

C11_0908_Sarah_EN: Test Report

The winning banner is Jimmy.

The winner, Jimmy, had a 88.91% increase in donations / impression on average. Between 97.5% and 99.0% confident about the winner.
 The winner, Jimmy, had a 68.75% increase in amount50 / impression on average. Between 95.0% and 97.5% confident about the winner.
 The winner, Jimmy, had a 88.41% increase in donations / view on average. Between 97.5% and 99.0% confident about the winner.
 The winner, Jimmy, had a 66.30% increase in amount50 / view on average. Between 95.0% and 97.5% confident about the winner.
 The winner, Jimmy, had a 2.08% increase in click rate on average. Between 0% and 60.0% confident about the winner.

C11_0908_Sarah_EN -- Test Results:

bannerp	impressions	views	donations	amount	amount50	avg_donation	avg_donation50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view
Jimmy	785728	12702	160	3392.63	2497.68	20.60	15.53	0.016985	0.000216	0.004590	0.003371	0.013662	0.286533	0.212391
Sarah	786293	12529	89	1648.04	1546.24	22.14	19.34	0.016640	0.000119	0.002210	0.002075	0.007589	0.141061	0.132640

Payment Method Data

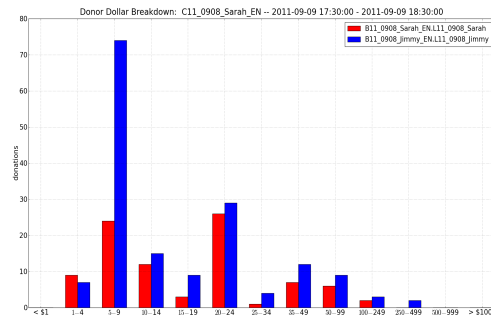
Banner	Payment Method	Portion of Donations
B11_0908_Jimmy_EN	Credit Card	38.12
B11_0908_Jimmy_EN	Paypal	61.88
B11_0908_Sarah_EN	Credit Card	42.70
B11_0908_Sarah_EN	Paypal	57.30

Landing Page	Payment Method	Portion of Donations
L11_0908_Jimmy	Credit Card	38.12
L11_0908_Jimmy	Paypal	61.88
L11_0908_Sarah	Credit Card	42.70
L11_0908_Sarah	Paypal	57.30

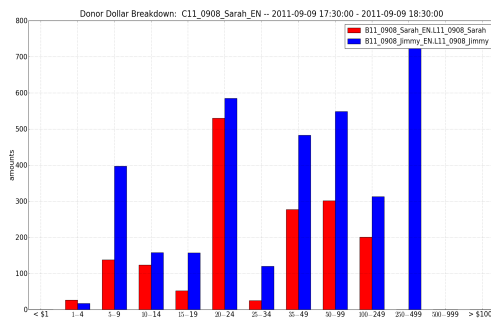
Category Distribution

Category distribution of readers that clicked on the banner.

Donations Breakdown

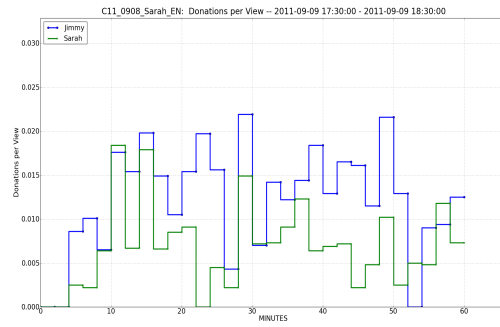


Donation counts broken out by donor amount.

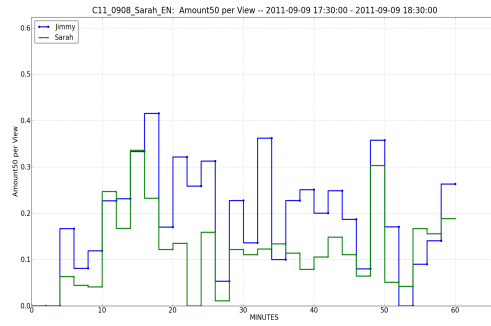


Donation dollars donated broken out by donor amount.

