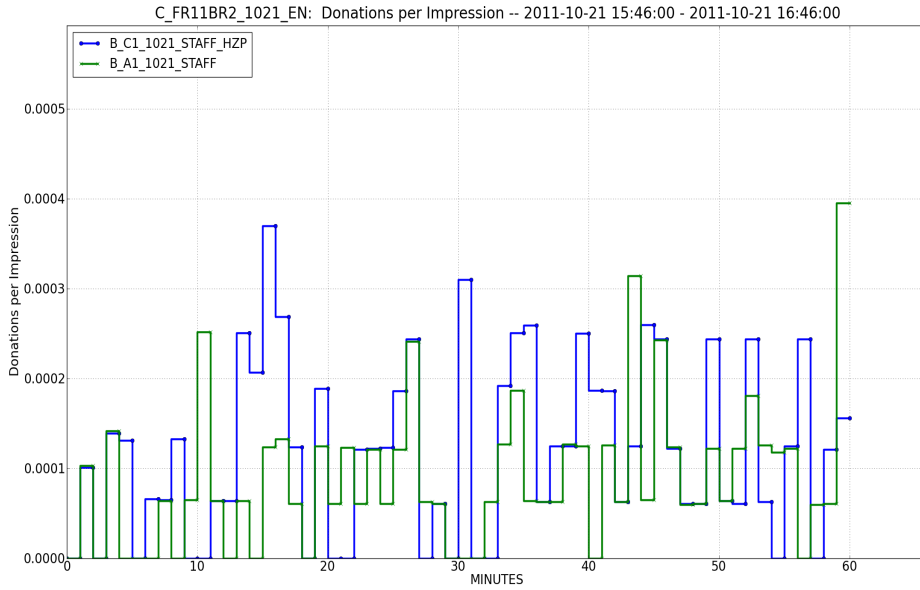
**Data Tracking**



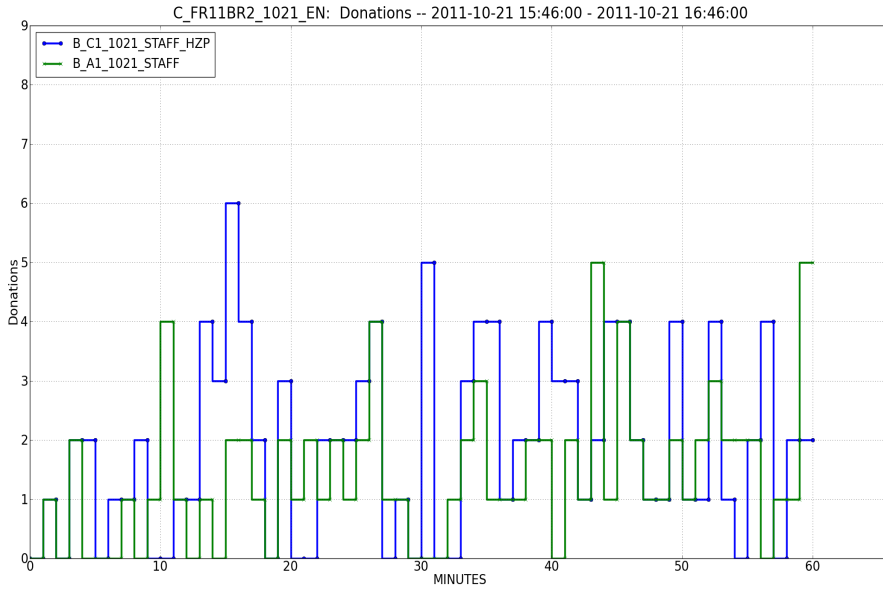
Amount Normal per Impression measure over 1 minute intervals.



