

**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	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_1114_AvsB_CN	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	88	1552.82	947.92
C11_1114_AvsB_CN	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	62	1024.09	635.76
C11_1114_AvsB_CN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	52	904.20	541.13
C11_1114_AvsB_CN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	41	1320.08	649.08
C11_1114_AvsB_CN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-control	2	17.29	10.22
C11_1114_AvsB_CN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-variable1	4	47.13	39.28
C11_1114_AvsB_CN	B11_Donate_BrandonAccept_EN_CN	default-default-Brandon-newgreenbox-variable1	2	31.38	31.38
C11_1114_AvsB_CN	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	278	4552.02	2692.80
C11_1114_AvsB_CN	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	298	5259.79	3163.15
C11_1114_AvsB_CN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	6	120.80	69.07
C11_1114_AvsB_CN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	6	174.49	106.89
C11_1114_AvsB_CN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	18	224.87	154.21
C11_1114_AvsB_CN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	32	1322.16	502.47
C11_1114_AvsB_CN	B11_Donate_GWWeAccept_EN_CN	default-default-Gorillawarfare-newgreenbox-control	50	1092.20	571.80
C11_1114_AvsB_CN	B11_Donate_GWWeAccept_EN_CN	default-default-Gorillawarfare-newgreenbox-variable1	35	384.22	274.20
C11_1114_AvsB_CN	B11_Donate_Jimmy2_AvsB	default-default-default-default-control	5	81.40	50.73
C11_1114_AvsB_CN	B11_Donate_Jimmy_AvsB	default-default-default-default-control	246	4202.99	2336.69
C11_1114_AvsB_CN	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	194	2703.70	1792.39
C11_1114_AvsB_CN	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-control	43	567.02	403.55
C11_1114_AvsB_CN	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	35	872.12	450.07
C11_1114_AvsB_CN	B11_Donate_SusanAccept_EN_CN	default-default-Susan-newgreenbox-control	1	10.00	10.00

Campaign	D	A	An
Totals	1498	26464.77	15432.79

**Payment Methods Breakdown:**

Landing Page	Payment Method	Portion of Donations (%)
default-default-Brandon-newwhitebox-control	Credit Card	65.00
default-default-Brandon-newwhitebox-control	Paypal	35.00
default-default-Brandon-newgreenbox-variable1	Credit Card	100.00
default-default-Brandon-newwhitebox-variable1	Credit Card	97.22
default-default-Brandon-newwhitebox-variable1	Paypal	2.78
default-default-Brandon-newgreenbox-control	Credit Card	74.14
default-default-Brandon-newgreenbox-control	Paypal	25.86
default-default-default-default-variable1	Credit Card	95.88
default-default-default-default-variable1	Paypal	4.12
default-default-Susan-newgreenbox-control	Credit Card	88.64
default-default-Susan-newgreenbox-control	Paypal	11.36
default-default-Gorillawarfare-newgreenbox-variable1	Credit Card	100.00
default-default-Brandon-default-control	Credit Card	76.50
default-default-Brandon-default-control	Paypal	23.50
default-default-default-default-control	Credit Card	76.40
default-default-default-default-control	Paypal	23.60
default-default-Brandon-default-variable1	Credit Card	98.61
default-default-Brandon-default-variable1	Paypal	1.39
default-default-Susan-newgreenbox-variable1	Credit Card	100.00
default-default-Gorillawarfare-newgreenbox-control	Credit Card	78.00
default-default-Gorillawarfare-newgreenbox-control	Paypal	22.00

Landing Page	Payment Method	Visits	Conversions	Conversion Rate (%)	Amount	Amount 25
default-default-Brandon-newwhitebox-control	Credit Card	127	13	10.24	171.16	149.06
default-default-Brandon-newwhitebox-control	Paypal	27	7	25.93	71.00	71.00
default-default-Brandon-newgreenbox-variable1	Credit Card	388	49	12.63	1525.95	714.42
default-default-Brandon-newwhitebox-variable1	Credit Card	178	35	19.66	1355.93	438.33
default-default-Brandon-newwhitebox-variable1	Paypal	1	1	100.00	13.36	13.36
default-default-Brandon-newgreenbox-control	Credit Card	395	43	10.89	718.95	489.16
default-default-Brandon-newgreenbox-control	Paypal	72	15	20.83	306.05	179.05
default-default-default-default-variable1	Credit Card	2214	186	8.40	2611.70	1951.86
default-default-default-default-variable1	Paypal	57	8	14.04	92.00	92.00
default-default-Susan-newgreenbox-control	Credit Card	378	39	10.32	537.02	429.87
default-default-Susan-newgreenbox-control	Paypal	58	5	8.62	40.00	40.00
default-default-Gorillawarfare-newgreenbox-variable1	Credit Card	480	36	7.50	392.10	355.47
default-default-Brandon-default-control	Credit Card	3703	280	7.56	4805.09	3134.33

default-default-Brandon-default-control	Paypal	812	86	10.59	1323.52	908.52
default-default-default-default-control	Credit Card	1829	191	10.44	3498.84	2063.45
default-default-default-default-control	Paypal	459	59	12.85	775.55	500.55
default-default-Brandon-default-variable1	Credit Card	4582	355	7.75	6028.88	4011.74
default-default-Brandon-default-variable1	Paypal	63	5	7.94	255.00	105.00
default-default-Susan-newgreenbox-variable1	Credit Card	416	35	8.41	872.12	450.65
default-default-Gorillawarfare-newgreenbox-control	Credit Card	424	39	9.20	927.20	460.20
default-default-Gorillawarfare-newgreenbox-control	Paypal	82	11	13.41	165.00	140.00

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