

## 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	D	A	An
C11_1114_AvsB_IN		default~default~Susan~newgreenbox~variable1	1	9.65	9.65
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_AvsB	default~default~Brandon~default~control	5	68.88	44.06
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_AvsB	default~default~Brandon~default~variable1	2	11.64	7.75
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~control	415	4213.79	2727.25
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~variable1	458	4189.80	2721.66
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN_IN	default~default~Brandon~newgreenbox~control	2	11.58	7.72
C11_1114_AvsB_IN	B11_Donate_BrandonAccept_EN_IN	default~default~Brandon~newgreenbox~variable1	2	5.80	4.84
C11_1114_AvsB_IN	B11_Donate_Brandon_AvsB	default~default~Brandon~default~variable1	1	19.30	19.30
C11_1114_AvsB_IN	B11_Donate_Brandon_Default_EN	default~default~Brandon~newgreenbox~control	3	59.82	41.16
C11_1114_AvsB_IN	B11_Donate_Brandon_Default_EN	default~default~Brandon~newgreenbox~variable1	4	54.08	42.54
C11_1114_AvsB_IN	B11_Donate_jimmy_AvsB	default~default~default~default~control	2	13.52	10.62
C11_1114_AvsB_IN	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~control	521	5241.32	3179.61
C11_1114_AvsB_IN	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~variable1	479	5662.45	3113.61
C11_1114_AvsB_IN	B11_Donate_SusanAccept_EN_IN	default~default~Susan~newgreenbox~control	1	2.00	2.00
C11_1114_AvsB_IN	B11_Donate_SusanAccept_EN_IN	default~default~Susan~newgreenbox~variable1	3	27.02	16.73
C11_1114_AvsB_IN	B11_Donate_SusunAccept_AvsB	default~default~Susan~default~control	1	9.66	9.66
C11_1114_AvsB_IN	B11_Donate_SusunAccept_AvsB	default~default~Susan~default~variable1	4	32.93	20.34

Campaign	D	A	An
Totals	1904	19633.24	11978.50

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
	Credit Card	100.00

B11_Donate_BrandonAccept_EN	Credit Card	96.56
B11_Donate_BrandonAccept_EN	Paypal	3.44
B11_Donate_SusunAccept_AvsB	Credit Card	100.00
B11_Donate_SusanAccept_EN	Credit Card	96.90
B11_Donate_SusanAccept_EN	Paypal	3.10
B11_Donate_Brandon_Default_EN	Credit Card	100.00
B11_Donate_Brandon_AvsB	Credit Card	100.00
B11_Donate_BrandonAccept_AvsB	Credit Card	85.71
B11_Donate_BrandonAccept_AvsB	Paypal	14.29
B11_Donate_BrandonAccept_EN_IN	Credit Card	100.00
B11_Donate_Jimmy_AvsB	Credit Card	100.00
B11_Donate_SusanAccept_EN_IN	Credit Card	75.00
B11_Donate_SusanAccept_EN_IN	Paypal	25.00

Landing Page	Payment Method	Portion of Donations
default-default-Susan-default-variable1	Credit Card	100.00
default-default-Brandon-newgreenbox-variable1	Credit Card	96.12
default-default-Brandon-newgreenbox-variable1	Paypal	3.88
default-default-Brandon-newgreenbox-control	Credit Card	97.14
default-default-Brandon-newgreenbox-control	Paypal	2.86
default-default-Brandon-default-control	Credit Card	80.00
default-default-Brandon-default-control	Paypal	20.00
default-default-Susan-newgreenbox-control	Credit Card	96.93
default-default-Susan-newgreenbox-control	Paypal	3.07
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	96.69
default-default-Susan-newgreenbox-variable1	Paypal	3.31

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