

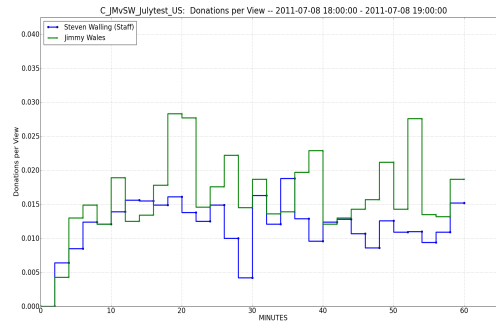
C_JMvSW_Julytest_US: Test Report

The winning banner is Jimmy Wales.

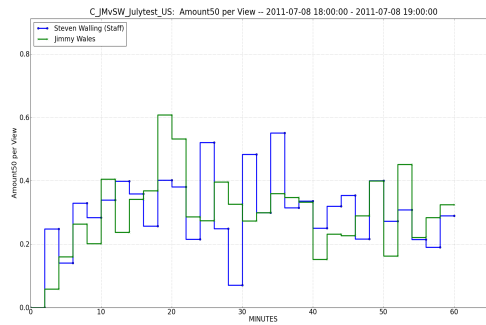
The winner, Jimmy Wales, had a 51.52% increase in donations / impression on average. Between 90.0% and 95.0% confident about the winner.
 The winner, Jimmy Wales, had a 8.85% increase in amount50 / impression on average. Between 60.0% and 75.0% confident about the winner.
 The winner, Jimmy Wales, had a 30.39% increase in donations / view on average. Between 75.0% and 90.0% confident about the winner.
 The winner, Steven Walling (Staff), had a 2.07% increase in amount50 / view on average. Between 0% and 50.0% confident about the winner.
 The winner, Jimmy Wales, had a 11.93% increase in click rate on average. Between 60.0% and 75.0% confident about the winner.

C_JMvSW_Julytest_US – Test Results:

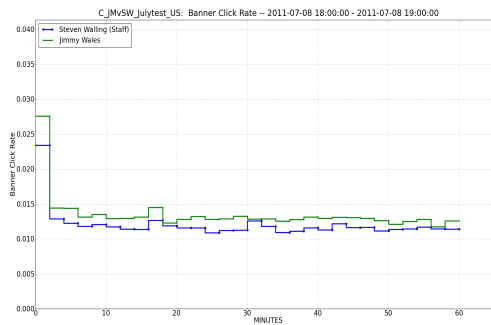
bannerid	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view
Steven Walling (Staff)	1809543	21245	256	6994.50	6469.50	0.012046	0.000138	0.003768	0.003485	0.011833	0.323948	0.299879
Jimmy Wales	1808810	23702	389	7754.48	7079.48	0.013483	0.000209	0.004155	0.003793	0.016140	0.321433	0.293800



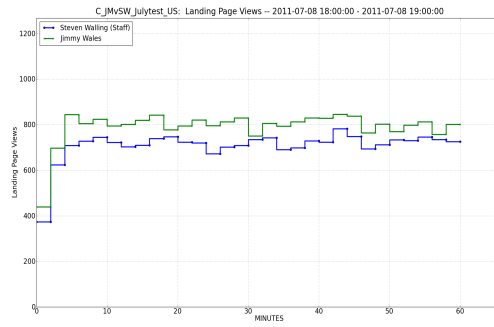
Donations per View measure over 2 minute intervals.



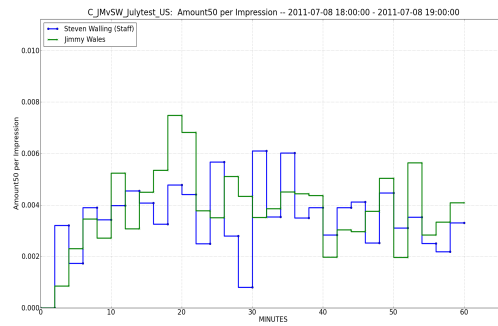
Amount50 per View measure over 2 minute intervals.



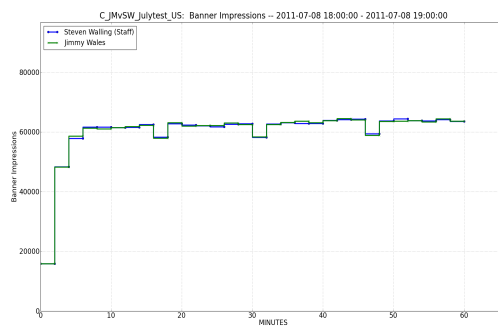
Banner Click Rate measure over 2 minute intervals.



