

Table Summary for C11_1122_AMOUNTBANNERS_CA:

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	Don I Impr
Standard Name	Campaign	A / LPi	LPi / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B	D / LPi	An / LPi	D / I

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	Bi	LPi	D	
C11_1122_AMOUNTBANNERS_CA_US	B11_Donate_Jimmy_AvsB_CA	default~default~default~default~control	11566040	96210	1333	27
C11_1122_AMOUNTBANNERS_CA_CA	B11_Donate_Currency2_AvsB_CA	default~default~default~default~control	11554463	64822	1565	32
C11_1122_AMOUNTBANNERS_CA_CA	B11_Donate_Currency2_AvsB_CA	default~default~default~default~variable1	11530577	64688	1556	28
C11_1122_AMOUNTBANNERS_CA_CA	B11_Donate_Currency_AvsB_CA	default~default~default~default~control	3238	63	4	55
C11_1122_AMOUNTBANNERS_CA_CA	B11_Donate_Jimmy_AvsB_CA	default~default~default~default~variable1	11524324	95863	1266	24

Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An /
C11_1122_AMOUNTBANNERS_CA_CA Totals	34612602	225436	4393	85925.10	60898.26	0.00651388	0.000127	0.0024827679	0.001755
C11_1122_AMOUNTBANNERS_CA_US Totals	11566040	96210	1337	27875.98	19568.53	0.00831832	0.000116	0.0024101563	0.001691

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
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Landing Page	Payment Method	Portion of Donations
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