

Table Summary for C11_1114_AvsB_CA:

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	Don I Impr
Standard Name	Campaign	A / LPi	LPi / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B	D / LPi	An / LPi	D / LPi

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	L
C11_1114_AvsB_CA	B11_Donate_Currency_AvsB	default~default~default~default~control	1161459	10178	182	2663.89	1990.39	0.0
C11_1114_AvsB_CA	B11_Donate_Currency_AvsB	default~default~default~default~variable1	1172984	10279	181	3280.71	2342.55	0.0
C11_1114_AvsB_CA	B11_Donate_Jimmy_AvsB	default~default~default~default~control	1457403	16087	191	3216.75	2334.46	0.0
C11_1114_AvsB_CA	B11_Donate_Jimmy_AvsB	default~default~default~default~variable1	1477696	16311	176	3866.85	2465.10	0.0

Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi	A
C11_1114_AvsB_CA Totals	5269595	52877	730	13028.20	9132.50	0.01032896	0.000143	0.0025448927	0.0017838303	0.0138	0.2

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy_AvsB	Credit Card	42.78
B11_Donate_Jimmy_AvsB	Paypal	57.22
B11_Donate_Currency_AvsB	Credit Card	47.66
B11_Donate_Currency_AvsB	Paypal	52.34

Landing Page	Payment Method	Portion of Donations
default~default~default~default~control	Credit Card	45.84
default~default~default~default~control	Paypal	54.16
default~default~default~default~variable1	Credit Card	44.54

default~default~default~default~variable1	Paypal	55.46
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[Return to:](#)

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