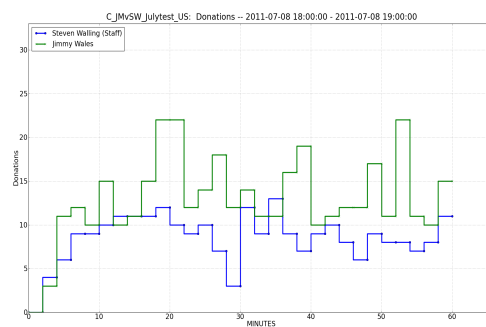
Landing Page Views measure over 2 minute intervals.



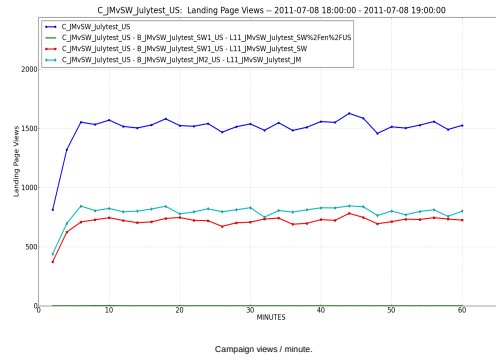
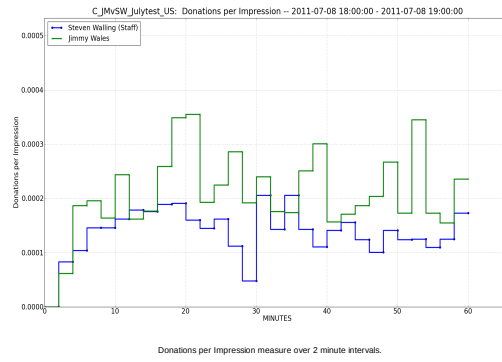
Amount50 per Impression measure over 2 minute intervals.



Banner Impressions measure over 2 minute intervals.

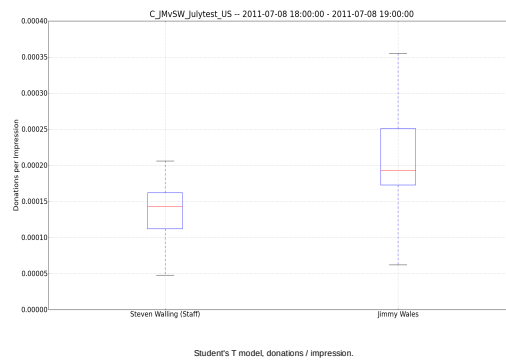


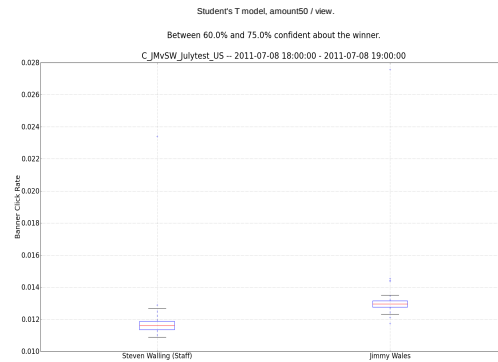
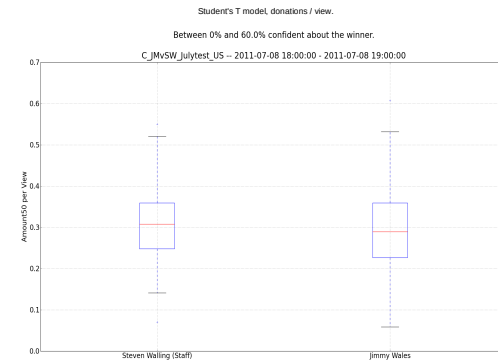
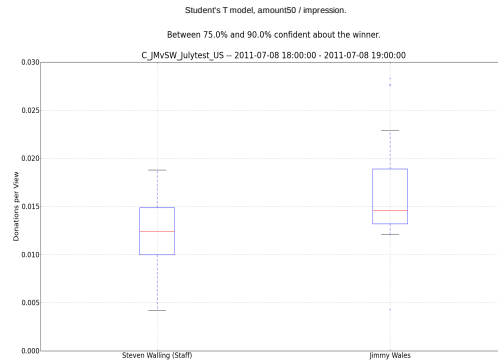
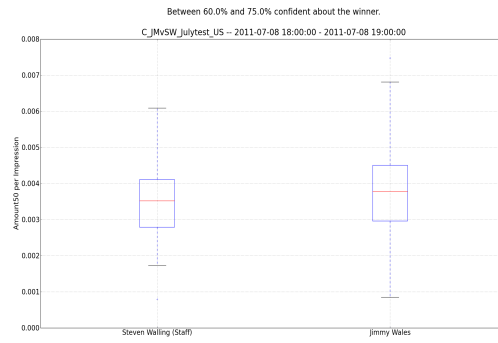
Donations measure over 2 minute intervals.



Confidence Reporting

Between 90.0% and 95.0% confident about the winner.





Student's T model, click rate.

Additional Comments

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