

C_Extrainfo_0902_US: Test Report

The winning landing page is N.

The winner, N, had a 18.95% increase in donations / view on average. Between 75.0% and 90.0% confident about the winner.
 The winner, N, had a 5.42% increase in amount50 / view on average. Between 0% and 60.0% confident about the winner.

C_Extrainfo_0902_US -- Test Results:

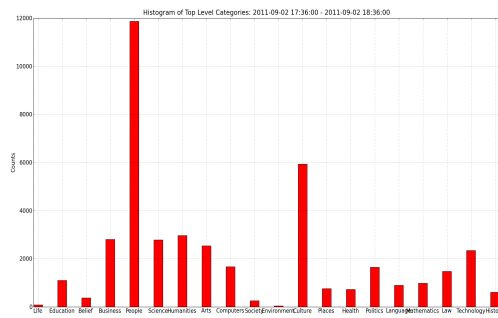
lp	views	donations	total_clicks	amount	amount50	avg_donation	avg_donation50	don_per_view	amt_per_view	amt50_per_view
N	22354	496	496	10213.50	8813.50	20.03	17.36	0.022020	0.457173	0.391322
Y	22117	411	411	9559.00	8259.00	22.94	19.24	0.018510	0.446866	0.371198

Payment Method Data

Banner	Payment Method	Portion of Donations
B_Extrainfo_0902_BR_US	Credit Card	47.19
B_Extrainfo_0902_BR_US	Paypal	52.81

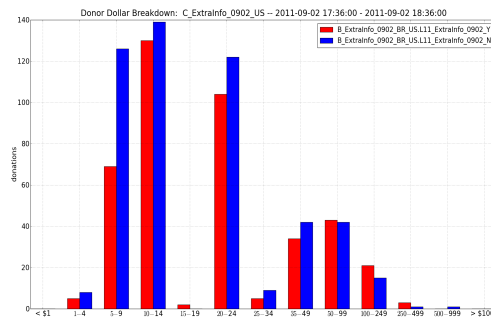
Landing Page	Payment Method	Portion of Donations
L11_Extrainfo_0902_N	Credit Card	41.33
L11_Extrainfo_0902_N	Paypal	58.67
L11_Extrainfo_0902_Y	Credit Card	54.26
L11_Extrainfo_0902_Y	Paypal	45.74

Category Distribution

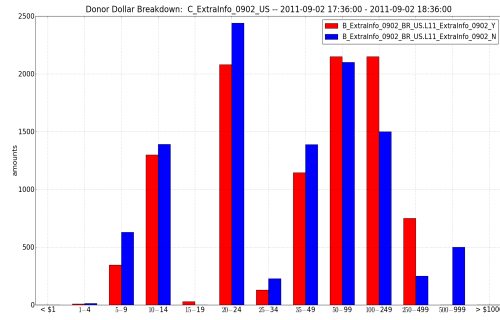


Category distribution of readers that clicked on the banner.

Donations Breakdown

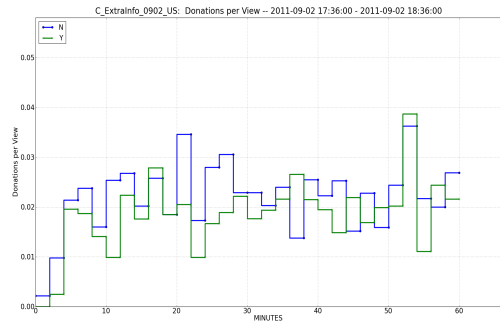


Donation counts broken out by donor amount.

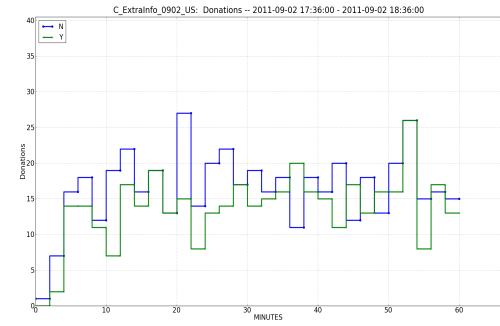


Donation dollars donated broken out by donor amount.

