

Table Summary for C11 1114 AvsB BR:

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
Standard Name	Campaign	A / LPi	LPi / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B	D / LPi	An / LPi	D / Bi	An

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												
B	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi	A / LPi	
B11_Donate_Jimmy_AvsB-default-default-default-default-variable1	8290626	131783	453	6523.28	4342.93	0.01589541	0.000055	0.0007868182	0.0005238269	0.0034	0.049500	
B11_Donate_Jimmy_AvsB-default-default-default-default-control	8271878	131485	337	4492.52	2999.68	0.01589542	0.000041	0.0005431058	0.0003626166	0.0026	0.034168	
B11_Donate_Jimmy2_AvsB-default-default-default-default-variable1	6312955	96213	359	6861.72	3960.17	0.01524055	0.000057	0.0010869114	0.0006272984	0.0037	0.071318	
B11_Donate_Jimmy2_AvsB-default-default-default-default-control	6362953	96975	281	4655.21	2807.29	0.01524055	0.000044	0.0007316022	0.0004411916	0.0029	0.048004	
Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi	A / LPi	An / LPi
C11_1114_AvsB_BR Totals	29238412	456456	1431	22543.99	14120.92	0.01560198	0.000049	0.0007705501	0.0004826520	0.0031	0.049389	0.030936

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy2_AvsB	Credit Card	78.32
B11_Donate_Jimmy2_AvsB	Paypal	21.68
B11_Donate_Jimmy_AvsB	Credit Card	78.26
B11_Donate_Jimmy_AvsB	Paypal	21.74

Landing Page	Payment Method	Portion of Donations
default-default-default-default-control	Credit Card	99.68
default-default-default-default-control	Paypal	0.32
default-default-default-default-variable1	Credit Card	61.95
default-default-default-default-variable1	Paypal	38.05

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