

C. FloatTest_0826_US: Test Report

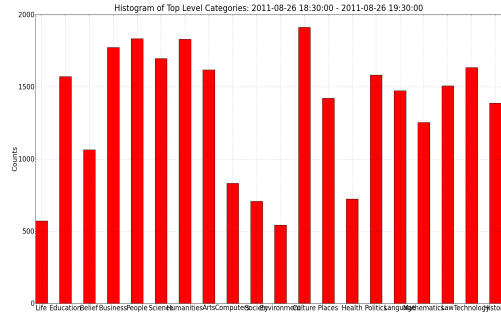
The winning banner is Walling 40000.

The winner, Walling 40000, had a 3.06% increase in donations / impression on average. Between 0% and 60.0% confident about the winner.
 The winner, Walling 192, had a 2.01% increase in amount50 / impression on average. Between 0% and 60.0% confident about the winner.
 The winner, Walling 192, had a 16.41% increase in click rate on average. Between 60.0% and 75.0% confident about the winner.

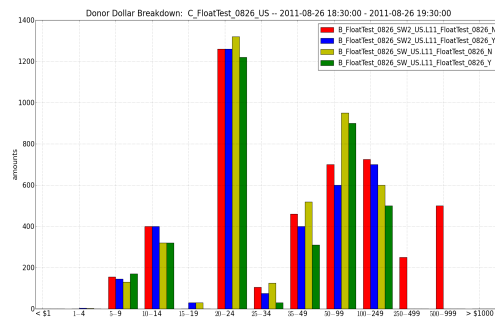
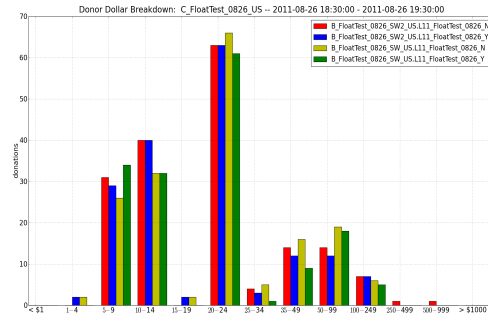
C. FloatTest_0826_US -- Test Results:

banner	impressions	views	donations	amount	amount50	avg_donation	avg_donation50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp
Walling 192	1496901	23509	328	7290.79	6740.79	21.99	20.17	0.016900	0.000210	0.004700	0.004336
Walling 40000	1498921	20335	338	7989.00	6614.00	23.71	19.56	0.014518	0.000217	0.005132	0.004251

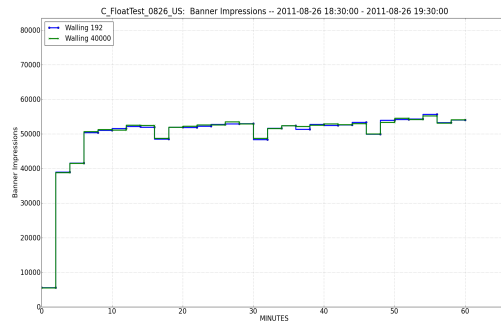
Category Distribution



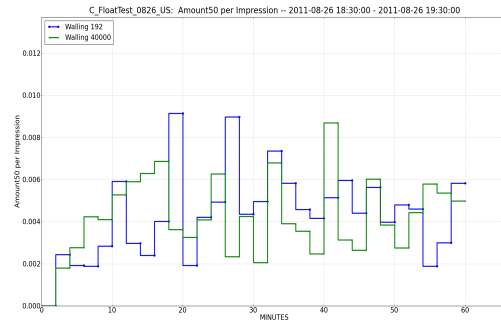
Donations Breakdown



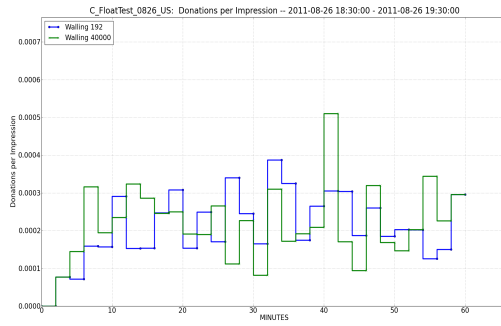
Data Tracking



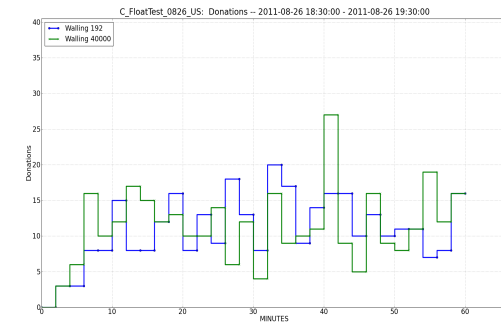
Banner Impressions measure over 2 minute intervals.



