

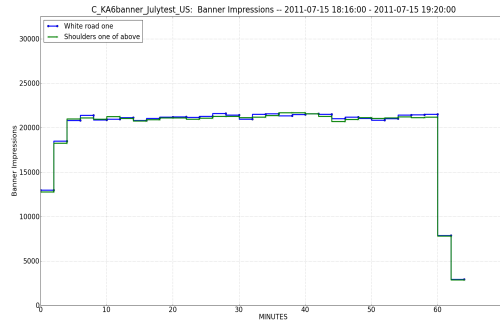
C_KA6banner_Julytest_US: Test Report

The winning banner is **White road one**.

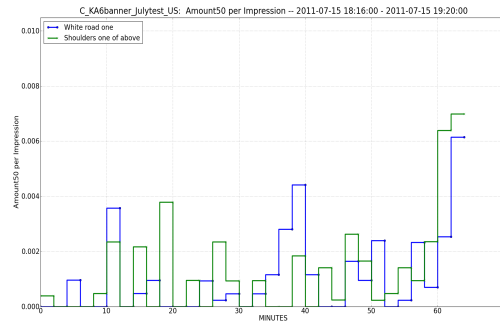
The winner, White road one, had a 5.08% increase in donations / impression on average. Between 60.0% and 75.0% confident about the winner.
 The winner, Shoulders one of above, had a 18.48% increase in amount50 / impression on average. Between 75.0% and 90.0% confident about the winner.
 The winner, Shoulders one of above, had a 8.84% increase in click rate on average. Between 60.0% and 75.0% confident about the winner.

C_KA6banner_Julytest_US -- Test Results:

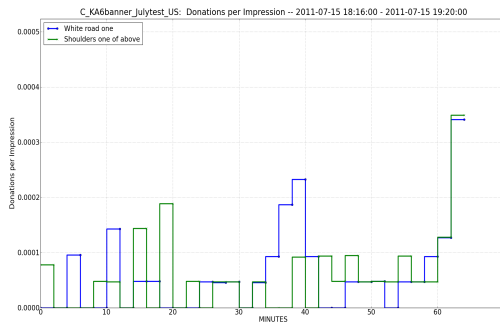
banner	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp
White road one	636956	4789	33	638.00	588.00	0.007522	0.000060	0.001154	0.001080
B_KA6banner_Julytest_6_US	635692	4659	32	651.33	601.33	0.007357	0.000057	0.001058	0.000984
Shoulders one of above	634199	5119	30	800.00	650.00	0.008188	0.000057	0.001501	0.001279
B_KA6banner_Julytest_2_US	636944	4552	40	660.00	610.00	0.007121	0.000069	0.001912	0.001370
B_KA6banner_Julytest_3_US	637247	4495	44	1330.00	980.00	0.007116	0.000089	0.002772	0.002123
B_KA6banner_Julytest_1_US	635336	4882	42	803.33	753.33	0.007644	0.000074	0.001410	0.001336



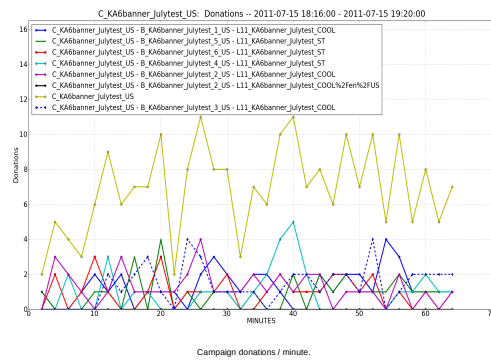
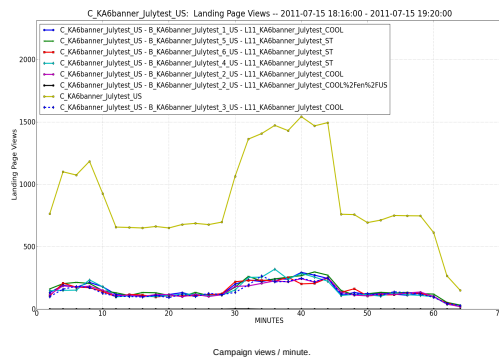
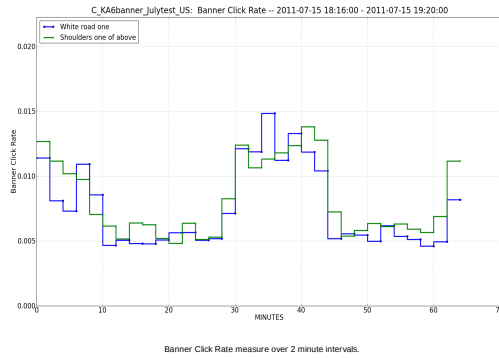
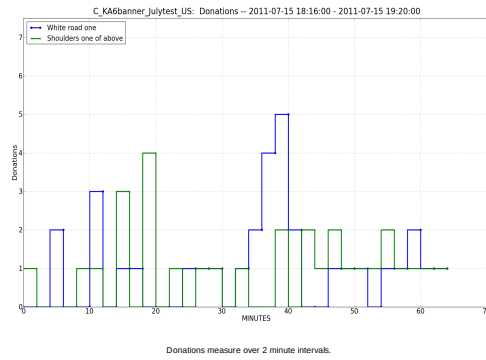
Banner Impressions measure over 2 minute intervals.



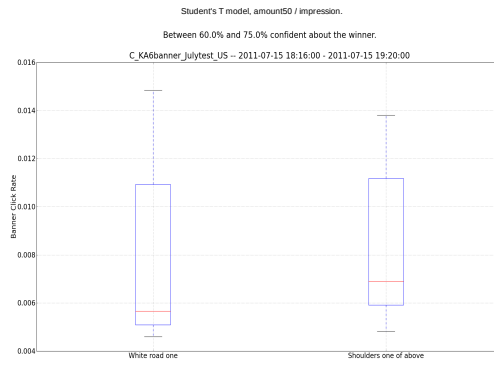
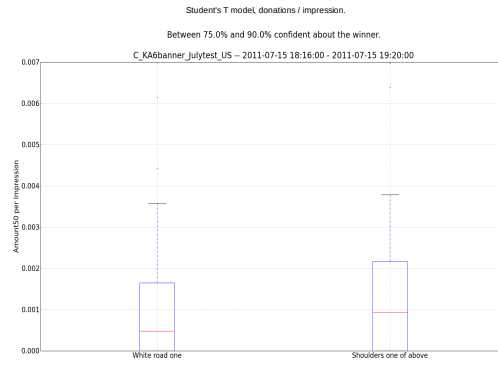
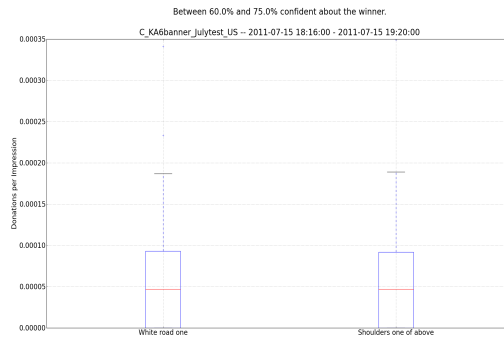
Amount50 per Impression measure over 2 minute intervals.



Donations per Impression measure over 2 minute intervals.



Confidence Reporting



Student's T model, click rate.

Additional Comments

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