

Table Summary for C11_1114_AvsB_AU:

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_AU	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	6	81.70	68.07
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	2	20.42	20.42
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	220	5398.39	3544.49
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	208	5478.40	3619.00
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_EN_AU	default-default-Brandon-newgreenbox-control	13	359.42	232.17
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_EN_AU	default-default-Brandon-newgreenbox-variable1	10	357.38	224.63
C11_1114_AvsB_AU	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	1	68.08	68.08
C11_1114_AvsB_AU	B11_Donate_jimmy_AvsB	default-default-default-default-variable1	1	102.11	102.11
C11_1114_AvsB_AU	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-control	282	7015.07	4632.56
C11_1114_AvsB_AU	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	258	6636.79	4322.70
C11_1114_AvsB_AU	B11_Donate_SusanAccept_EN_AU	default-default-Susan-newgreenbox-control	12	216.98	164.86
C11_1114_AvsB_AU	B11_Donate_SusanAccept_EN_AU	default-default-Susan-newgreenbox-variable1	13	306.33	200.29
C11_1114_AvsB_AU	B11_Donate_SusunAccept_AvsB	default-default-Susan-default-control	9	150.13	104.50
C11_1114_AvsB_AU	B11_Donate_SusunAccept_AvsB	default-default-Susan-default-variable1	9	194.02	135.01

Campaign	D	A	An
Totals	1044	26385.22	17438.89

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	35.75
B11_Donate_BrandonAccept_EN	Paypal	64.25
B11_Donate_SusunAccept_AvsB	Credit Card	50.00
B11_Donate_SusunAccept_AvsB	Paypal	50.00

B11_Donate_SusanAccept_EN_AU	Credit Card	36.00
B11_Donate_SusanAccept_EN_AU	Paypal	64.00
B11_Donate_SusanAccept_EN	Credit Card	37.96
B11_Donate_SusanAccept_EN	Paypal	62.04
B11_Donate_BrandonAccept_EN_AU	Credit Card	43.48
B11_Donate_BrandonAccept_EN_AU	Paypal	56.52
B11_Donate_Brandon_AvsB	Credit Card	100.00
B11_Donate_BrandonAccept_AvsB	Credit Card	25.00
B11_Donate_BrandonAccept_AvsB	Paypal	75.00
B11_Donate_Jimmy_AvsB	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
default-default-Susan-default-variable1	Credit Card	77.78
default-default-Susan-default-variable1	Paypal	22.22
default-default-Brandon-newgreenbox-variable1	Credit Card	35.78
default-default-Brandon-newgreenbox-variable1	Paypal	64.22
default-default-Brandon-newgreenbox-control	Credit Card	36.48
default-default-Brandon-newgreenbox-control	Paypal	63.52
default-default-Brandon-default-control	Credit Card	16.67
default-default-Brandon-default-control	Paypal	83.33
default-default-default-default-variable1	Credit Card	100.00
default-default-Susan-newgreenbox-control	Credit Card	39.12
default-default-Susan-newgreenbox-control	Paypal	60.88
default-default-Susan-default-control	Credit Card	22.22
default-default-Susan-default-control	Paypal	77.78
default-default-Brandon-default-variable1	Credit Card	66.67
default-default-Brandon-default-variable1	Paypal	33.33
default-default-Susan-newgreenbox-variable1	Credit Card	36.53
default-default-Susan-newgreenbox-variable1	Paypal	63.47

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