

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_Brandon_AvsB	default-default-Brandon-default-control	965	24578.91	16246.10
C11_1114_AvsB_AU	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	885	21728.07	14686.86
C11_1114_AvsB_AU	B11_Donate_Currency2_AvsB	default-default-default-default-variable1	1	9.73	9.73
C11_1114_AvsB_AU	B11_Donate_Jimmy2_AvsB	default-default-default-default-control	3	77.77	55.11
C11_1114_AvsB_AU	B11_Donate_Jimmy2_AvsB	default-default-default-default-variable1	1	19.43	19.43
C11_1114_AvsB_AU	B11_Donate_Jimmy_AvsB	default-default-default-default-control	1041	24069.48	15972.07
C11_1114_AvsB_AU	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	994	21754.85	14850.40

Campaign	D	A	An
Totals	3890	92238.24	61839.70

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy2_AvsB	Paypal	100.00
B11_Donate_Currency2_AvsB	Paypal	100.00
B11_Donate_Brandon_AvsB	Credit Card	31.57
B11_Donate_Brandon_AvsB	Paypal	68.43
B11_Donate_Jimmy_AvsB	Credit Card	34.33
B11_Donate_Jimmy_AvsB	Paypal	65.67

Landing Page	Payment Method	Portion of Donations
default-default-default-default-control	Credit Card	32.44
default-default-default-default-control	Paypal	67.56
default-default-default-default-variable1	Credit Card	36.14
default-default-default-default-variable1	Paypal	63.86

default-default-Brandon-default-variable1	Credit Card	32.54
default-default-Brandon-default-variable1	Paypal	67.46
default-default-Brandon-default-control	Credit Card	30.67
default-default-Brandon-default-control	Paypal	69.33

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