

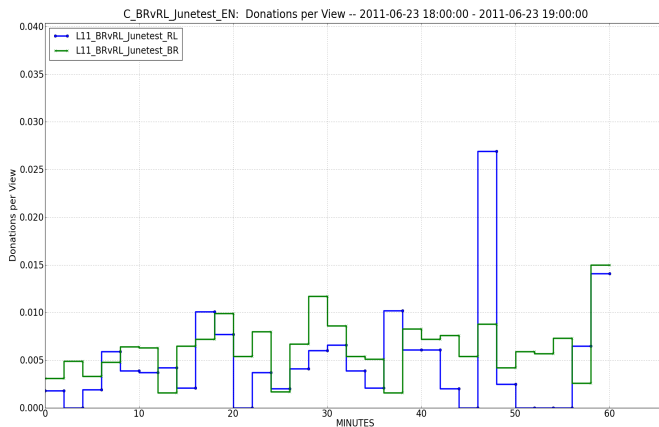
## C\_BRvRL\_Junetest\_EN: Test Report

The winning banner is **L11\_BRvRL\_Junetest\_BR**.

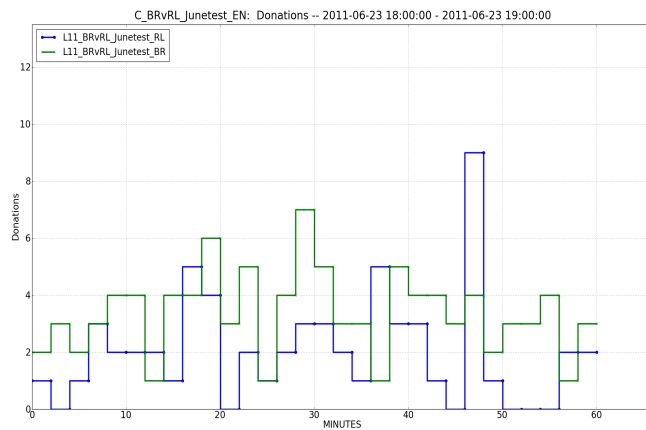
The winner, L11\_BRvRL\_Junetest\_BR, had a 29.15% increase in donations / view on average. Between 95.0% and 97.5% confident about the winner. The winner, L11\_BRvRL\_Junetest\_BR, had a 36.62% increase in amount50 / view on average. Between 97.5% and 99.0% confident about the winner.

### C\_BRvRL\_Junetest\_EN -- Test Results:

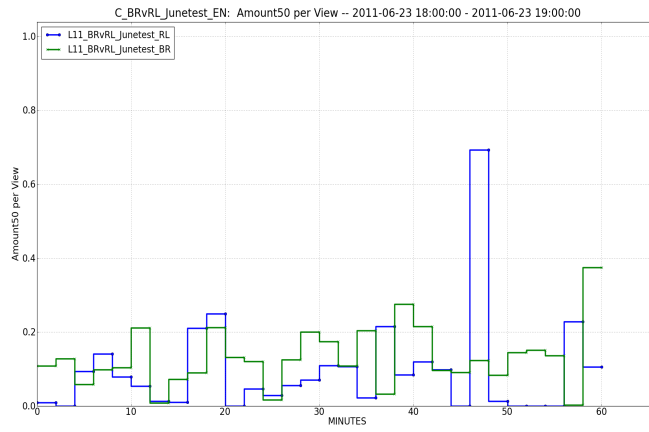
lp	views	donations	total_clicks	amount50	don_per_view	amt_per_view	amt50_per_view
L11_BRvRL_Junetest_RL	14063	61	61	1235.21	0.004803	0.095644	0.095194
L11_BRvRL_Junetest_BR	16792	101	101	2113.23	0.006207	0.145325	0.130058



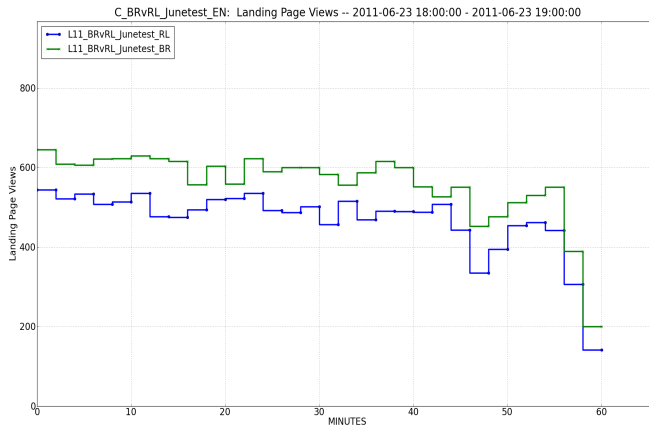
Donations per View measure over 2 minute intervals.



