

Table Summary for C11_1114_AvsB_DK:

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
Standard Name	Campaign	A / LPi	LPI / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B

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	D	A	
C11_1114_AvsB_DK	B11_Donate_BrandonAccept_AvsB	default~default~Brandon~default~control	1	90.10	9
C11_1114_AvsB_DK	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~control	13	246.87	1
C11_1114_AvsB_DK	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~variable1	10	306.34	1
C11_1114_AvsB_DK	B11_Donate_Brandon_AvsB	default~default~Brandon~default~control	15	297.33	2
C11_1114_AvsB_DK	B11_Donate_Brandon_AvsB	default~default~Brandon~default~variable1	16	504.56	3
C11_1114_AvsB_DK	B11_Donate_Jimmy_AvsB	default~default~default~default~control	1	9.01	9
C11_1114_AvsB_DK	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~control	17	432.48	2
C11_1114_AvsB_DK	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~variable1	15	550.52	3
C11_1114_AvsB_DK	B11_Donate_Susan_AvsB	default~default~Susan~default~control	11	183.80	1
C11_1114_AvsB_DK	B11_Donate_Susan_AvsB	default~default~Susan~default~variable1	11	203.63	1

Campaign	D	A	An
Totals	110	2824.64	1915.14

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	69.57
B11_Donate_BrandonAccept_EN	Paypal	30.43
B11_Donate_Susan_AvsB	Credit Card	81.82
B11_Donate_Susan_AvsB	Paypal	18.18
B11_Donate_SusanAccept_EN	Credit Card	81.25

B11_Donate_SusanAccept_EN	Paypal	18.75
B11_Donate_Brandon_AvsB	Credit Card	74.19
B11_Donate_Brandon_AvsB	Paypal	25.81
B11_Donate_BrandonAccept_AvsB	Paypal	100.00
B11_Donate_Jimmy_AvsB	Paypal	100.00

Landing Page	Payment Method	Portion of Donations
default~default~Susan~default~variable1	Credit Card	72.73
default~default~Susan~default~variable1	Paypal	27.27
default~default~Brandon~newgreenbox~variable1	Credit Card	60.00
default~default~Brandon~newgreenbox~variable1	Paypal	40.00
default~default~Brandon~newgreenbox~control	Credit Card	76.92
default~default~Brandon~newgreenbox~control	Paypal	23.08
default~default~Brandon~default~control	Credit Card	75.00
default~default~Brandon~default~control	Paypal	25.00
default~default~Susan~newgreenbox~control	Credit Card	82.35
default~default~Susan~newgreenbox~control	Paypal	17.65
default~default~Susan~default~control	Credit Card	90.91
default~default~Susan~default~control	Paypal	9.09
default~default~default~default~control	Paypal	100.00
default~default~Brandon~default~variable1	Credit Card	68.75
default~default~Brandon~default~variable1	Paypal	31.25
default~default~Susan~newgreenbox~variable1	Credit Card	80.00
default~default~Susan~newgreenbox~variable1	Paypal	20.00

[Return to:](#)

[Test Generation](#)

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