

C_3009_JimmyVsKaldari2_EN: Test Report

The winning banner is Jimmy.

The winner, Jimmy, had a 5.72% increase in donations / impression on average. Between 60.0% and 75.0% confident about the winner.
 The winner, Kaldari No Hat, had a 14.19% increase in amount50 / impression on average. Between 75.0% and 90.0% confident about the winner.
 The winner, Jimmy, had a 15.44% increase in donations / view on average. Between 75.0% and 90.0% confident about the winner.
 The winner, Kaldari No Hat, had a 3.97% increase in amount50 / view on average. Between 0% and 60.0% confident about the winner.
 The winner, Kaldari No Hat, had a 9.23% increase in click rate on average. Between 99.5% and 99.95% confident about the winner.

C_3009_JimmyVsKaldari2_EN – Test Results:

utm_source	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view	avg_donation	avg_donation50
Kaldari No Hat	389704	4905	84	2094.49	1643.63	0.01258647	0.000216	0.0053745634	0.0042176347	0.0171	0.427011	0.335093	24.934405	19.567024
Kaldari Hat	389667	4870	58	1161.70	1015.97	0.01249718	0.000149	0.0029811023	0.0026071370	0.0119	0.238542	0.208618	20.029310	17.516724
Jimmy	761692	8787	173	3438.57	2827.04	0.01153616	0.000227	0.0045143824	0.0037115254	0.0197	0.391325	0.321730	19.876127	16.341272

campaign	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view	avg_donation	avg_donation50
C_3009_JimmyVsKaldari2_EN Totals	1541083	18562	315	6694.76	5486.64	0.01204475	0.000204	0.0043441810	0.0035602402	0.0170	0.360670	0.295585	21.253206	17.417905

Payment Method Data

Banner	Payment Method	Portion of Donations
B_3009_Jimmy_EN	Credit Card	43.35
B_3009_Jimmy_EN	Paypal	56.65
B_3009_Kaldari_NoHat_EN	Credit Card	45.24
B_3009_Kaldari_NoHat_EN	Paypal	54.76
B_3009_Kaldari_Hat_EN	Credit Card	39.66
B_3009_Kaldari_Hat_EN	Paypal	60.34

Landing Page	Payment Method	Portion of Donations
L11_3009_Jimmy	Credit Card	43.35
L11_3009_Jimmy	Paypal	56.65
L11_3009_Kaldari	Credit Card	42.96
L11_3009_Kaldari	Paypal	57.04

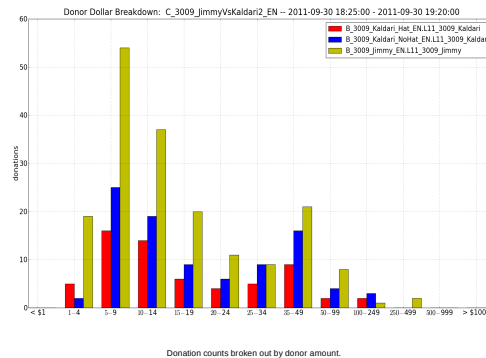
Conversion Rates by Language:

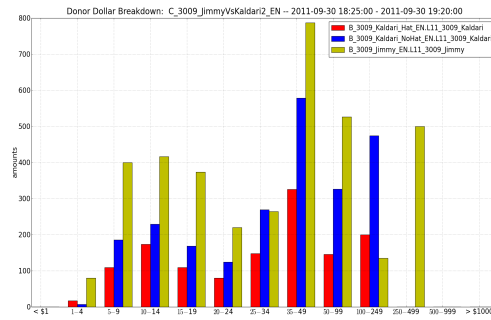
banner	landing_page	language	conversion
B_3009_Jimmy_EN	L11_3009_Jimmy	en	0.0454
B_3009_Kaldari_Hat_EN	L11_3009_Kaldari	en	0.0306
B_3009_Kaldari_NoHat_EN	L11_3009_Kaldari	en	0.0412
Total		en	0.0404

Category Distribution

Category distribution of readers that clicked on the banner.

