

## Table Summary for C11\_1114\_AvsB\_SE:

## 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	Donations per Impression	Amount Normal	Landing Page	Amount Normal per Impression	Amount	Donations
Standard Name	Campaign	A / LPI	LPI / BI	A / BI	BI	AVG An	LPI	AVG A	B	D / LPI	An / LPI	D / BI	An	LP	An / BI	A	D

## 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	D	A	An
C11_1114_AvsB_SE	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	22	532.11	370.88
C11_1114_AvsB_SE	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	19	406.49	324.02
C11_1114_AvsB_SE	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	16	394.64	261.81
C11_1114_AvsB_SE	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	20	637.40	382.91
C11_1114_AvsB_SE	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	22	303.03	239.21
C11_1114_AvsB_SE	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	17	332.55	243.44
C11_1114_AvsB_SE	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	17	376.89	280.82
C11_1114_AvsB_SE	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	19	345.12	254.58
C11_1114_AvsB_SE	B11_Donate_Jimmy_AvsB	default-default-default-default-control	1	22.17	22.17
C11_1114_AvsB_SE	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	1	29.56	29.56
C11_1114_AvsB_SE	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-control	1	7.40	7.40

Campaign	BI	LPI	D	A	An	LPI / BI	D / BI	A / BI	An / BI	D / LPI	A / LPI	An / LPI	AVG A	AVG An
C11_1114_AvsB_SE Totals	2679721	21588	155	3387.36	2416.80	0.00828148	0.000059	0.0012994167	0.0009271280	0.0072	0.156909	0.111951	21.853935	15.592258

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	66.67
B11_Donate_BrandonAccept_EN	Paypal	33.33
B11_Donate_Brandon_Default_EN	Credit Card	55.56
B11_Donate_Brandon_Default_EN	Paypal	44.44
B11_Donate_SusanAccept_EN	Credit Card	100.00
B11_Donate_Brandon_AvsB	Credit Card	51.28
B11_Donate_Brandon_AvsB	Paypal	48.72

B11_Donate_BrandonAccept_AvsB	Credit Card	51.22
B11_Donate_BrandonAccept_AvsB	Paypal	48.78
B11_Donate_Jimmy_AvsB	Credit Card	50.00
B11_Donate_Jimmy_AvsB	Paypal	50.00

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newgreenbox-variable1	Credit Card	51.28
default-default-Brandon-newgreenbox-variable1	Paypal	48.72
default-default-Brandon-newgreenbox-control	Credit Card	72.73
default-default-Brandon-newgreenbox-control	Paypal	27.27
default-default-default-default-variable1	Credit Card	100.00
default-default-Susan-newgreenbox-control	Credit Card	100.00
default-default-Brandon-default-control	Credit Card	50.00
default-default-Brandon-default-control	Paypal	50.00
default-default-default-default-control	Paypal	100.00
default-default-Brandon-default-variable1	Credit Card	52.78
default-default-Brandon-default-variable1	Paypal	47.22

[Return to:](#)

[Test Generation](#)

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