

Table Summary for C11_1114_AvsB_FI:

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_FI	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	13	187.09	149.50
C11_1114_AvsB_FI	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	9	135.95	100.51
C11_1114_AvsB_FI	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	10	336.48	201.90
C11_1114_AvsB_FI	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	7	168.26	119.22
C11_1114_AvsB_FI	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	7	110.38	58.84
C11_1114_AvsB_FI	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	7	121.13	98.06
C11_1114_AvsB_FI	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	9	141.33	118.90
C11_1114_AvsB_FI	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	7	235.57	161.53
C11_1114_AvsB_FI	B11_Donate_Jimmy2_AvsB	default-default-default-default-control	1	26.92	26.92
C11_1114_AvsB_FI	B11_Donate_Jimmy_AvsB	default-default-default-default-control	1	26.92	26.92
C11_1114_AvsB_FI	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	1	13.46	13.46

Campaign	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_FI Totals	1679409	13399	72	1503.49	1075.76	0.00825508	0.000044	0.0009262344	0.0006627110	0.0054	0.112209	0.080287	20.881806	14.941111

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	29.41
B11_Donate_BrandonAccept_EN	Paypal	70.59
B11_Donate_Brandon_Default_EN	Credit Card	56.25
B11_Donate_Brandon_Default_EN	Paypal	43.75
B11_Donate_Jimmy2_AvsB	Credit Card	100.00
B11_Donate_SusanAccept_EN	Paypal	100.00
B11_Donate_Brandon_AvsB	Credit Card	35.71

B11_Donate_Brandon_AvsB	Paypal	64.29
B11_Donate_BrandonAccept_AvsB	Credit Card	31.82
B11_Donate_BrandonAccept_AvsB	Paypal	68.18
B11_Donate_Jimmy_AvsB	Paypal	100.00

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newgreenbox-variable1	Credit Card	28.57
default-default-Brandon-newgreenbox-variable1	Paypal	71.43
default-default-Brandon-newgreenbox-control	Credit Card	52.63
default-default-Brandon-newgreenbox-control	Paypal	47.37
default-default-Brandon-default-control	Credit Card	30.00
default-default-Brandon-default-control	Paypal	70.00
default-default-default-default-control	Credit Card	50.00
default-default-default-default-control	Paypal	50.00
default-default-Brandon-default-variable1	Credit Card	37.50
default-default-Brandon-default-variable1	Paypal	62.50
default-default-Susan-newgreenbox-variable1	Paypal	100.00

[Return to:](#)

[Test Generation](#)

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