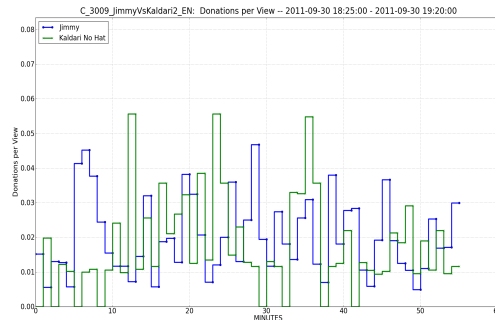
Donations Breakdown



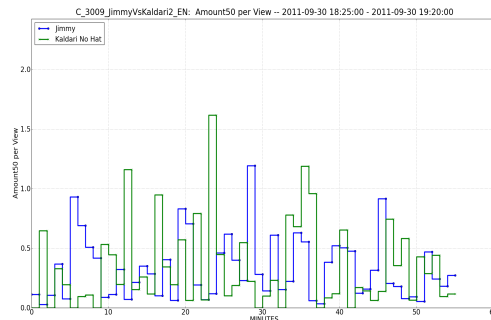


Donation dollars donated broken out by donor amount.

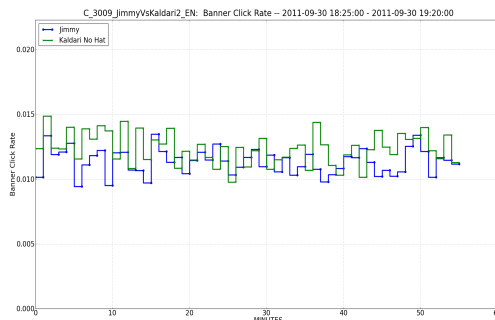
Data Tracking



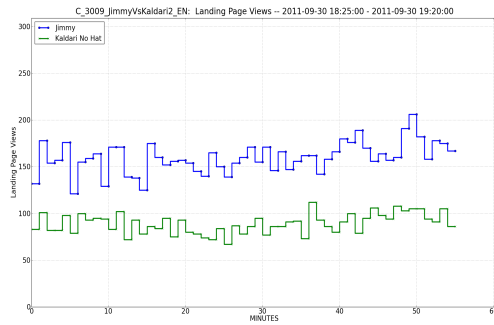
Donations per View measure over 1 minute intervals.



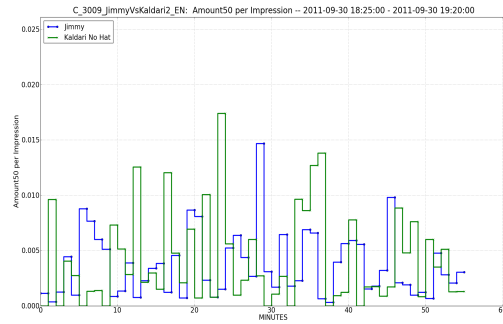
Amount50 per View measure over 1 minute intervals.



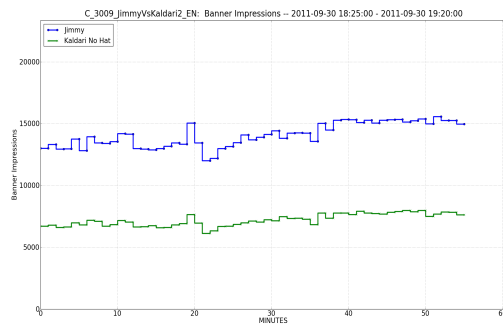
Banner Click Rate measure over 1 minute intervals.



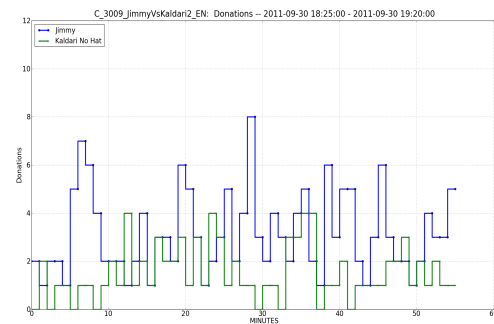
Landing Page Views measure over 1 minute intervals.



