

C11_0909_Extrainfo2_US: Test Report

The winning landing page is [Extrainfo D](#).

The winner, Extrainfo D, had a 2.01% increase in donations / view on average. Between 0% and 60.0% confident about the winner.
 The winner, Extrainfo D, had a 7.08% increase in amount50 / view on average. Between 0% and 60.0% confident about the winner.

C11_0909_Extrainfo2_US -- Test Results:

Ip	impressions	views	donations	amount	amount50	avg_donation	avg_donation50	click_rate	don_per_view	amt_per_view	amt50_per_view
Extrainfo D	1038255	16524	401	8899.94	7349.94	22.66	18.70	0.016543	0.025372	0.568208	0.464700
Extrainfo B	1035754	16498	403	8664.00	7064.00	21.02	17.35	0.016543	0.024867	0.533696	0.433666

Payment Method Data

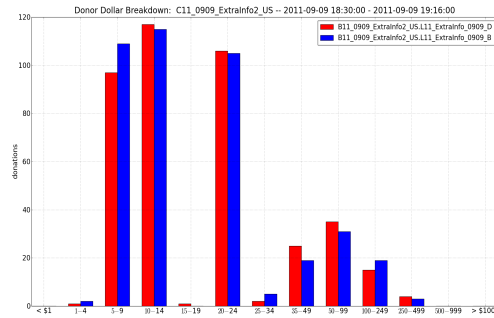
Banner	Payment Method	Portion of Donations
B11_0909_Extrainfo2_US	Credit Card	42.91
B11_0909_Extrainfo2_US	Paypal	57.09

Landing Page	Payment Method	Portion of Donations
L11_Extrainfo_0909_B	Credit Card	41.69
L11_Extrainfo_0909_B	Paypal	58.31
L11_Extrainfo_0909_D	Credit Card	44.14
L11_Extrainfo_0909_D	Paypal	55.86

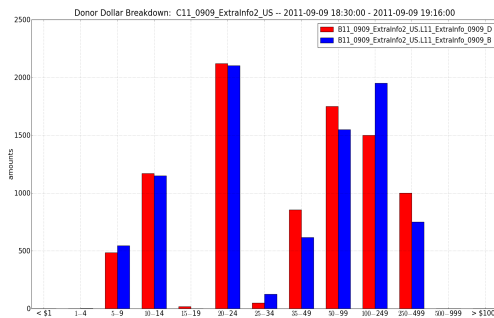
Category Distribution

Category distribution of readers that clicked on the banner.

Donations Breakdown

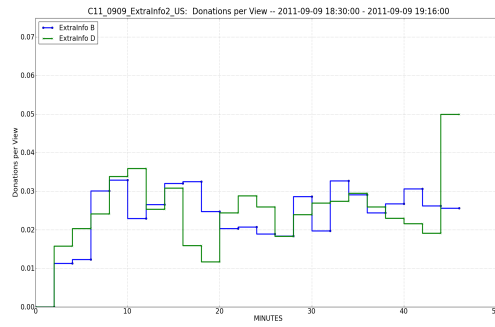


Donation counts broken out by donor amount.

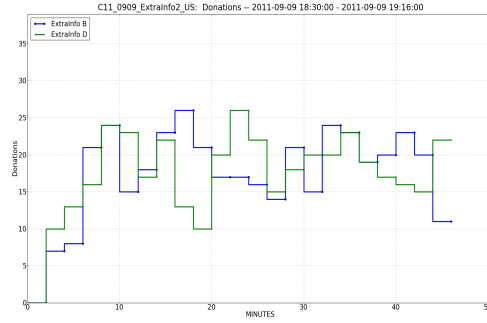


Donation dollars donated broken out by donor amount.

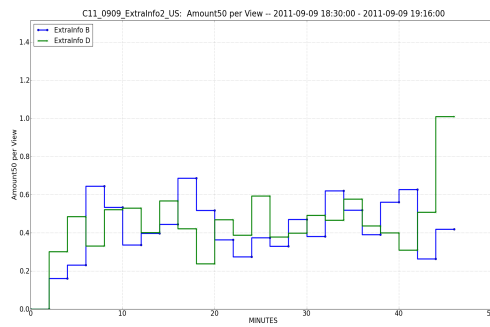
Data Tracking



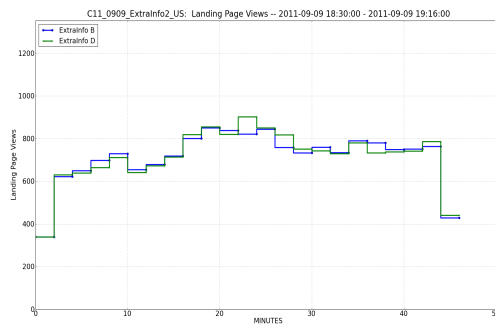
Donations per View measure over 2 minute intervals.



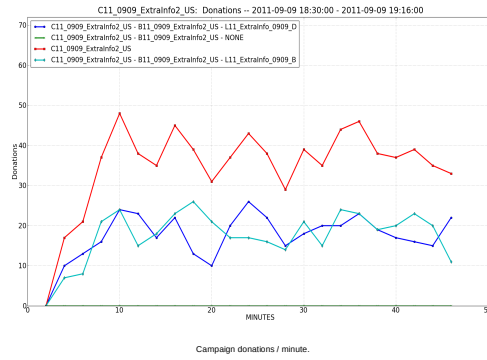
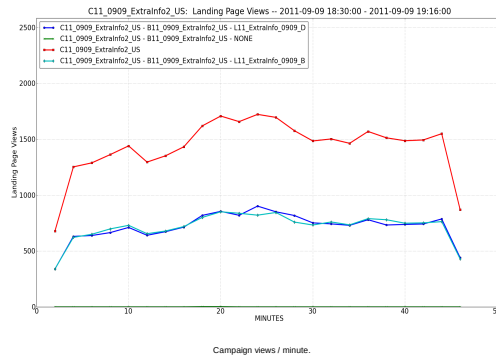
Donations measure over 2 minute intervals.



Amount50 per View measure over 2 minute intervals.

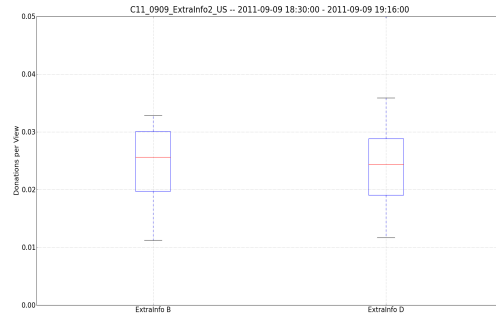


Landing Page Views measure over 2 minute intervals.



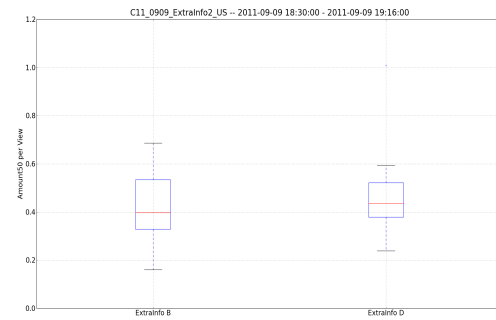
Confidence Reporting

Between 0% and 60.0% confident about the winner.



Student's T model, donations / view.

Between 0% and 60.0% confident about the winner.



Student's T model, amount\$0 / view.

Additional Comments

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