

C11_0909_Extrainfo1_US: Test Report

The winning landing page is **Extrainfo B**.

The winner, Extrainfo B, had a 12.23% increase in donations / view on average. Between 75.0% and 90.0% confident about the winner.
 The winner, Extrainfo B, had a 15.79% increase in amount50 / view on average. Between 75.0% and 90.0% confident about the winner.

C11_0909_Extrainfo1_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 A	551884	9708	209	4766.55	3911.00	21.71	18.52	0.017645	0.021432	0.488936	0.401043
Extrainfo C	552832	9733	206	4847.00	3945.00	25.78	20.37	0.017642	0.021003	0.493184	0.401973
Extrainfo B	552018	9722	234	5153.00	4503.00	22.05	19.62	0.017642	0.024061	0.532165	0.464387

Payment Method Data

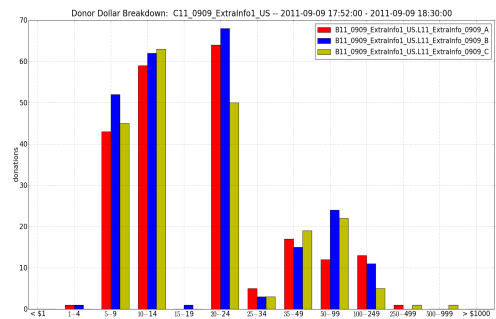
Banner	Payment Method	Portion of Donations
B11_0909_Extrainfo1_US	Credit Card	44.68
B11_0909_Extrainfo1_US	Paypal	55.32

Landing Page	Payment Method	Portion of Donations
L11_Extrainfo_0909_A	Credit Card	49.76
L11_Extrainfo_0909_A	Paypal	50.24
L11_Extrainfo_0909_C	Credit Card	41.75
L11_Extrainfo_0909_C	Paypal	58.25
L11_Extrainfo_0909_B	Credit Card	42.74
L11_Extrainfo_0909_B	Paypal	57.26

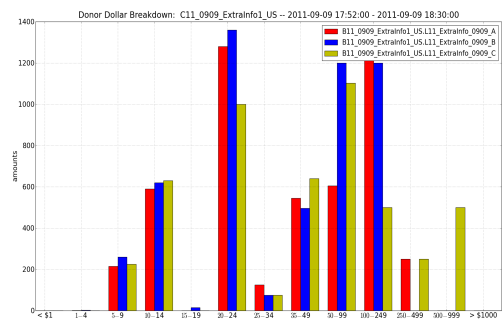
Category Distribution

Category distribution of readers that clicked on the banner.

Donations Breakdown

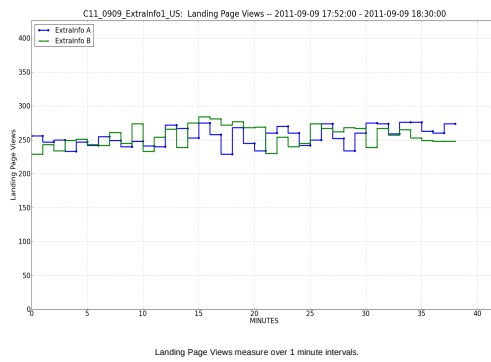
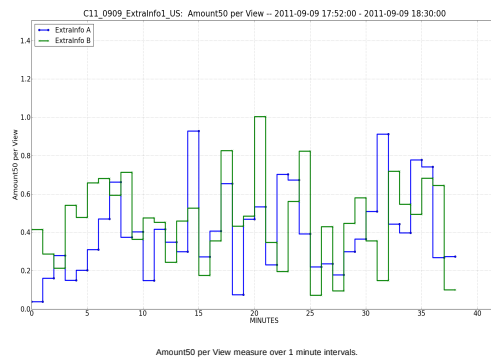
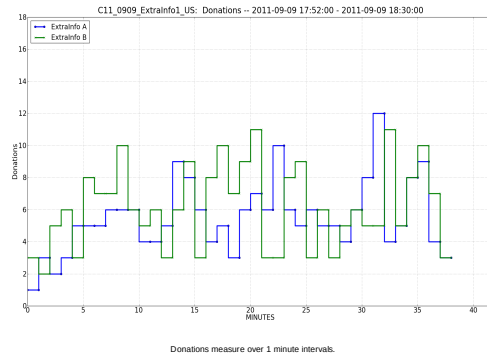
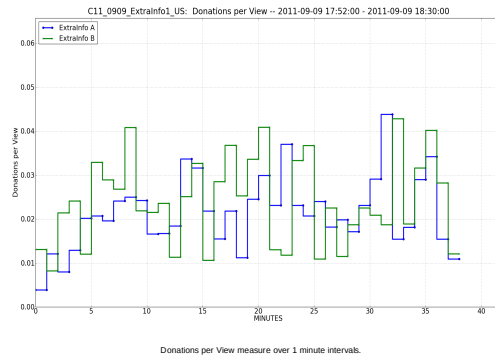


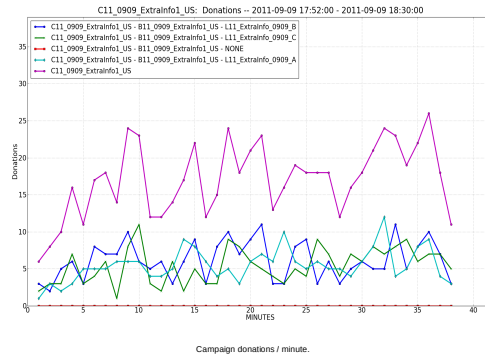
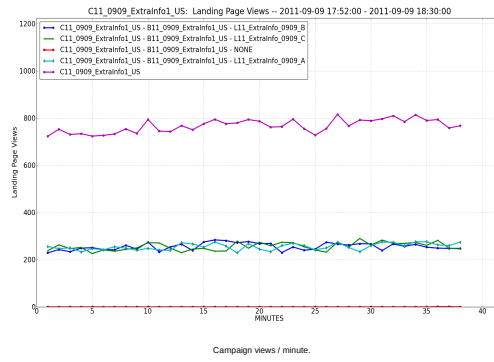
Donation counts broken out by donor amount.



Donation dollars donated broken out by donor amount.

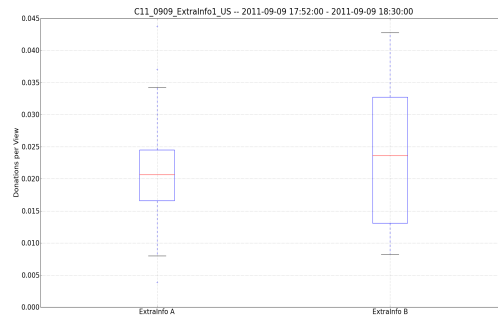
Data Tracking





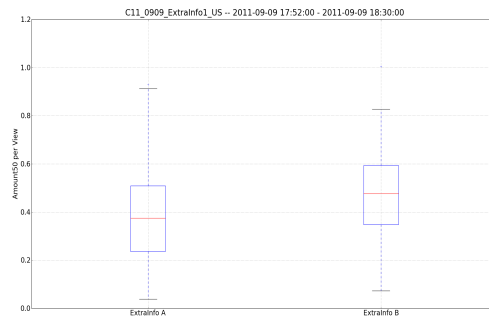
Confidence Reporting

Between 75.0% and 90.0% confident about the winner.



Student's T model, donations / view.

Between 75.0% and 90.0% confident about the winner.



Student's T model, amount\$50 / view.

Additional Comments

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