

## Table Summary for C11\_1114\_AvsB\_RU:

### 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
<b>Standard Name</b>	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
<b>Colour Code</b>									

Campaign	B	LP	Bi	LPi	D	A	An	L
C11_1114_AvsB_RU	B11_Donate_Currency_AvsB	default~default~default~default~control	3411602	28484	307	2473.87	1561.94	0.00
C11_1114_AvsB_RU	B11_Donate_Currency_AvsB	default~default~default~default~variable1	3387887	28286	307	2606.16	1618.28	0.00
C11_1114_AvsB_RU	B11_Donate_Jimmy_AvsB	default~default~default~default~control	3509000	43131	218	1885.89	1140.61	0.00
C11_1114_AvsB_RU	B11_Donate_Jimmy_AvsB	default~default~default~default~variable1	3506152	43096	212	1719.81	1098.71	0.00

Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi
C11_1114_AvsB_RU Totals	13811158	143318	1044	8685.73	5419.54	0.01108173	0.000081	0.0006715981	0.0004190418	0.0073

### Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy_AvsB	Credit Card	100.00
B11_Donate_Currency_AvsB	Credit Card	99.84
B11_Donate_Currency_AvsB	Paypal	0.16

Landing Page	Payment Method	Portion of Donations
default~default~default~default~control	Credit Card	99.81
default~default~default~default~control	Paypal	0.19
default~default~default~default~variable1	Credit Card	100.00

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