

Table Summary for C11_1114_AvsB_CN:**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	
C11_1114_AvsB_CN	B11_Donate_Brandon_AvsB	default~default~Brandon~default~control	993374	13599	48	729.13	455.13	0
C11_1114_AvsB_CN	B11_Donate_Brandon_AvsB	default~default~Brandon~default~variable1	1031213	14117	50	779.14	475.88	0
C11_1114_AvsB_CN	B11_Donate_Jimmy2_AvsB	default~default~default~default~control	4841274	63554	354	5486.14	3314.92	0
C11_1114_AvsB_CN	B11_Donate_Jimmy2_AvsB	default~default~default~default~variable1	4757633	62456	370	6108.68	3543.53	0
C11_1114_AvsB_CN	B11_Donate_Jimmy_AvsB	default~default~default~default~control	7585735	114781	618	9256.04	5489.47	0
C11_1114_AvsB_CN	B11_Donate_Jimmy_AvsB	default~default~default~default~variable1	7395598	111904	610	9674.44	5775.77	0

Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi
C11_1114_AvsB_CN Totals	26614365	380444	2050	32033.57	19054.70	0.01448349	0.000078	0.0012194249	0.0007253927	0.0054

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy2_AvsB	Credit Card	75.97
B11_Donate_Jimmy2_AvsB	Paypal	24.03
B11_Donate_Brandon_AvsB	Credit Card	74.49
B11_Donate_Brandon_AvsB	Paypal	25.51
B11_Donate_Jimmy_AvsB	Credit Card	78.42
B11_Donate_Jimmy_AvsB	Paypal	21.58

Landing Page	Payment Method	Portion of Donations
default~default~default~default~control	Credit Card	76.44
default~default~default~default~control	Paypal	23.56
default~default~default~default~variable1	Credit Card	78.57
default~default~default~default~variable1	Paypal	21.43
default~default~Brandon~default~variable1	Credit Card	78.00
default~default~Brandon~default~variable1	Paypal	22.00
default~default~Brandon~default~control	Credit Card	70.83
default~default~Brandon~default~control	Paypal	29.17

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