

Table Summary for C11_1114_AvsB_NO:

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	Bi	LPI	D	A	An	LPI / Bi	D / Bi	A / Bi	An / Bi	D / LPI	A / LPI	An / LPI	AVG A	AVG An
C11_1114_AvsB_NO	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	269121	1909	7	198.91	163.06	0.00709331	0.000026	0.0007389793	0.0006057515	0.0037	0.104196	0.085416	28.415714	23.294286
C11_1114_AvsB_NO	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	253191	1796	5	129.75	103.80	0.00709338	0.000020	0.0005124076	0.0004099624	0.0028	0.072244	0.057795	25.950000	20.760000
C11_1114_AvsB_NO	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	138080	1055	16	420.35	266.58	0.00764027	0.000116	0.0030441196	0.0019304228	0.0152	0.398436	0.252682	26.271875	16.661250
C11_1114_AvsB_NO	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	139258	1064	11	320.05	228.83	0.00764045	0.000079	0.0022980342	0.0016431830	0.0103	0.300799	0.215066	29.095455	20.802727
C11_1114_AvsB_NO	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	214234	1968	12	614.15	369.79	0.00918607	0.000056	0.0028664782	0.0017260083	0.0061	0.312068	0.187901	51.179167	30.815833
C11_1114_AvsB_NO	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	216629	1990	13	198.95	152.37	0.00918613	0.000060	0.0009181443	0.0007030218	0.0065	0.099975	0.076568	15.303846	11.720769
C11_1114_AvsB_NO	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	141773	1126	13	328.70	230.22	0.00794225	0.000091	0.0023183628	0.0016237893	0.0115	0.291918	0.204458	25.284615	17.709231
C11_1114_AvsB_NO	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	141647	1125	21	648.75	442.39	0.00794219	0.000148	0.0045799976	0.0031230679	0.0187	0.576667	0.393236	30.892857	21.066190
C11_1114_AvsB_NO	B11_Donate_Currency_AvsB	default-default-default-default-variable1	43	4	1	8.65	8.65	0.09115340	0.022788	0.1971195188	0.1971195188	0.2500	2.162500	2.162500	8.650000	8.650000
C11_1114_AvsB_NO	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	10467	115	3	43.15	37.40	0.01098674	0.000287	0.0041223502	0.0035729786	0.0261	0.375217	0.325217	14.383333	12.466667

Campaign	Bi	LPI	D	A	An	LPI / Bi	D / Bi	A / Bi	An / Bi	D / LPI	A / LPI	An / LPI	AVG A	AVG An
C11_1114_AvsB_NO Totals	1524443	12152	102	2911.41	2003.09	0.00822843	0.000069	0.0019712503	0.0013561439	0.0084	0.239583	0.164836	28.543235	19.638137

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	44.44
B11_Donate_BrandonAccept_EN	Paypal	55.56
B11_Donate_Brandon_Default_EN	Credit Card	52.94
B11_Donate_Brandon_Default_EN	Paypal	47.06
B11_Donate_SusanAccept_EN	Credit Card	66.67
B11_Donate_SusanAccept_EN	Paypal	33.33
B11_Donate_Currency_AvsB	Credit Card	100.00
B11_Donate_Brandon_AvsB	Credit Card	56.00

B11_Donate_Brandon_AvsB	Paypal	44.00
B11_Donate_BrandonAccept_AvsB	Credit Card	58.33
B11_Donate_BrandonAccept_AvsB	Paypal	41.67

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newgreenbox-variable1	Credit Card	43.75
default-default-Brandon-newgreenbox-variable1	Paypal	56.25
default-default-Brandon-newgreenbox-control	Credit Card	55.17
default-default-Brandon-newgreenbox-control	Paypal	44.83
default-default-default-default-variable1	Credit Card	100.00
default-default-Brandon-default-control	Credit Card	57.89
default-default-Brandon-default-control	Paypal	42.11
default-default-Brandon-default-variable1	Credit Card	55.56
default-default-Brandon-default-variable1	Paypal	44.44
default-default-Susan-newgreenbox-variable1	Credit Card	66.67
default-default-Susan-newgreenbox-variable1	Paypal	33.33

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