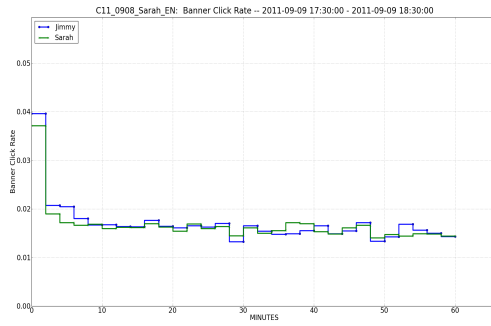
Data Tracking



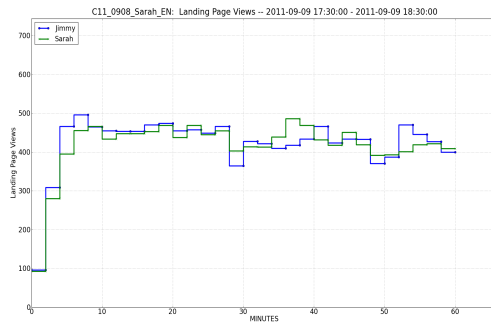
Donations per View measure over 2 minute intervals.



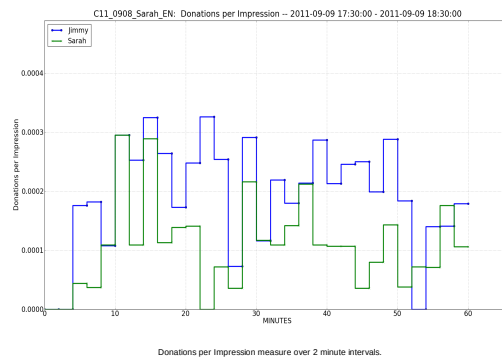
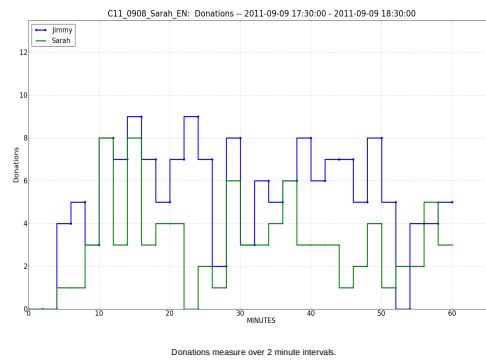
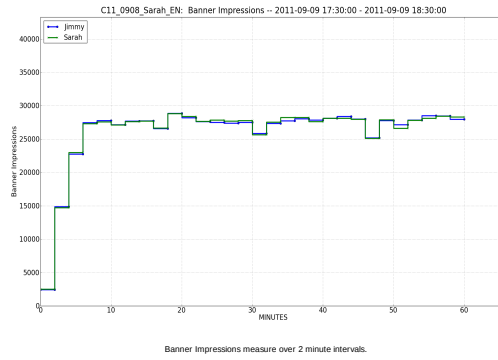
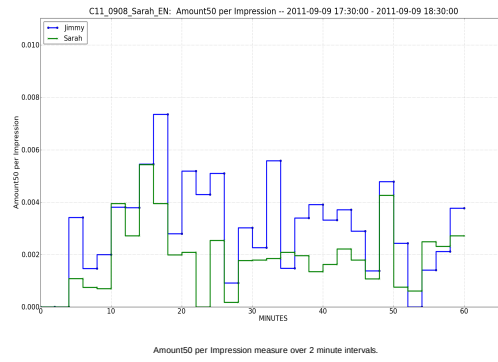
Amount50 per View measure over 2 minute intervals.

