

Table Summary for C11_1114_AvsB_AT:

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_AT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	234	6022.55	4372.03
C11_1114_AvsB_AT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	197	4914.10	3473.01
C11_1114_AvsB_AT	B11_Donate_Currency_AvsB	default-default-default-default-control	463	10366.98	7446.38
C11_1114_AvsB_AT	B11_Donate_Currency_AvsB	default-default-default-default-variable1	414	8483.07	6339.59
C11_1114_AvsB_AT	B11_Donate_Jimmy2_AvsB	default-default-default-default-control	600	12244.50	8129.84
C11_1114_AvsB_AT	B11_Donate_Jimmy2_AvsB	default-default-default-default-variable1	552	11443.91	7571.59
C11_1114_AvsB_AT	B11_Donate_Jimmy_AvsB	default-default-default-default-control	1837	40594.37	27388.35
C11_1114_AvsB_AT	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	1809	38966.02	26798.59

Campaign	D	A	An
Totals	6106	133035.50	91519.38

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy2_AvsB	Credit Card	38.19
B11_Donate_Jimmy2_AvsB	Paypal	61.81
B11_Donate_Brandon_AvsB	Credit Card	41.53
B11_Donate_Brandon_AvsB	Paypal	58.47
B11_Donate_Currency_AvsB	Credit Card	44.93
B11_Donate_Currency_AvsB	Paypal	55.07
B11_Donate_Jimmy_AvsB	Credit Card	39.55
B11_Donate_Jimmy_AvsB	Paypal	60.45

Landing Page	Payment Method	Portion of Donations
default-default-default-default-control	Credit Card	41.38

default-default-default-default-control	Paypal	58.62
default-default-default-default-variable1	Credit Card	38.77
default-default-default-default-variable1	Paypal	61.23
default-default-Brandon-default-variable1	Credit Card	40.10
default-default-Brandon-default-variable1	Paypal	59.90
default-default-Brandon-default-control	Credit Card	42.74
default-default-Brandon-default-control	Paypal	57.26

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