

**Table Summary for C11\_1114\_AvsB\_IN:**

**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	Donations per Impression	Amount Normal	Landing Page	Amount Normal per Impression	Amount	Donations
Standard Name	Campaign	A / LPI	LPI / BI	A / BI	BI	AVG An	LPI	AVG A	B	D / LPI	An / LPI	D / BI	An	LP	An / BI	A	D

**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	An	LPI / BI	D / BI	A / BI	An / BI	D / LPI	A / LPI	An / LPI	AVG A	AVG An
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	186473	1335	4	58.88	35.00	0.00715888	0.000021	0.0003152485	0.0001874305	0.0030	0.044105	0.026217	14.720000	8.750000
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	174181	1247	1	1.93	1.93	0.00715870	0.000005	0.0000109240	0.0000109240	0.0008	0.001548	0.001548	1.930000	1.930000
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	5300926	36385	271	2782.22	1884.69	0.00686389	0.000051	0.0005248474	0.0003553381	0.0074	0.076466	0.051799	10.266494	6.954576
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	5371731	36871	305	2856.11	1873.95	0.00686388	0.000057	0.0005316919	0.0003488496	0.0083	0.077462	0.050824	9.364295	6.144098
C11_1114_AvsB_IN	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	10387	112	1	19.30	19.30	0.01078135	0.000090	0.0018543260	0.0018543260	0.0089	0.172321	0.172321	19.300000	19.300000
C11_1114_AvsB_IN	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	231	58	1	38.60	38.60	0.25024781	0.004315	0.1665442284	0.1665442284	0.0172	0.665517	0.665517	38.600000	38.600000
C11_1114_AvsB_IN	B11_Donate_Jimmy_AvsB	default-default-default-default-control	2979	54	2	13.52	10.62	0.01812077	0.000671	0.0045368417	0.0035636636	0.0370	0.250370	0.196667	6.760000	5.310000
C11_1114_AvsB_IN	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-control	4772652	42700	339	3644.74	2114.72	0.00894681	0.000071	0.0007636655	0.0004430771	0.0079	0.085357	0.049525	10.751445	6.238112
C11_1114_AvsB_IN	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	4811325	43046	306	2725.40	1736.49	0.00894680	0.000064	0.0005664475	0.0003609127	0.0071	0.063314	0.040340	8.906536	5.674804
C11_1114_AvsB_IN	B11_Donate_SusunAccept_AvsB	default-default-Susan-default-control	162416	1449	1	9.66	9.66	0.00892127	0.000006	0.0000592760	0.0000592760	0.0007	0.006667	0.006667	9.660000	9.660000
C11_1114_AvsB_IN	B11_Donate_SusunAccept_AvsB	default-default-Susan-default-variable1	168245	1501	2	11.58	7.72	0.00892146	0.000012	0.0000685796	0.0000458653	0.0013	0.007715	0.005143	5.790000	3.860000
None	None	None	None	None	1	9.65	9.65	None	None	None	None	None	None	None	9.650000	9.650000

Campaign	BI	LPI	D	A	An	LPI / BI	D / BI	A / BI	An / BI	D / LPI	A / LPI	An / LPI	AVG A	AVG An
None	None	None	3	32.81	32.81	None	None	None	None	None	None	None	10.936667	10.936667
C11_1114_AvsB_IN Totals	20961546	164758	1233	12161.94	7732.68	0.00826762	0.000062	0.0006102916	0.0003880110	0.0075	0.073817	0.046934	9.863698	6.271436

**Payment Methods Breakdown:**

Banner	Payment Method	Portion of Donations
	Credit Card	100.00
B11_Donate_BrandonAccept_EN	Credit Card	96.53
B11_Donate_BrandonAccept_EN	Paypal	3.47
B11_Donate_SusunAccept_AvsB	Credit Card	100.00
B11_Donate_SusanAccept_EN	Credit Card	96.74

B11_Donate_SusanAccept_EN	Paypal	3.26
B11_Donate_Brandon_Default_EN	Credit Card	100.00
B11_Donate_Brandon_AvsB	Credit Card	100.00
B11_Donate_BrandonAccept_AvsB	Credit Card	100.00
B11_Donate_BrandonAccept_EN_IN	Credit Card	100.00
B11_Donate_Jimmy_AvsB	Credit Card	100.00
B11_Donate_SusanAccept_EN_IN	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
default-default-Susan-default-variable1	Credit Card	100.00
default-default-Brandon-newgreenbox-variable1	Credit Card	96.08
default-default-Brandon-newgreenbox-variable1	Paypal	3.92
default-default-Brandon-newgreenbox-control	Credit Card	97.06
default-default-Brandon-newgreenbox-control	Paypal	2.94
default-default-Brandon-default-control	Credit Card	100.00
default-default-Susan-newgreenbox-control	Credit Card	96.46
default-default-Susan-newgreenbox-control	Paypal	3.54
default-default-Susan-default-control	Credit Card	100.00
default-default-default-default-control	Credit Card	100.00
default-default-Brandon-default-variable1	Credit Card	100.00
default-default-Susan-newgreenbox-variable1	Credit Card	97.08
default-default-Susan-newgreenbox-variable1	Paypal	2.92

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