

C_0916_Webitects_US: Test Report

The winning landing page is cc33.

The winner, cc33, had a 2.96% increase in donations / view on average. Between 0% and 60.0% confident about the winner.
 The winner, cc33, had a 1.25% increase in amount50 / view on average. Between 0% and 60.0% confident about the winner.

C_0916_Webitects_US -- Test Results:

landing_page	impressions	views	donations	amount	amount50	don_per_view	amt_per_view	amt50_per_view	avg_donation	avg_donation50	click_rate
cc33	1070201	22944	425	9234.67	7634.67	0.0185	0.402487	0.332752	21.728635	17.963929	0.0214
cc32	1066236	22859	419	9704.00	7754.00	0.0183	0.424516	0.339210	23.159905	18.505967	0.0214
cc31	1062738	22784	416	9446.23	7646.23	0.0183	0.414599	0.335596	22.707284	18.380361	0.0214

campaign	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	avg_donation	avg_donation50
C_0916_Webitects_US Totals	3199175	68587	1260	28384.90	23034.90	0.02143896	0.000394	0.0088725644	0.0072002605	0.0184	0.413852	0.335849	22.527698	18.281667

Payment Method Data

Banner	Payment Method	Portion of Donations
B_BR_0916_US	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
cc33	Credit Card	100.00
cc32	Credit Card	100.00
cc31	Credit Card	100.00

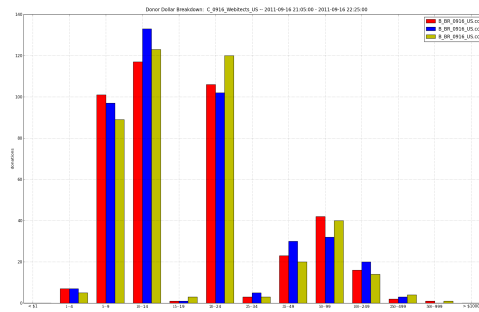
Conversion Rates by Language:

banner	landing_page	language	conversion
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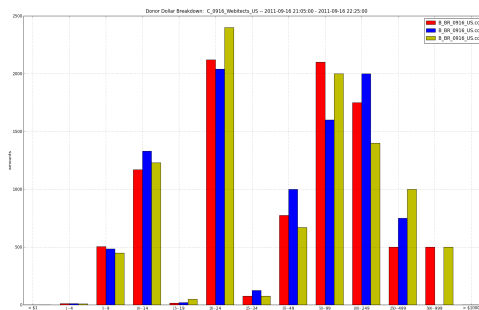
Category Distribution

Category distribution of readers that clicked on the banner.

Donations Breakdown

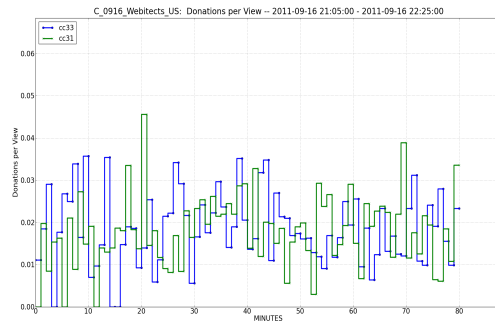


Donation counts broken out by donor amount.

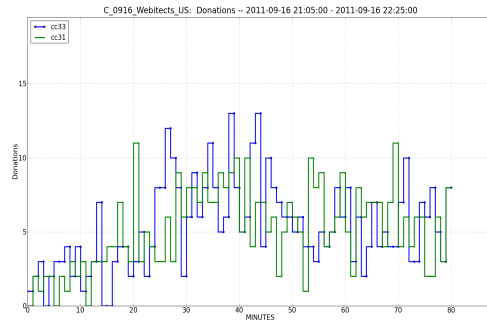


Donation dollars donated broken out by donor amount.

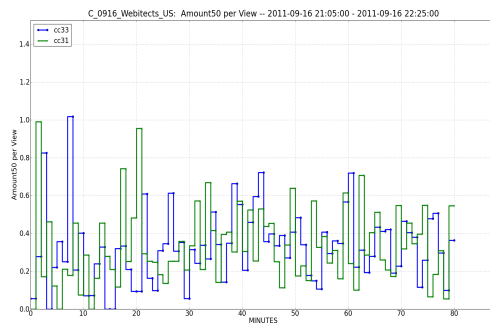
Data Tracking



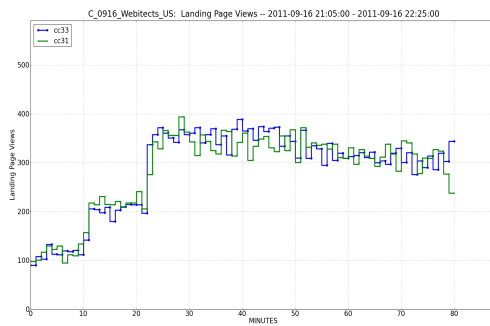
Donations per View measure over 1 minute intervals.



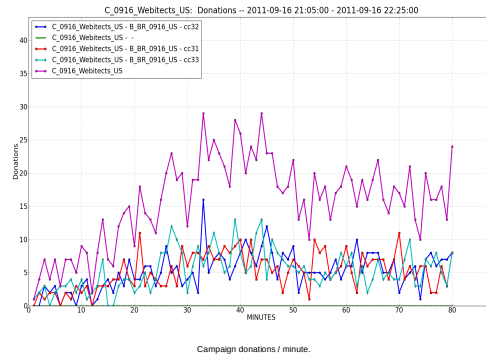
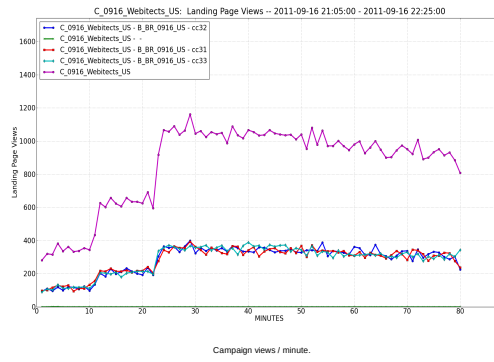
Donations measure over 1 minute intervals.



Amount50 per View measure over 1 minute intervals.

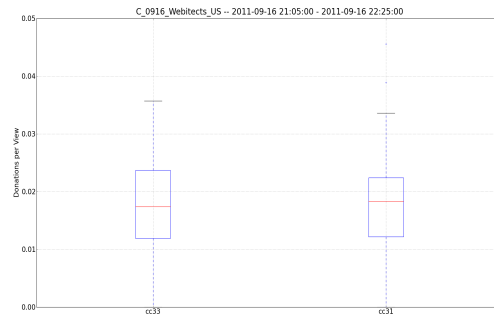


Landing Page Views measure over 1 minute intervals.



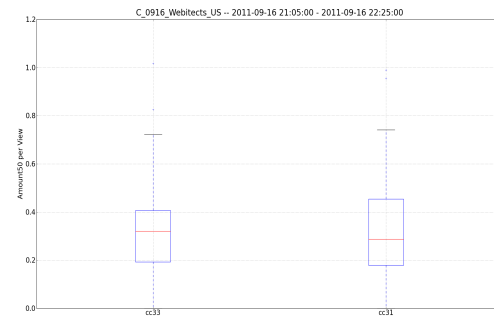
Confidence Reporting

Between 0% and 60.0% confident about the winner.



Student's T model, donations / view.

Between 0% and 60.0% confident about the winner.



Student's T model, amount\$0 / view.

Additional Comments

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