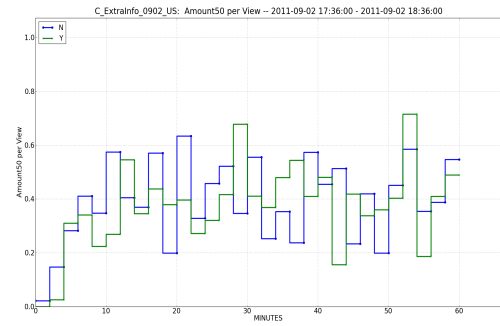
Data Tracking



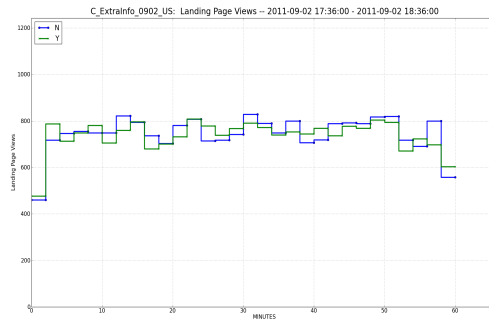
Donations per View measure over 2 minute intervals.



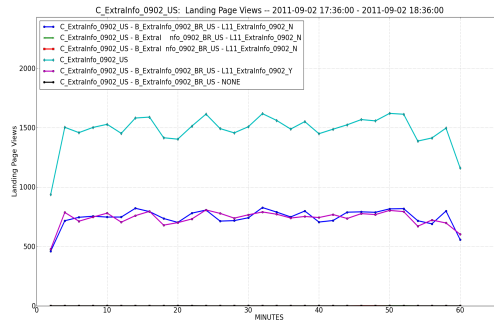
Donations measure over 2 minute intervals.



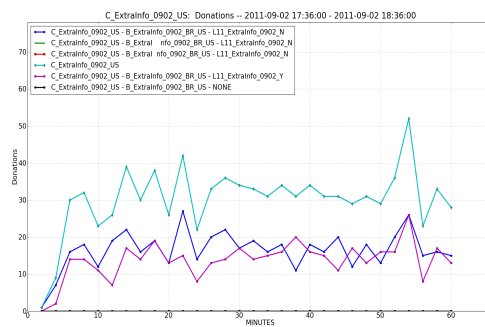
Amount50 per View measure over 2 minute intervals.



Landing Page Views measure over 2 minute intervals.



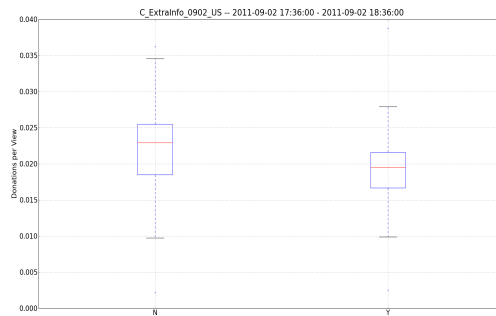
Campaign views / minute.



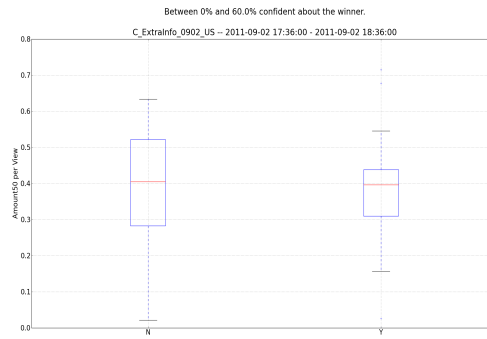
Campaign donations / minute.

Confidence Reporting

Between 75.0% and 90.0% confident about the winner.



Student's T model, donations / view.



Student's T model, amount50 / view.

Additional Comments
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