

Table Summary for C11_1114_AvsB_NL:

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	Don I Impr
Standard Name	Campaign	A / LPi	LPi / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B	D / LPi	An / LPi	D / LPi

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 / B
C11_1114_AvsB_NL	B11_Donate_Currency_AvsB	default~default~default~default~control	571623	4758	13	213.45	171.05	0.008323
C11_1114_AvsB_NL	B11_Donate_Currency_AvsB	default~default~default~default~variable1	597333	4972	51	938.91	728.21	0.008323
C11_1114_AvsB_NL	B11_Donate_Jimmy_AvsB	default~default~default~default~control	692062	8482	12	324.21	256.67	0.012256
C11_1114_AvsB_NL	B11_Donate_Jimmy_AvsB	default~default~default~default~variable1	686596	8415	38	1264.42	588.03	0.012256

Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi	A / LPi
C11_1114_AvsB_NL Totals	2547614	26627	114	2740.99	1743.96	0.01101996	0.000047	0.0011343643	0.0007217586	0.0043	0.10

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy_AvsB	Credit Card	44.00
B11_Donate_Jimmy_AvsB	Paypal	56.00
B11_Donate_Currency_AvsB	Credit Card	34.38
B11_Donate_Currency_AvsB	Paypal	65.62

Landing Page	Payment Method	Portion of Donations
default~default~default~default~control	Credit Card	100.00
default~default~default~default~variable1	Credit Card	21.35
default~default~default~default~variable1	Paypal	78.65

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