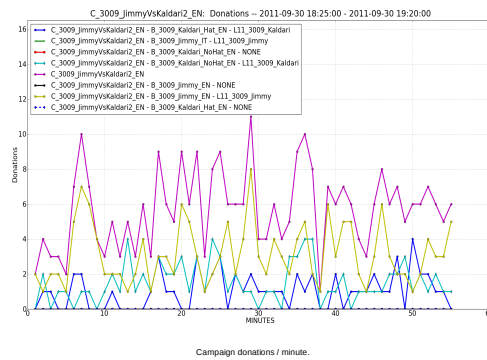
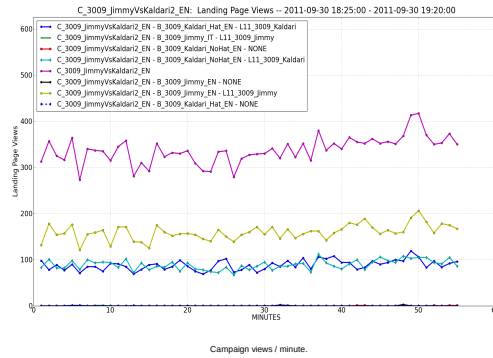
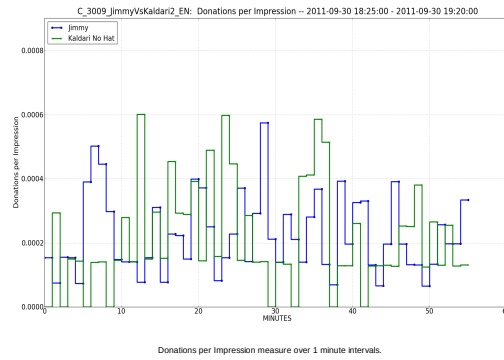
Amount50 per Impression measure over 1 minute intervals.



Banner Impressions measure over 1 minute intervals.

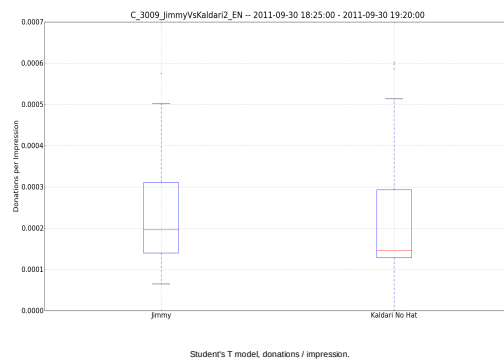


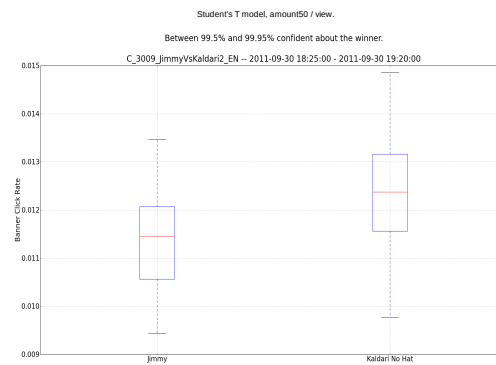
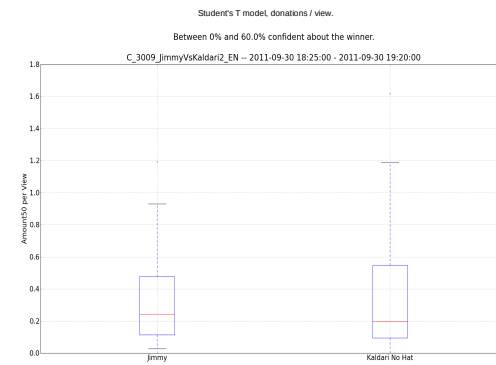
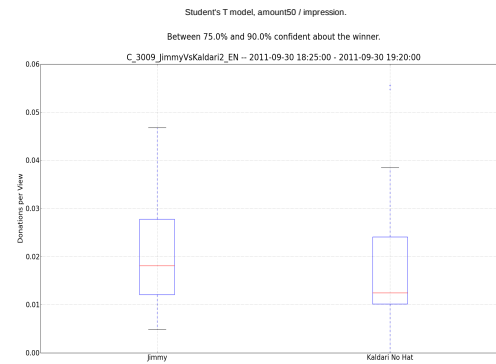
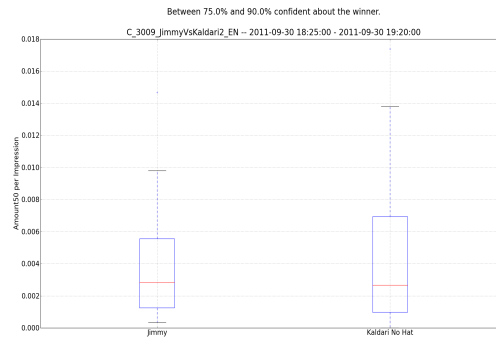
Donations measure over 1 minute intervals.



Confidence Reporting

Between 60.0% and 75.0% confident about the winner.





Student's T model, click rate.

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