

C_0916_JMVIS_EN: Test Report

The winning banner is Jimmy.

The winner, Jimmy, had a 194.80% increase in donations / impression on average. Between 99.5% and 99.95% confident about the winner.
 The winner, Jimmy, had a 139.39% increase in amount50 / impression on average. Between 99.5% and 99.95% confident about the winner.
 The winner, Jimmy, had a 179.88% increase in donations / view on average. Between 99.5% and 99.95% confident about the winner.
 The winner, Jimmy, had a 127.88% increase in amount50 / view on average. Between 99.5% and 99.95% confident about the winner.
 The winner, Jimmy, had a 4.74% increase in click rate on average. Between 75.0% and 90.0% confident about the winner.

C_0916_JMVIS_EN -- Test Results:

utm_source	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view	avg_donation	avg_donation50
Jimmy	515311	8072	102	1932.67	1741.60	0.01566433	0.000198	0.0037504920	0.0033797060	0.0126	0.239429	0.215758	18.947745	17.074510
isaac2	515395	7534	33	685.64	638.59	0.01461790	0.000064	0.001303179	0.0012390285	0.0044	0.091006	0.084761	20.776970	19.351212
isaact	514529	7657	35	840.60	739.14	0.01488157	0.000068	0.0016337270	0.0014365370	0.0046	0.109782	0.096531	24.017143	21.118286

campaign	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view	avg_donation	avg_donation50
C_0916_JMVIS_EN Totals	1545235	23263	170	3458.91	3119.33	0.01505459	0.000110	0.0022384238	0.0020186650	0.0073	0.148687	0.134090	20.346529	18.349000

Payment Method Data

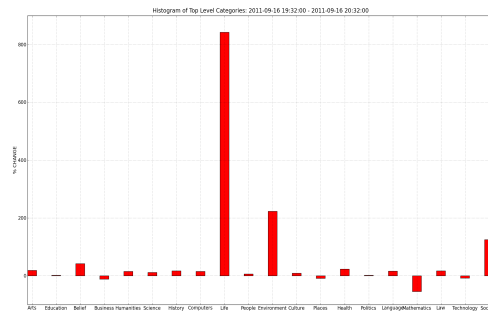
Banner	Payment Method	Portion of Donations
B_0916_JMVIS_IS1_EN	Credit Card	34.29
B_0916_JMVIS_IS1_EN	Paypal	65.71
B_0916_JMVIS_IS2_EN	Credit Card	33.33
B_0916_JMVIS_IS2_EN	Paypal	66.67
B_0916_JMVIS_IM_EN	Credit Card	43.14
B_0916_JMVIS_IM_EN	Paypal	56.86

Landing Page	Payment Method	Portion of Donations
L11_0916_JMVIS_IS	Credit Card	33.82
L11_0916_JMVIS_IS	Paypal	66.18
L11_0916_JMVIS_IM	Credit Card	43.14
L11_0916_JMVIS_IM	Paypal	56.86

Conversion Rates by Language:

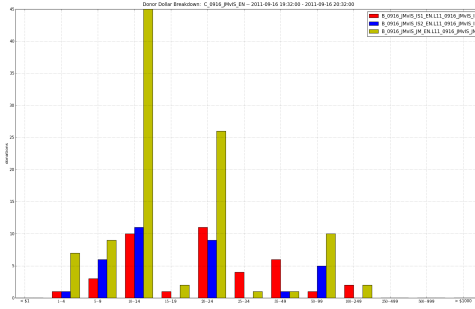
banner	landing_page	language	conversion
B_0916_JMVIS_IS1_EN	L11_0916_JMVIS_IS	en	0.0209
B_0916_JMVIS_IS2_EN	L11_0916_JMVIS_IS	en	0.0238
B_0916_JMVIS_IM_EN	L11_0916_JMVIS_IM	en	0.0420
Total		en	0.0292

Category Distribution

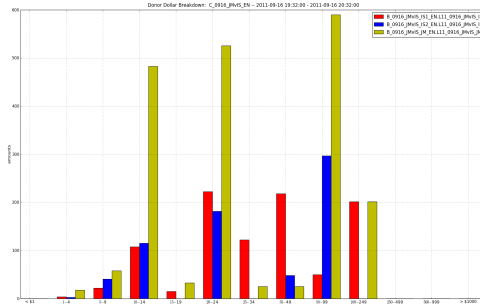


Category distribution of readers that clicked on the banner.