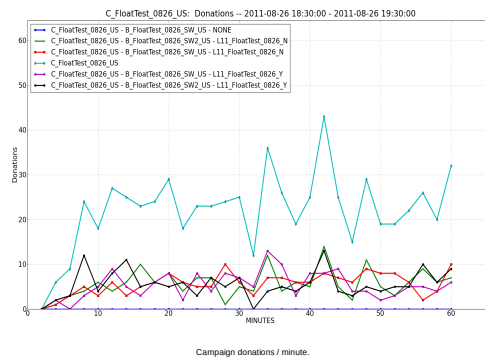
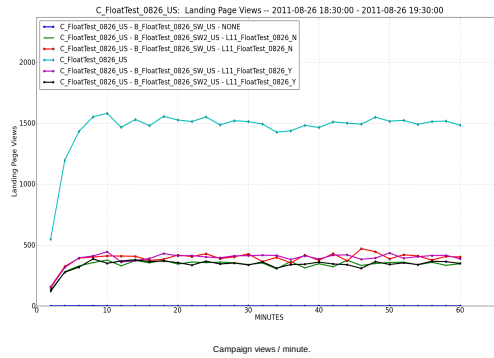
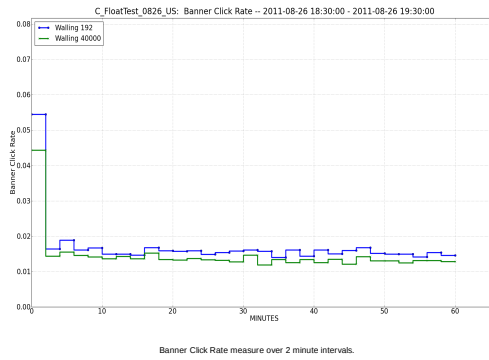
Amount50 per Impression measure over 2 minute intervals.



Donations per Impression measure over 2 minute intervals.

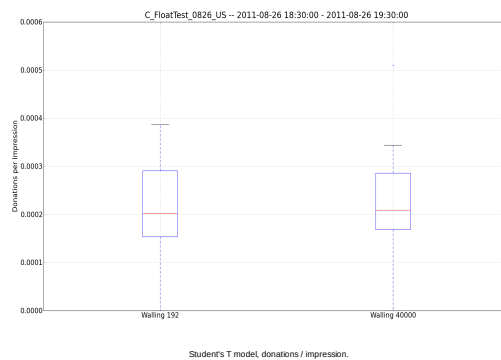


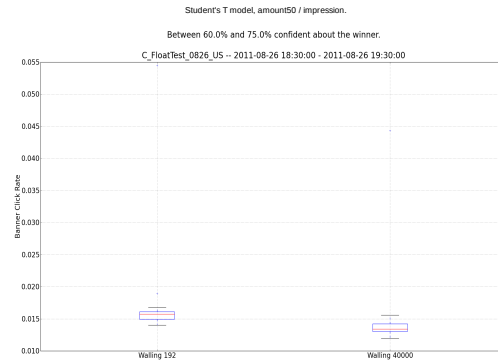
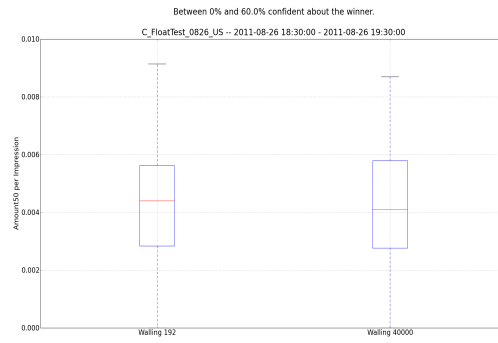
Donations measure over 2 minute intervals.



Confidence Reporting

Between 0% and 60.0% confident about the winner.





Student's T model, click rate.

Additional Comments

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