

## Table Summary for C11\_1114\_AvsB\_JP:

## 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_JP | B11_Donate_BrandonAccept_AvsB  | default~default~Brandon~default~control       | 235 | 6609.80 | 4436.20 |
| C11_1114_AvsB_JP | B11_Donate_BrandonAccept_AvsB  | default~default~Brandon~default~variable1     | 287 | 8236.67 | 5266.02 |
| C11_1114_AvsB_JP | B11_Donate_BrandonAccept_EN    | default~default~Brandon~newgreenbox~control   | 22  | 660.79  | 443.86  |
| C11_1114_AvsB_JP | B11_Donate_BrandonAccept_EN    | default~default~Brandon~newgreenbox~variable1 | 17  | 442.75  | 329.93  |
| C11_1114_AvsB_JP | B11_Donate_BrandonAccept_EN_JP | default~default~Brandon~newgreenbox~control   | 1   | 25.63   | 25.63   |
| C11_1114_AvsB_JP | B11_Donate_Brandon_AvsB        | default~default~Brandon~default~variable1     | 2   | 64.22   | 57.80   |
| C11_1114_AvsB_JP | B11_Donate_Brandon_Default_EN  | default~default~Brandon~newgreenbox~variable1 | 1   | 193.13  | 193.13  |
| C11_1114_AvsB_JP | B11_Donate_Brandon_Default_EN  | default~default~Brandon~newwhitebox~variable1 | 1   | 12.81   | 12.81   |
| C11_1114_AvsB_JP | B11_Donate_jimmy2_AvsB         | default~default~default~default~variable1     | 1   | 19.22   | 19.22   |
| C11_1114_AvsB_JP | B11_Donate_jimmy_AvsB          | default~default~default~default~control       | 1   | 38.44   | 38.44   |
| C11_1114_AvsB_JP | B11_Donate_SusanAccept_EN      | default~default~Susan~newgreenbox~control     | 31  | 1437.19 | 891.89  |
| C11_1114_AvsB_JP | B11_Donate_SusanAccept_EN      | default~default~Susan~newgreenbox~variable1   | 26  | 531.19  | 379.03  |
| C11_1114_AvsB_JP | B11_Donate_SusanAccept_EN_JP   | default~default~Susan~newgreenbox~control     | 1   | 38.53   | 38.53   |
| C11_1114_AvsB_JP | B11_Donate_SusanAccept_AvsB    | default~default~Susan~default~control         | 311 | 8278.88 | 5414.16 |
| C11_1114_AvsB_JP | B11_Donate_SusanAccept_AvsB    | default~default~Susan~default~variable1       | 346 | 8987.87 | 5936.94 |

| Campaign | D    | A        | An       |
|----------|------|----------|----------|
| Totals   | 1283 | 35577.12 | 23483.59 |

## Payment Methods Breakdown:

| Banner                        | Payment Method | Portion of Donations |
|-------------------------------|----------------|----------------------|
| B11_Donate_BrandonAccept_EN   | Credit Card    | 48.72                |
| B11_Donate_BrandonAccept_EN   | Paypal         | 51.28                |
| B11_Donate_Brandon_Default_EN | Credit Card    | 50.00                |

|                                |             |        |
|--------------------------------|-------------|--------|
| B11_Donate_Brandon_Default_EN  | Paypal      | 50.00  |
| B11_Donate_SusanAccept_EN_JP   | Paypal      | 100.00 |
| B11_Donate_SusunAccept_AvsB    | Credit Card | 59.36  |
| B11_Donate_SusunAccept_AvsB    | Paypal      | 40.64  |
| B11_Donate_Jimmy2_AvsB         | Paypal      | 100.00 |
| B11_Donate_BrandonAccept_EN_JP | Paypal      | 100.00 |
| B11_Donate_SusanAccept_EN      | Credit Card | 56.14  |
| B11_Donate_SusanAccept_EN      | Paypal      | 43.86  |
| B11_Donate_Brandon_AvsB        | Credit Card | 100.00 |
| B11_Donate_BrandonAccept_AvsB  | Credit Card | 67.82  |
| B11_Donate_BrandonAccept_AvsB  | Paypal      | 32.18  |
| B11_Donate_Jimmy_AvsB          | Paypal      | 100.00 |

| Landing Page                                  | Payment Method | Portion of Donations |
|---|----------------|----------------------|
| default-default-Susan-default-variable1       | Credit Card    | 58.67                |
| default-default-Susan-default-variable1       | Paypal         | 41.33                |
| default-default-Brandon-newgreenbox-variable1 | Credit Card    | 61.11                |
| default-default-Brandon-newgreenbox-variable1 | Paypal         | 38.89                |
| default-default-Brandon-newwhitebox-variable1 | Credit Card    | 100.00               |
| default-default-Brandon-newgreenbox-control   | Credit Card    | 34.78                |
| default-default-Brandon-newgreenbox-control   | Paypal         | 65.22                |
| default-default-Susan-default-control         | Credit Card    | 60.13                |
| default-default-Susan-default-control         | Paypal         | 39.87                |
| default-default-default-default-variable1     | Paypal         | 100.00               |
| default-default-Susan-newgreenbox-control     | Credit Card    | 62.50                |
| default-default-Susan-newgreenbox-control     | Paypal         | 37.50                |
| default-default-Brandon-default-control       | Credit Card    | 68.09                |
| default-default-Brandon-default-control       | Paypal         | 31.91                |
| default-default-default-default-control       | Paypal         | 100.00               |
| default-default-Brandon-default-variable1     | Credit Card    | 67.82                |
| default-default-Brandon-default-variable1     | Paypal         | 32.18                |
| default-default-Susan-newgreenbox-variable1   | Credit Card    | 46.15                |
| default-default-Susan-newgreenbox-variable1   | Paypal         | 53.85                |

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