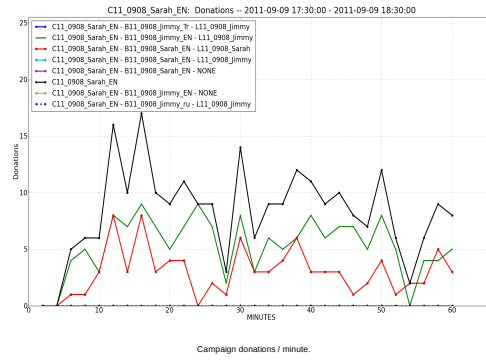
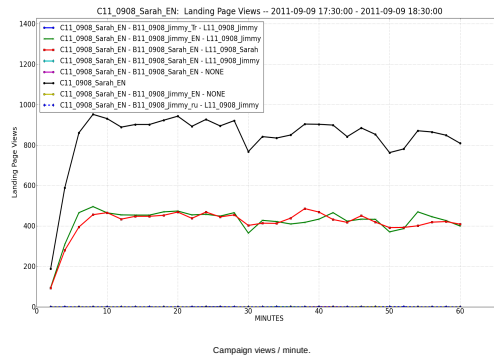


Banner Click Rate measure over 2 minute intervals.



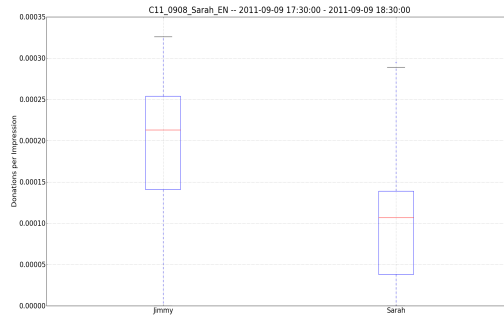
Landing Page Views measure over 2 minute intervals.





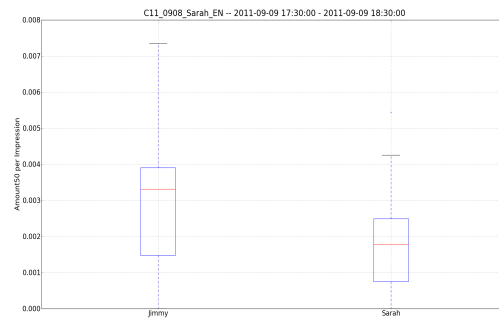
Confidence Reporting

Between 97.5% and 99.0% confident about the winner.

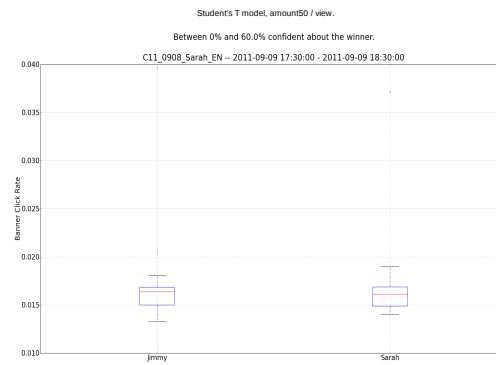
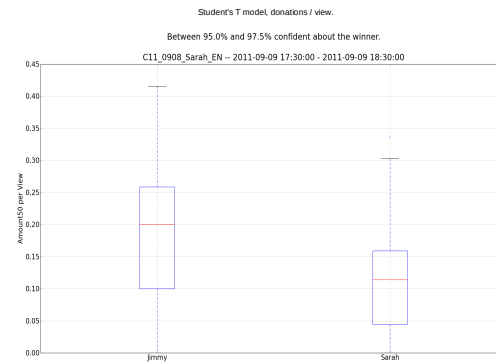
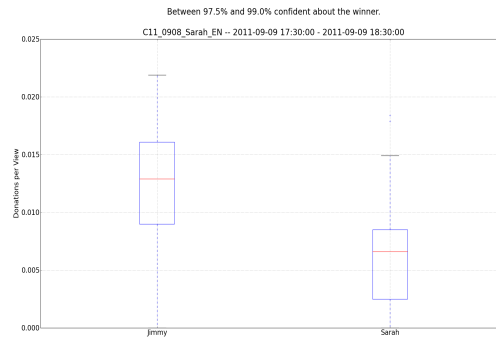


Student's T model, donations / impression.

Between 95.0% and 97.5% confident about the winner.



Student's T model, amount50 / impression.



Student's T model, click rate.

Additional Comments

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