

Table Summary for C11_1230_FadersAU:

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_1230_FadersAU_AU	B11_Donate_Jimmy_Fader_AU_AU	default-default-default-default-control	69	1463.07	844.23
C11_1230_FadersAU_AU	B11_Donate_Jimmy_Fader_AU_AU	default-default-default-default-monthly	1	10.17	10.17
C11_1230_FadersAU_AU	B11_Donate_Jimmy_Fader_AU_AU	default-default-default-default-variable1	103	1618.50	1101.93
C11_1230_FadersAU_AU	B11_Donate_JW_ThermoFader_AU_AU	default-default-default-default-control	129	2502.87	1498.77
C11_1230_FadersAU_AU	B11_Donate_JW_ThermoFader_AU_AU	default-default-default-default-variable1	122	2032.90	1365.26

Campaign	D	A	An
Totals	424	7627.51	4820.36

Payment Methods Breakdown:

Landing Page	Payment Method	Portion of Donations (%)
default-default-default-default-control	Credit Card	35.86
default-default-default-default-control	Paypal	64.14
default-default-default-default-monthly	Paypal	100.00
default-default-default-default-variable1	Credit Card	35.56
default-default-default-default-variable1	Paypal	64.44

Landing Page	Payment Method	Visits	Conversions	Conversion Rate (%)	Amount	Amount 25
default-default-default-default-control	Credit Card	111	71	63.96	1699.06	1078.13
default-default-default-default-control	Paypal	150	127	84.67	2266.88	1495.53
default-default-default-default-monthly	Paypal	2	1	50.00	10.17	10.17
default-default-default-default-variable1	Credit Card	119	80	67.23	1747.94	1265.67
default-default-default-default-variable1	Paypal	174	145	83.33	1903.46	1766.63

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