

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	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_CA	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	57	944.63	712.89
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	68	1583.31	1039.08
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-newwhitebox-control	1	4.87	4.87
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	713	18525.98	11873.31
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	665	17291.05	11607.81
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-control	110	2749.52	1702.18
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-variable1	103	2087.76	1540.42
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN_CA	default-default-Brandon-newgreenbox-control	27	623.27	451.31
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN_CA	default-default-Brandon-newgreenbox-variable1	20	353.59	257.36
C11_1114_AvsB_CA	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	416	10041.39	6727.14
C11_1114_AvsB_CA	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	417	9448.53	6687.63
C11_1114_AvsB_CA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	168	4225.15	2929.04
C11_1114_AvsB_CA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	175	4453.38	2885.44
C11_1114_AvsB_CA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	384	8825.42	5993.19
C11_1114_AvsB_CA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	450	10631.78	7277.38
C11_1114_AvsB_CA	B11_Donate_Currency_AvsB	default-default-default-default-control	28	463.29	346.83
C11_1114_AvsB_CA	B11_Donate_Currency_AvsB	default-default-default-default-variable1	36	635.84	487.43
C11_1114_AvsB_CA	B11_Donate_Jimmy_AvsB	default-default-default-default-control	278	6099.55	4132.22
C11_1114_AvsB_CA	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	281	5997.18	4120.50
C11_1114_AvsB_CA	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-control	639	14424.59	10128.15
C11_1114_AvsB_CA	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	597	14629.70	9603.46
C11_1114_AvsB_CA	B11_Donate_SusanAccept_EN_CA	default-default-Susan-newgreenbox-control	19	309.30	252.74
C11_1114_AvsB_CA	B11_Donate_SusanAccept_EN_CA	default-default-Susan-newgreenbox-variable1	30	805.00	550.54
C11_1114_AvsB_CA	B11_Donate_Susan_AvsB	default-default-Susan-default-control	29	510.46	325.66
C11_1114_AvsB_CA	B11_Donate_Susan_AvsB	default-default-Susan-default-variable1	35	642.40	449.38

Campaign	D	A	An
Totals	5746	136306.94	92085.96

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	46.92
B11_Donate_BrandonAccept_EN	Paypal	53.08
B11_Donate_Brandon_Default_EN	Credit Card	43.42
B11_Donate_Brandon_Default_EN	Paypal	56.58
B11_Donate_BrandonAccept_EN_CA	Credit Card	36.17
B11_Donate_BrandonAccept_EN_CA	Paypal	63.83
B11_Donate_Susan_AvsB	Credit Card	37.50
B11_Donate_Susan_AvsB	Paypal	62.50
B11_Donate_SusanAccept_EN	Credit Card	47.49
B11_Donate_SusanAccept_EN	Paypal	52.51
B11_Donate_Currency_AvsB	Credit Card	40.62
B11_Donate_Currency_AvsB	Paypal	59.38
B11_Donate_SusanAccept_EN_CA	Credit Card	38.78
B11_Donate_SusanAccept_EN_CA	Paypal	61.22
B11_Donate_Brandon_AvsB	Credit Card	44.42
B11_Donate_Brandon_AvsB	Paypal	55.58
B11_Donate_BrandonAccept_AvsB	Credit Card	50.00
B11_Donate_BrandonAccept_AvsB	Paypal	50.00
B11_Donate_Jimmy_AvsB	Credit Card	41.50
B11_Donate_Jimmy_AvsB	Paypal	58.50

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newwhitebox-control	Credit Card	43.03
default-default-Brandon-newwhitebox-control	Paypal	56.97
default-default-Susan-default-variable1	Credit Card	34.29
default-default-Susan-default-variable1	Paypal	65.71
default-default-Brandon-newgreenbox-variable1	Credit Card	46.69
default-default-Brandon-newgreenbox-variable1	Paypal	53.31
default-default-Brandon-newwhitebox-variable1	Credit Card	45.75
default-default-Brandon-newwhitebox-variable1	Paypal	54.25
default-default-Brandon-newgreenbox-control	Credit Card	44.93
default-default-Brandon-newgreenbox-control	Paypal	55.07
default-default-Susan-default-control	Credit Card	41.38

default-default-Susan-default-control	Paypal	58.62
default-default-default-default-variable1	Credit Card	41.32
default-default-default-default-variable1	Paypal	58.68
default-default-Susan-newgreenbox-control	Credit Card	45.44
default-default-Susan-newgreenbox-control	Paypal	54.56
default-default-Brandon-default-control	Credit Card	44.82
default-default-Brandon-default-control	Paypal	55.18
default-default-default-default-control	Credit Card	41.50
default-default-default-default-control	Paypal	58.50
default-default-Brandon-default-variable1	Credit Card	45.36
default-default-Brandon-default-variable1	Paypal	54.64
default-default-Susan-newgreenbox-variable1	Credit Card	48.96
default-default-Susan-newgreenbox-variable1	Paypal	51.04

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