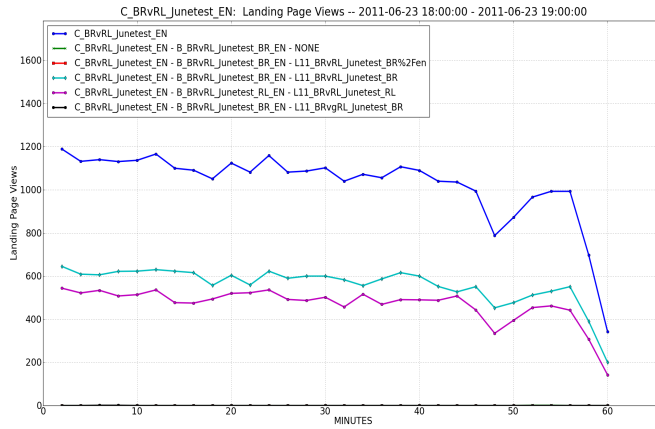
Donations measure over 2 minute intervals.



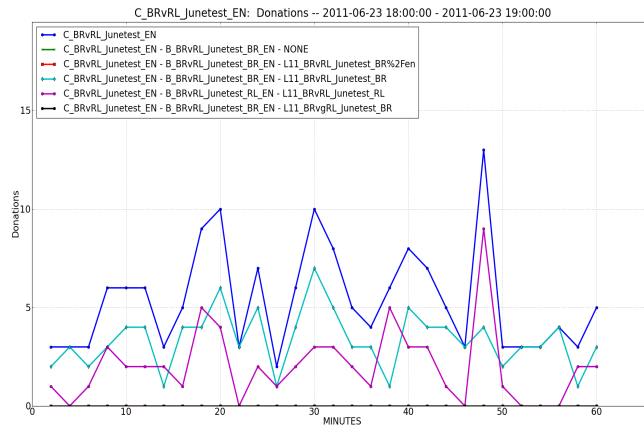
Amount50 per View measure over 2 minute intervals.



Landing Page Views measure over 2 minute intervals.

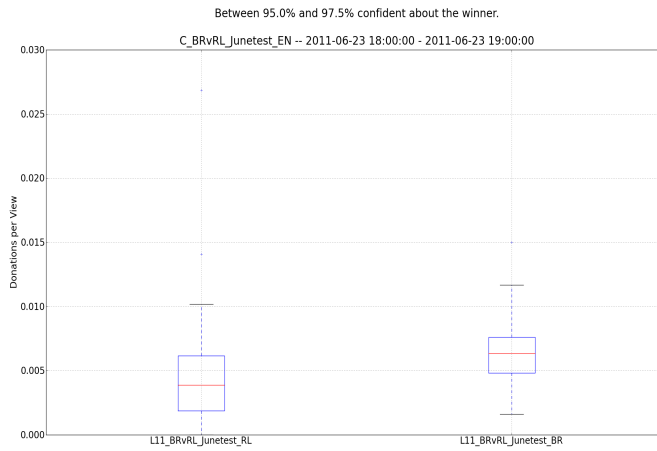


Campaign views / minute.

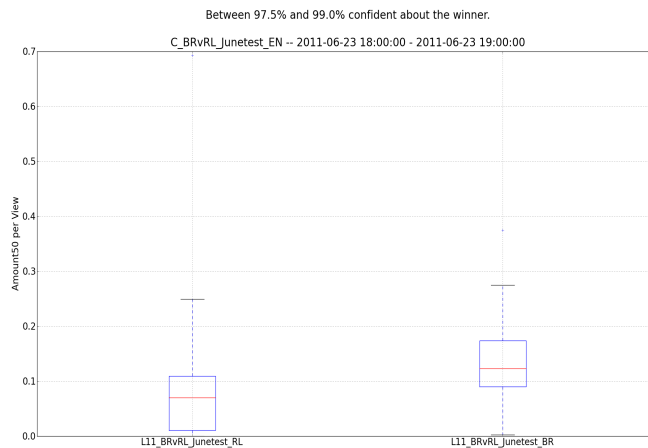


Campaign donations / minute.

**Confidence Reporting**



Student's T model, donations / view.



Student's T model, amount50 / view.

**Additional Comments**

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