Donations Breakdown

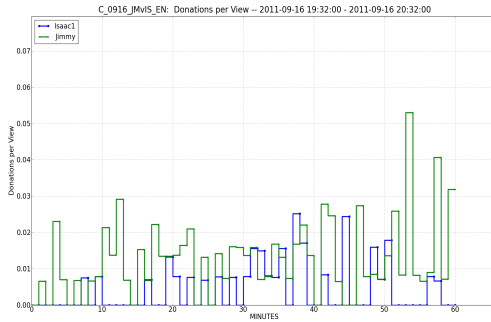


Donation counts broken out by donor amount.

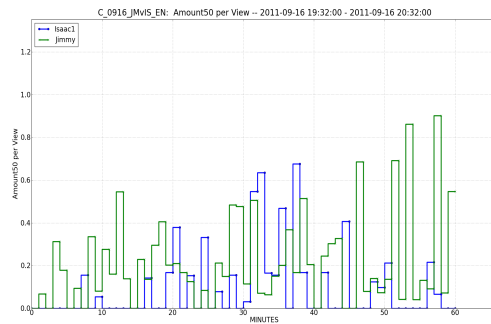


Donation dollars donated broken out by donor amount.

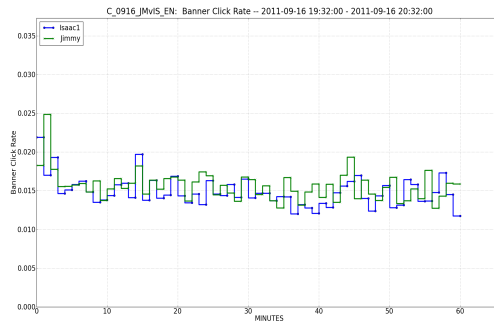
Data Tracking



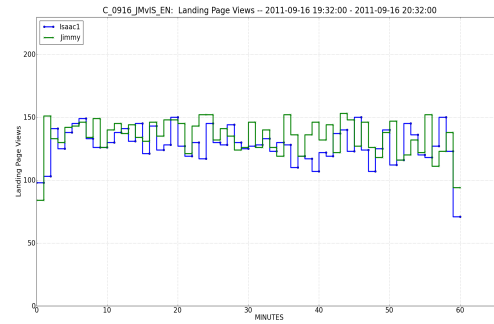
Donations per View measure over 1 minute intervals.



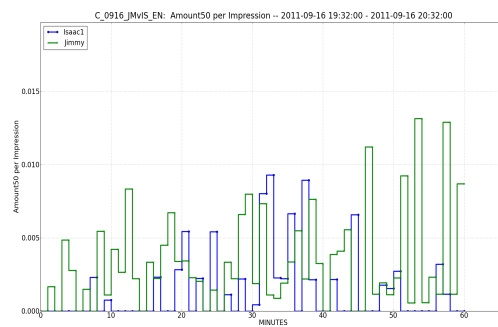
Amount50 per View measure over 1 minute intervals.



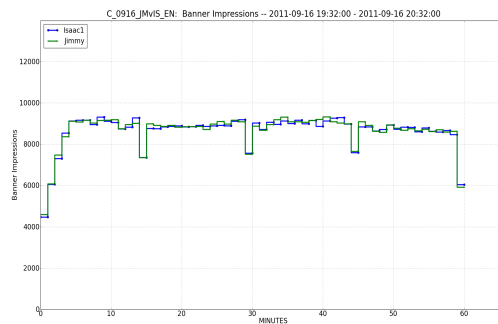
Banner Click Rate measure over 1 minute intervals.



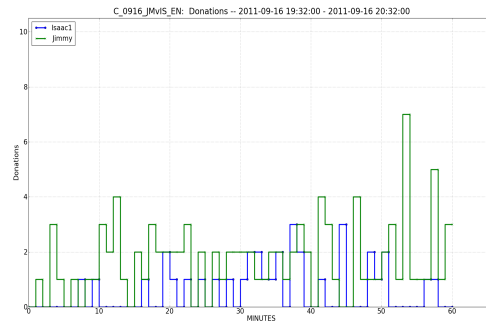
Landing Page Views measure over 1 minute intervals.



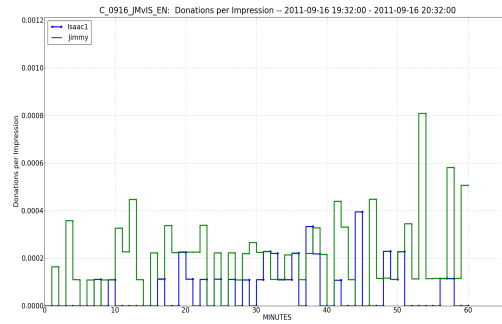
Amount50 per Impression measure over 1 minute intervals.



