

## Table Summary for C11\_1114\_AvsB\_JP:

## 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_JP	B11_Donate_Jimmy2_AvsB	default-default-default-default-control	1174	28853.42	18244.39
C11_1114_AvsB_JP	B11_Donate_Jimmy2_AvsB	default-default-default-default-variable1	953	27346.11	17489.73
C11_1114_AvsB_JP	B11_Donate_Jimmy_AvsB	default-default-default-default-control	2643	69597.77	44714.91
C11_1114_AvsB_JP	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	2368	60922.17	40305.54

Campaign	D	A	An
Totals	7138	186719.47	120754.57

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy2_AvsB	Credit Card	65.02
B11_Donate_Jimmy2_AvsB	Paypal	34.98
B11_Donate_Jimmy_AvsB	Credit Card	64.40
B11_Donate_Jimmy_AvsB	Paypal	35.60

Landing Page	Payment Method	Portion of Donations
default-default-default-default-control	Credit Card	64.63
default-default-default-default-control	Paypal	35.37
default-default-default-default-variable1	Credit Card	64.53
default-default-default-default-variable1	Paypal	35.47

Return to:

[Test Generation](#)[Home](#)