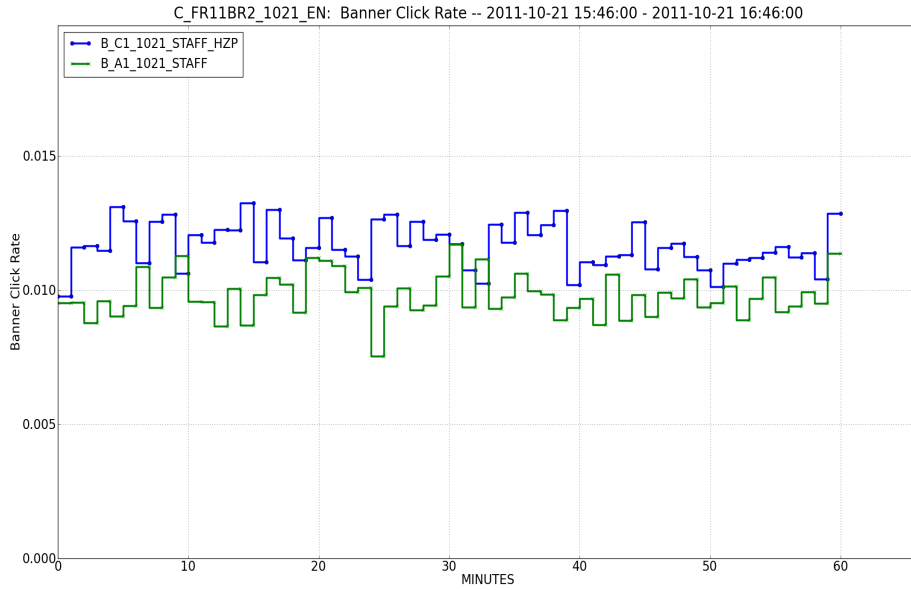
Banner Impressions measure over 1 minute intervals.



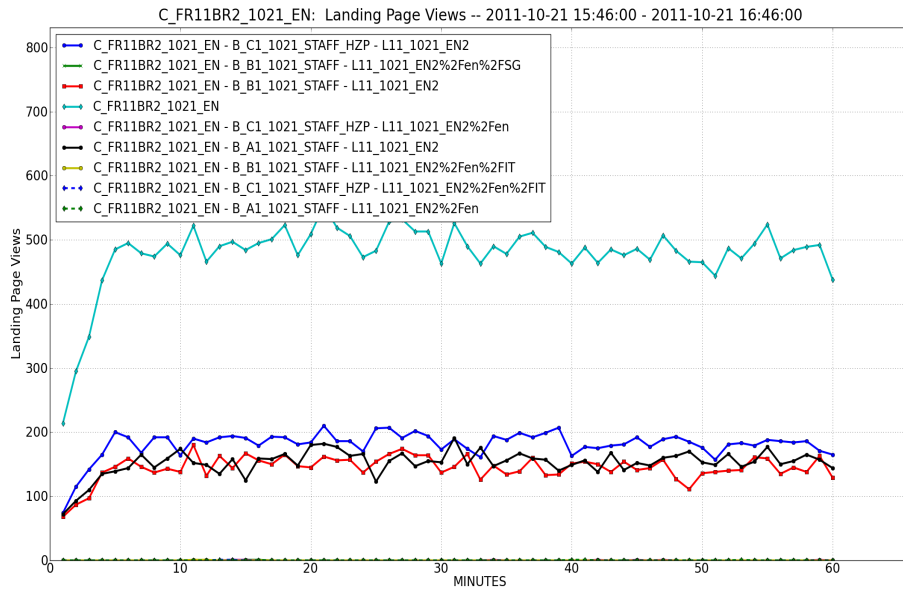
Donations per Impression measure over 1 minute intervals.



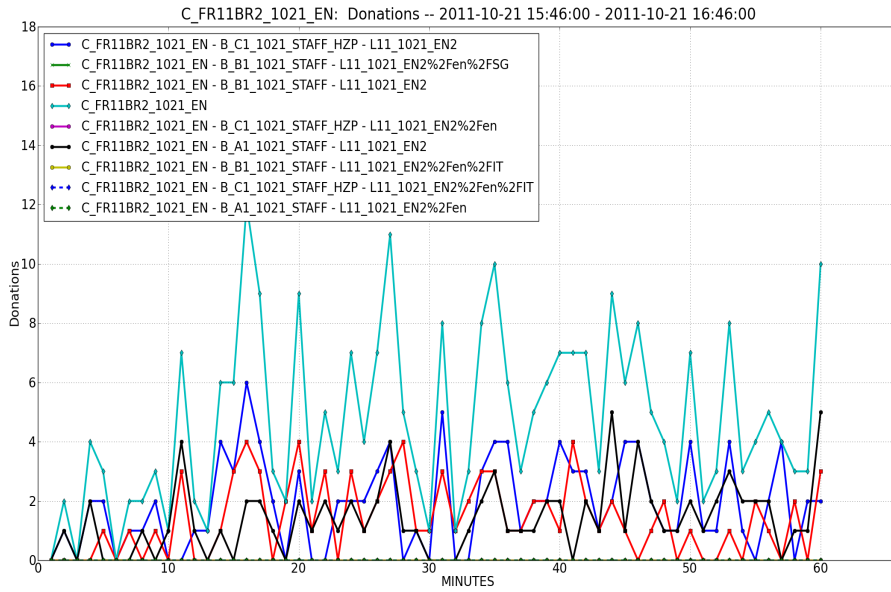
Donations measure over 1 minute intervals.



