

Table Summary for C11_1114_AvsB_NO:

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	A
C11_1114_AvsB_NO	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~control	7	198.26	158
C11_1114_AvsB_NO	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~variable1	13	362.04	221
C11_1114_AvsB_NO	B11_Donate_Brandon_AvsB	default~default~Brandon~default~control	11	405.14	334
C11_1114_AvsB_NO	B11_Donate_Brandon_AvsB	default~default~Brandon~default~variable1	4	206.88	172
C11_1114_AvsB_NO	B11_Donate_Jimmy_AvsB	default~default~default~default~variable1	1	43.10	43.
C11_1114_AvsB_NO	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~control	23	594.78	422
C11_1114_AvsB_NO	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~variable1	17	413.76	325
C11_1114_AvsB_NO	B11_Donate_Susan_AvsB	default~default~Susan~default~control	6	102.78	85.
C11_1114_AvsB_NO	B11_Donate_Susan_AvsB	default~default~Susan~default~variable1	9	249.98	160

Campaign	D	A	An
Totals	91	2576.72	1924.35

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	55.00
B11_Donate_BrandonAccept_EN	Paypal	45.00
B11_Donate_SusanAccept_EN	Credit Card	57.50
B11_Donate_SusanAccept_EN	Paypal	42.50
B11_Donate_Brandon_AvsB	Credit Card	73.33
B11_Donate_Brandon_AvsB	Paypal	26.67

B11_Donate_Jimmy_AvsB	Credit Card	100.00
B11_Donate_Susan_AvsB	Credit Card	53.33
B11_Donate_Susan_AvsB	Paypal	46.67

Landing Page	Payment Method	Portion of Donations
default~default~Susan~default~variable1	Credit Card	44.44
default~default~Susan~default~variable1	Paypal	55.56
default~default~Brandon~newgreenbox~variable1	Credit Card	46.15
default~default~Brandon~newgreenbox~variable1	Paypal	53.85
default~default~Brandon~newgreenbox~control	Credit Card	71.43
default~default~Brandon~newgreenbox~control	Paypal	28.57
default~default~Brandon~default~control	Credit Card	81.82
default~default~Brandon~default~control	Paypal	18.18
default~default~default~default~variable1	Credit Card	100.00
default~default~Susan~newgreenbox~control	Credit Card	69.57
default~default~Susan~newgreenbox~control	Paypal	30.43
default~default~Susan~default~control	Credit Card	66.67
default~default~Susan~default~control	Paypal	33.33
default~default~Brandon~default~variable1	Credit Card	50.00
default~default~Brandon~default~variable1	Paypal	50.00
default~default~Susan~newgreenbox~variable1	Credit Card	41.18
default~default~Susan~newgreenbox~variable1	Paypal	58.82

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