

Table Summary for C11_1122_SYMBOLS_JP:

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 Impri
Standard Name	Campaign	A / LPi	LPi / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B	D / LPi	An / LPi	D / I

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	
C11_1122_SYMBOLS_JP_JP	B11_Donate_Currency_AvsB_JP	default~default~default~default~control	13094423	58294	755	17559.57	121
C11_1122_SYMBOLS_JP_JP	B11_Donate_Currency_AvsB_JP	default~default~default~default~variable2	13049722	58095	796	18962.24	127
C11_1122_SYMBOLS_JP_JP	B11_Donate_Jimmy_AvsB_JP	default~default~default~default~control	13125305	80974	446	13284.24	825
C11_1122_SYMBOLS_JP_JP	B11_Donate_Jimmy_AvsB_JP	default~default~default~default~variable2	13018972	80318	398	10991.35	731

Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D
C11_1122_SYMBOLS_JP_JP Totals	52288422	277681	2395	60797.40	40498.45	0.00530992	0.000046	0.0011625917	0.0007744256	0.

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
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Landing Page	Payment Method	Portion of Donations
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