Banner Click Rate measure over 1 minute intervals.



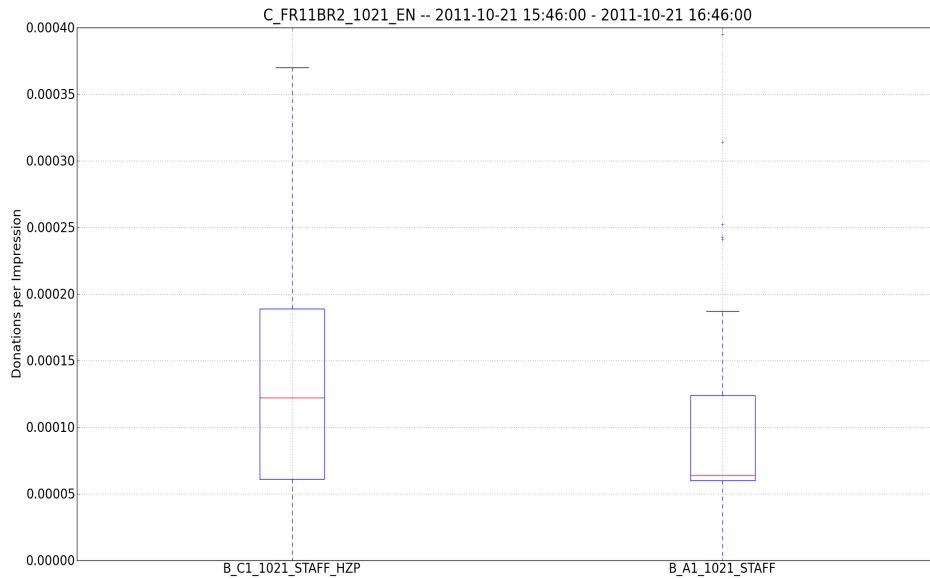
Campaign views / minute.



Campaign donations / minute.

**Confidence Reporting**

Between 90.0% and 95.0% confident about the winner.

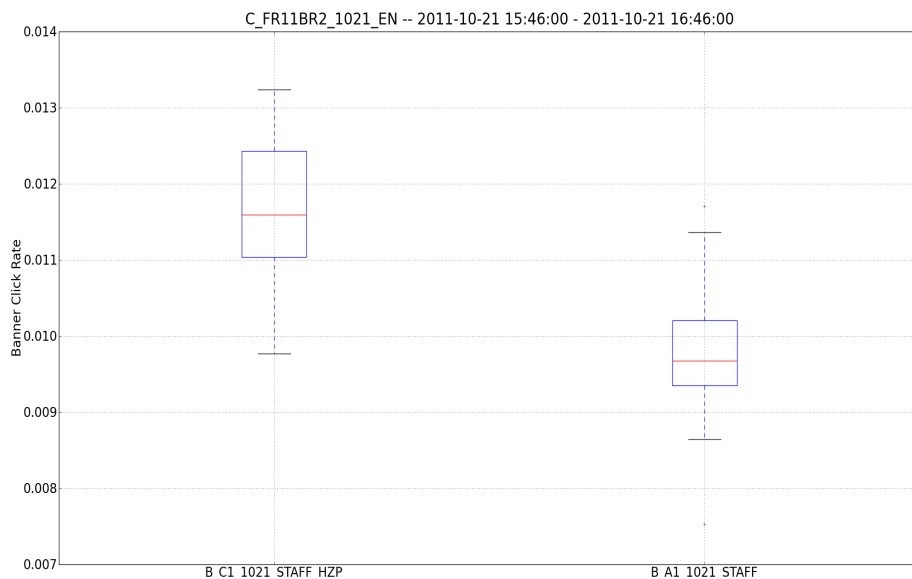


Student's T model, donations / impression.

Student's T model, amount50 / impression.

### Fundraiser Reporting

Between 99.5% and 99.95% confident about the winner.



Student's T model, click rate.

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