

C. FloatTest_0826_US: Test Report

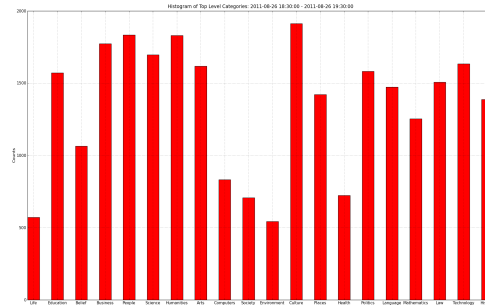
The winning landing page is No Float.

The winner, No Float, had a 4.67% increase in donations / view on average. Between 0% and 60.0% confident about the winner.
 The winner, No Float, had a 10.18% increase in amount50 / view on average. Between 60.0% and 75.0% confident about the winner.

C. FloatTest_0826_US -- Test Results:

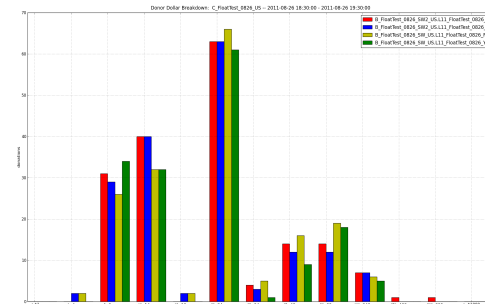
ip	views	donations	total_clicks	amount	amount50	avg_donation	avg_donation50	don_per_view	amt_per_view	amt50_per_view
Float	21966	326	326	6959.00	6359.00	21.60	19.61	0.014480	0.310204	0.282833
No Float	21877	340	340	8320.79	6995.79	23.38	19.89	0.015160	0.370163	0.311622

Category Distribution

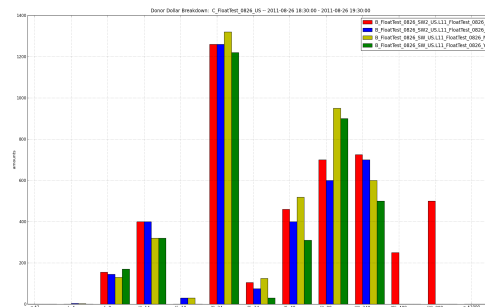


Category distribution of readers that clicked on the banner.

Donations Breakdown

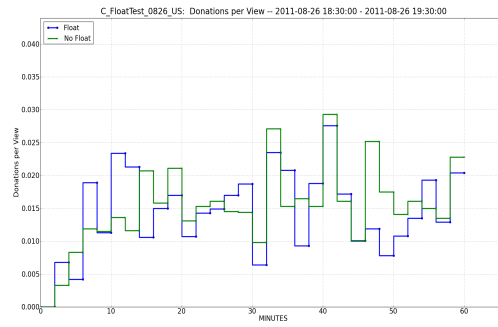


Donation counts broken out by donor amount.

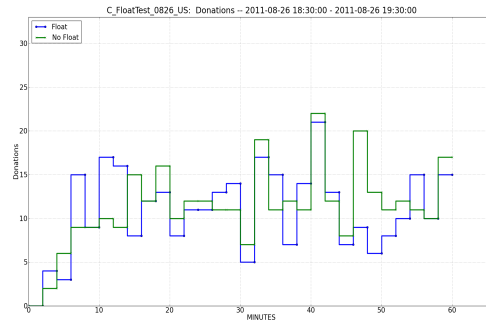


Donation dollars donated broken out by donor amount.

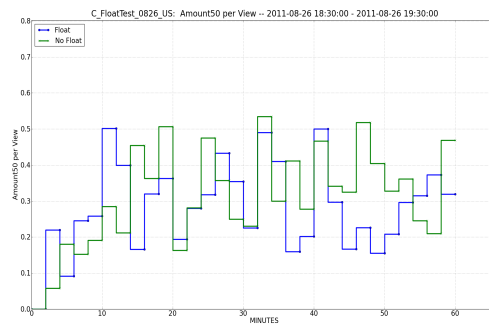
Data Tracking



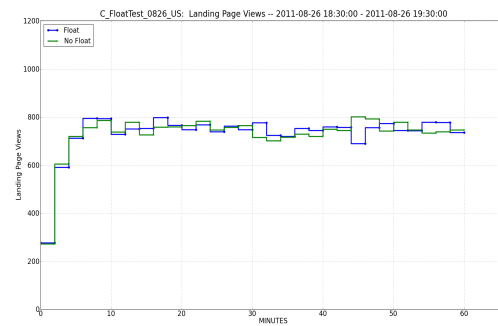
Donations per View measure over 2 minute intervals.



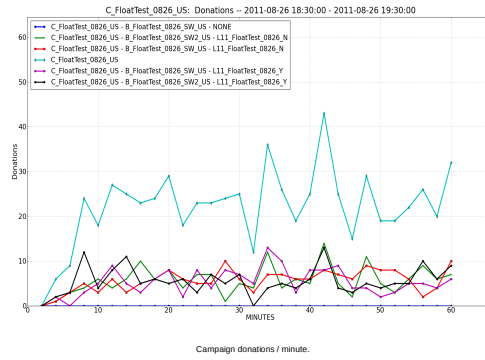
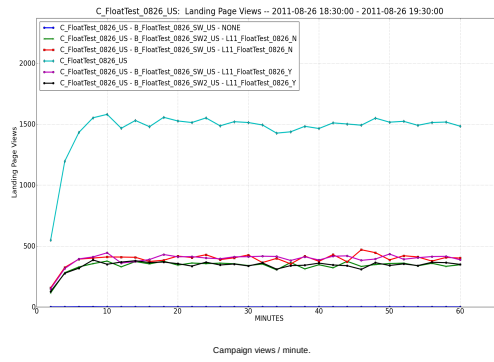
Donations measure over 2 minute intervals.



Amount50 per View measure over 2 minute intervals.

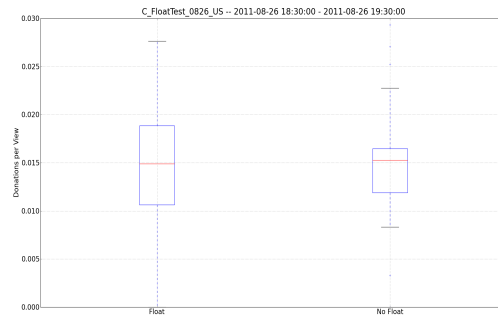


Landing Page Views measure over 2 minute intervals.



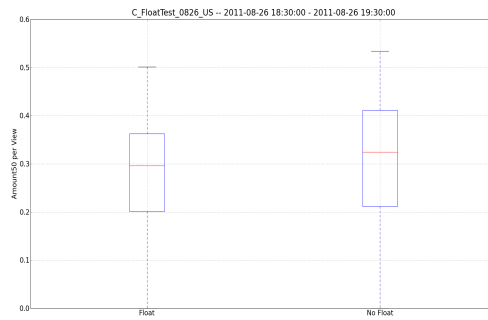
Confidence Reporting

Between 0% and 60.0% confident about the winner.



Student's T model, donations / view.

Between 60.0% and 75.0% confident about the winner.



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

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