

**Table Summary for C11\_1114\_AvsB\_IL:**

**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	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_IL	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	270634	1882	10	126.45	108.45	0.00695399	0.000037	0.0004671511	0.0004006754	0.0053	0.067189	0.057625	12.645000	10.845000
C11_1114_AvsB_IL	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	258267	1796	7	133.15	91.24	0.00695395	0.000027	0.0005154435	0.0003532243	0.0039	0.074137	0.050802	19.021429	13.034286
C11_1114_AvsB_IL	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	64097	495	14	311.81	183.32	0.00772259	0.000218	0.0048645757	0.0028598592	0.0283	0.629919	0.370343	22.272143	13.094286
C11_1114_AvsB_IL	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	69535	537	10	206.54	149.91	0.00772223	0.000144	0.0029701194	0.0021554848	0.0186	0.384618	0.279162	20.654000	14.991000
C11_1114_AvsB_IL	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-control	34573	267	6	99.15	69.41	0.00772240	0.000173	0.0028670252	0.0020071743	0.0225	0.371348	0.259963	16.525000	11.568333
C11_1114_AvsB_IL	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-variable1	30947	239	8	125.59	93.37	0.00772197	0.000258	0.0040574030	0.0030165286	0.0335	0.525481	0.390669	15.698750	11.671250
C11_1114_AvsB_IL	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	228836	2100	14	162.41	113.90	0.00917671	0.000061	0.0007094018	0.0004976696	0.0067	0.077338	0.054238	11.600714	8.135714
C11_1114_AvsB_IL	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	226547	2079	21	233.01	192.99	0.00917679	0.000093	0.0010283793	0.0008518192	0.0101	0.112078	0.092828	11.095714	9.190000
C11_1114_AvsB_IL	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	64742	520	8	99.93	70.77	0.00803144	0.000123	0.0015432772	0.0010928689	0.0154	0.192173	0.136096	12.491250	8.846250
C11_1114_AvsB_IL	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	62625	503	5	79.95	58.63	0.00803154	0.000079	0.0012763485	0.0009359889	0.0099	0.158946	0.116561	15.990000	11.726000
C11_1114_AvsB_IL	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	34114	274	5	72.71	60.81	0.00803155	0.000146	0.0021313329	0.0017824747	0.0182	0.265365	0.221934	14.542000	12.162000
C11_1114_AvsB_IL	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	35359	284	6	79.43	66.14	0.00803174	0.000169	0.0022463418	0.0018704165	0.0211	0.279683	0.232887	13.238333	11.023333
C11_1114_AvsB_IL	B11_Donate_Currency_AvsB	default-default-default-default-variable1	10730	92	1	13.22	13.22	0.00857368	0.000093	0.0012320002	0.0012320002	0.0109	0.143696	0.143696	13.220000	13.220000

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_IL Totals	1391006	11068	115	1743.35	1272.16	0.00813398	0.000084	0.0012810908	0.0009346257	0.0104	0.157513	0.114940	15.159565	11.062261

**Payment Methods Breakdown:**

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	57.89
B11_Donate_BrandonAccept_EN	Paypal	42.11
B11_Donate_Brandon_Default_EN	Credit Card	8.33
B11_Donate_Brandon_Default_EN	Paypal	91.67
B11_Donate_Brandon_AvsB	Credit Card	34.29

B11_Donate_Brandon_AvsB	Paypal	65.71
B11_Donate_BrandonAccept_AvsB	Credit Card	35.29
B11_Donate_BrandonAccept_AvsB	Paypal	64.71
B11_Donate_Currency_AvsB	Paypal	100.00

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newwhitebox-control	Credit Card	36.36
default-default-Brandon-newwhitebox-control	Paypal	63.64
default-default-Brandon-newgreenbox-variable1	Credit Card	40.00
default-default-Brandon-newgreenbox-variable1	Paypal	60.00
default-default-Brandon-newwhitebox-variable1	Credit Card	42.86
default-default-Brandon-newwhitebox-variable1	Paypal	57.14
default-default-Brandon-newgreenbox-control	Credit Card	36.36
default-default-Brandon-newgreenbox-control	Paypal	63.64
default-default-default-default-variable1	Paypal	100.00
default-default-Brandon-default-control	Credit Card	29.17
default-default-Brandon-default-control	Paypal	70.83
default-default-Brandon-default-variable1	Credit Card	39.29
default-default-Brandon-default-variable1	Paypal	60.71

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