

Table Summary for C11_1114_AvsB_IN:

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	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_IN	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	94899	687	3	9.62	8.34	0.00723916	0.000031	0.0001011297	0.0000876097	0.0044	0.014003	0.012140	3.206667	2.780000
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	87302	632	1	19.29	19.29	0.00723896	0.000011	0.0002204490	0.0002204490	0.0016	0.030522	0.030522	19.290000	19.290000
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	2478891	18596	159	1609.84	949.60	0.00750173	0.000064	0.0006494116	0.0003830726	0.0086	0.086569	0.051065	10.124780	5.972327
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	2494621	18714	164	1535.13	992.14	0.00750174	0.000066	0.0006153705	0.0003977099	0.0088	0.082031	0.053016	9.360549	6.049634
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-control	277935	2085	15	155.18	104.04	0.00750170	0.000054	0.0005582345	0.0003742451	0.0072	0.074427	0.049899	10.345333	6.936000
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-variable1	277402	2081	15	108.45	64.46	0.00750169	0.000054	0.0003908607	0.0002322990	0.0072	0.052114	0.030975	7.230000	4.297333
C11_1114_AvsB_IN	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	112044	1054	4	16.10	10.13	0.00940645	0.000035	0.0001432106	0.0000900426	0.0038	0.015275	0.009611	4.025000	2.532500
C11_1114_AvsB_IN	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	100457	945	2	8.86	8.29	0.00940680	0.000019	0.0000879944	0.0000822557	0.0021	0.009376	0.008772	4.430000	4.145000
C11_1114_AvsB_IN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	2515468	19813	127	1325.04	801.48	0.00787645	0.000050	0.0005267521	0.0003186061	0.0064	0.066877	0.040452	10.433386	6.310866
C11_1114_AvsB_IN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	2490457	19616	123	1182.72	736.64	0.00787646	0.000049	0.0004748957	0.0002957774	0.0063	0.060294	0.037553	9.615610	5.988943
C11_1114_AvsB_IN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	281725	2219	12	96.66	74.07	0.00787640	0.000042	0.0003430983	0.0002628491	0.0054	0.043560	0.033380	8.055000	6.172500
C11_1114_AvsB_IN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	285661	2250	17	149.22	87.25	0.00787634	0.000059	0.0005223476	0.0003054163	0.0076	0.066320	0.038778	8.777647	5.132353
C11_1114_AvsB_IN	B11_Donate_Currency2_AvsB	default-default-default-default-variable1	439	53	3	13.51	8.36	0.12045889	0.006818	0.0307056496	0.0190006835	0.0566	0.254906	0.157736	4.503333	2.786667
C11_1114_AvsB_IN	B11_Donate_Jimmy2_AvsB	default-default-default-default-control	57	5	1	1.93	1.93	0.08719383	0.017439	0.0336567664	0.0336567664	0.2000	0.386000	0.386000	1.930000	1.930000
C11_1114_AvsB_IN	B11_Donate_Jimmy_AvsB	default-default-default-default-control	2572	32	1	4.82	4.82	0.01243790	0.000387	0.0018722229	0.0018722229	0.0313	0.150625	0.150625	4.820000	4.820000
C11_1114_AvsB_IN	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	4180	52	2	5.79	4.83	0.01243726	0.000478	0.0013849613	0.0011538491	0.0385	0.111346	0.092885	2.895000	2.415000

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_IN Totals	11504110	88834	649	6242.16	3875.67	0.00827185	0.000060	0.0005812358	0.0003608546	0.0073	0.070268	0.043628	9.618120	5.971757

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	95.18
B11_Donate_BrandonAccept_EN	Paypal	4.82

B11_Donate_Brandon_Default_EN	Credit Card	95.70
B11_Donate_Brandon_Default_EN	Paypal	4.30
B11_Donate_Currency2_AvsB	Credit Card	100.00
B11_Donate_Jimmy2_AvsB	Credit Card	100.00
B11_Donate_Brandon_AvsB	Credit Card	66.67
B11_Donate_Brandon_AvsB	Paypal	33.33
B11_Donate_BrandonAccept_AvsB	Credit Card	100.00
B11_Donate_Jimmy_AvsB	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newwhitebox-control	Credit Card	85.19
default-default-Brandon-newwhitebox-control	Paypal	14.81
default-default-Brandon-newgreenbox-variable1	Credit Card	96.17
default-default-Brandon-newgreenbox-variable1	Paypal	3.83
default-default-Brandon-newwhitebox-variable1	Credit Card	93.75
default-default-Brandon-newwhitebox-variable1	Paypal	6.25
default-default-Brandon-newgreenbox-control	Credit Card	95.80
default-default-Brandon-newgreenbox-control	Paypal	4.20
default-default-default-default-variable1	Credit Card	100.00
default-default-Brandon-default-control	Credit Card	85.71
default-default-Brandon-default-control	Paypal	14.29
default-default-default-default-control	Credit Card	100.00
default-default-Brandon-default-variable1	Credit Card	66.67
default-default-Brandon-default-variable1	Paypal	33.33

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