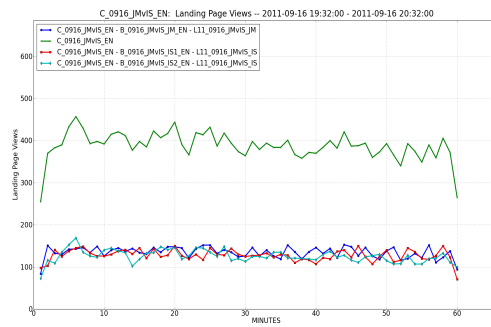
Banner Impressions measure over 1 minute intervals.



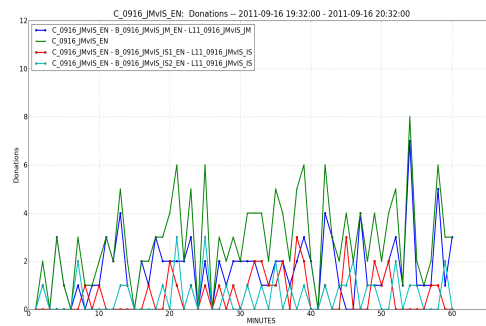
Donations measure over 1 minute intervals.



Donations per Impression measure over 1 minute intervals.

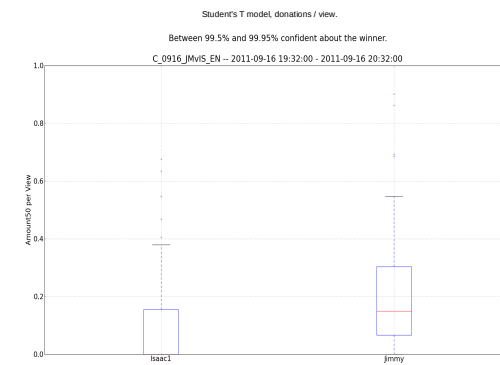
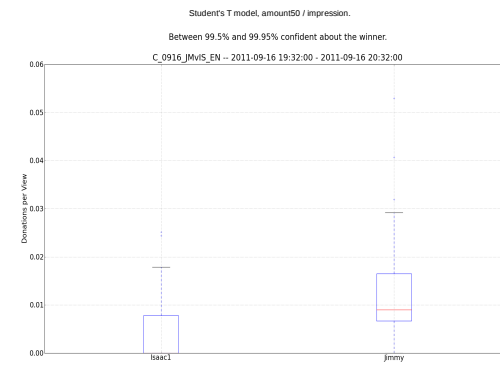
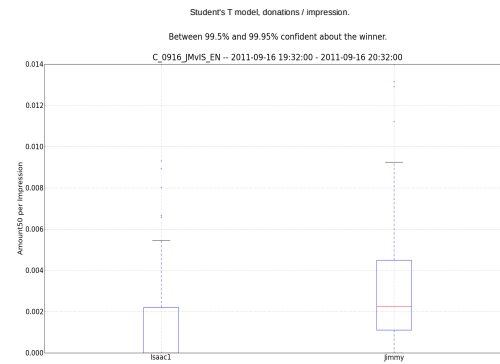
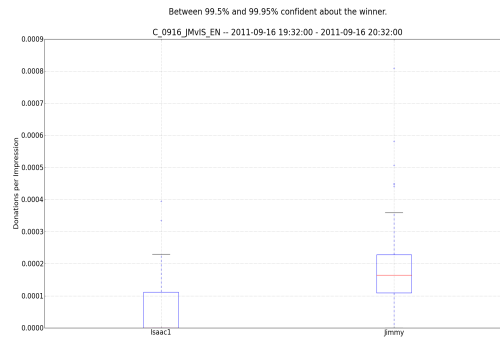


Campaign views / minute.

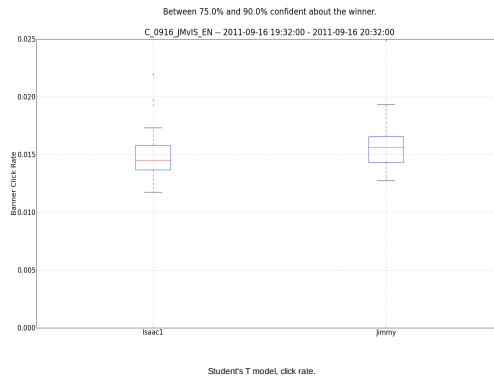


Campaign donations / minute.

Confidence Reporting



Student's T model, amount\$0 / view.



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