

C20110603_JWJN001_US: Test Report

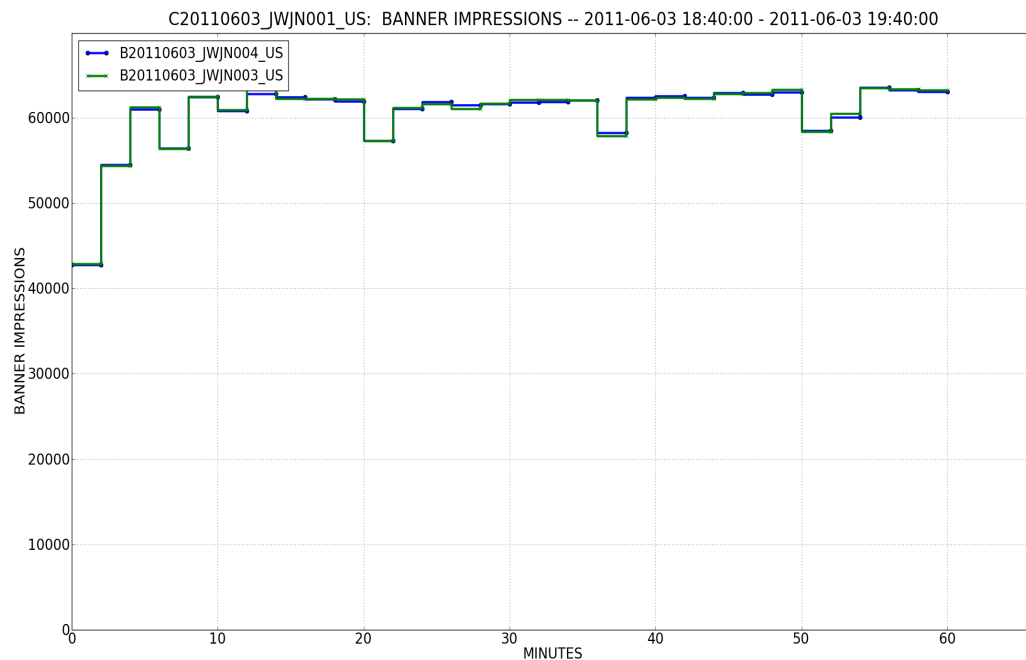
The winning banner is B20110603_JWJN003_US.

The winner, B20110603_JWJN003_US, had a 49.68% increase in donations / impression on average. Between 97.5% and 99.0% confident about the winner.

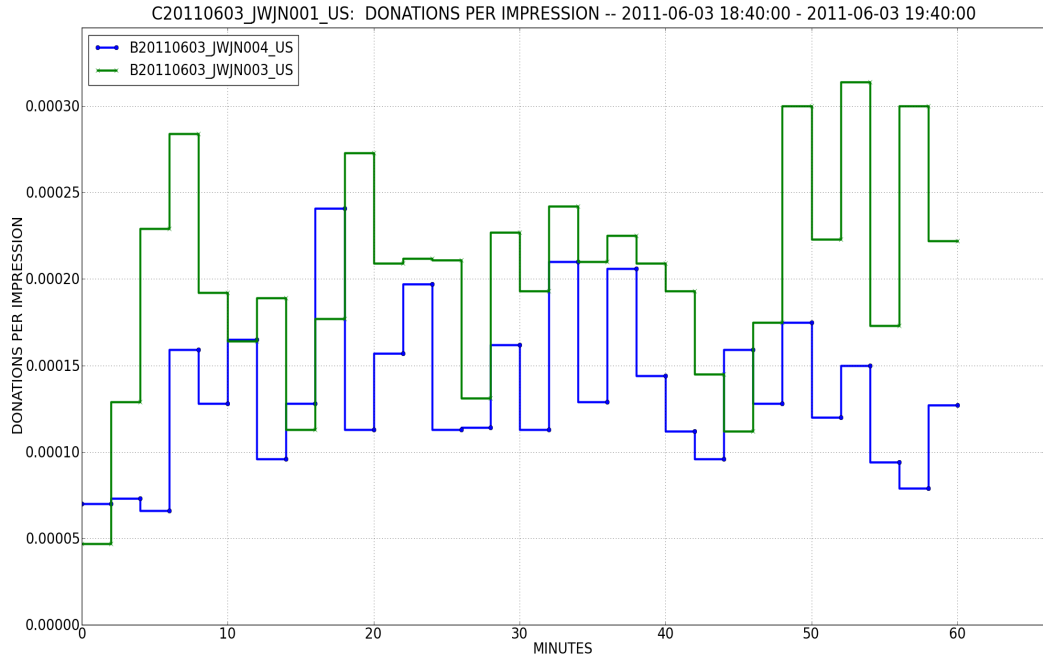
The winner, B20110603_JWJN003_US, had a 49.78% increase in amount50 / impression on average. Between 97.5% and 99.0% confident about the winner.

C20110603_JWJN001_US -- Test Results:

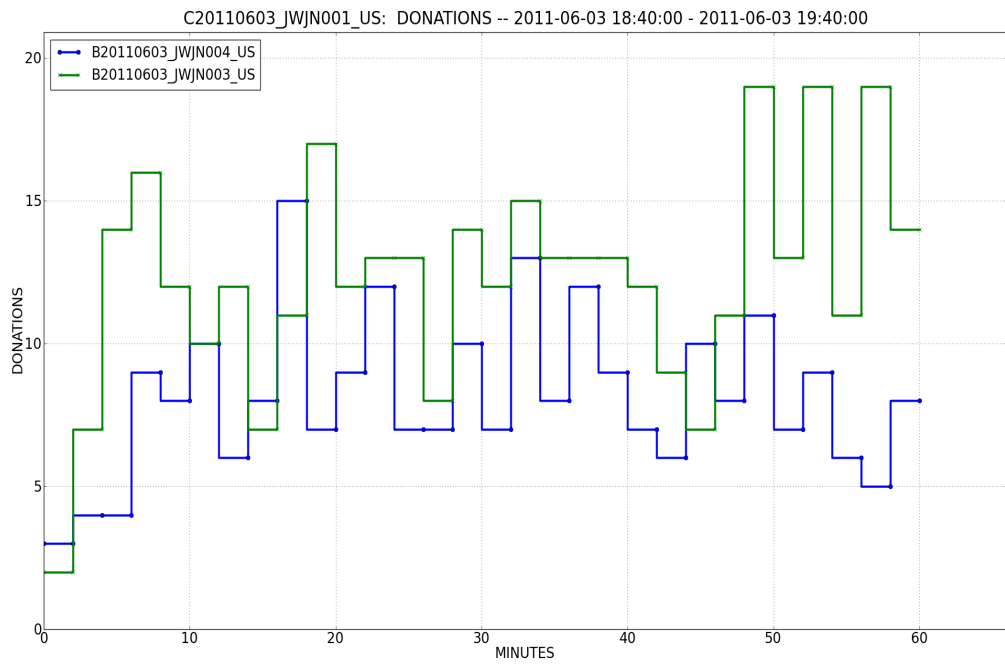
banner	amount50	click_rate	views	amt_per_imp	amt50_per_imp	a
B20110603_JWJN004_US	5217.31	0.0101570116667	18423.0	0.00315772793333	0.00284086223333	5
B20110603_JWJN003_US	7789.24	0.014694942	26642.0	0.00468902346667	0.00425513376667	8



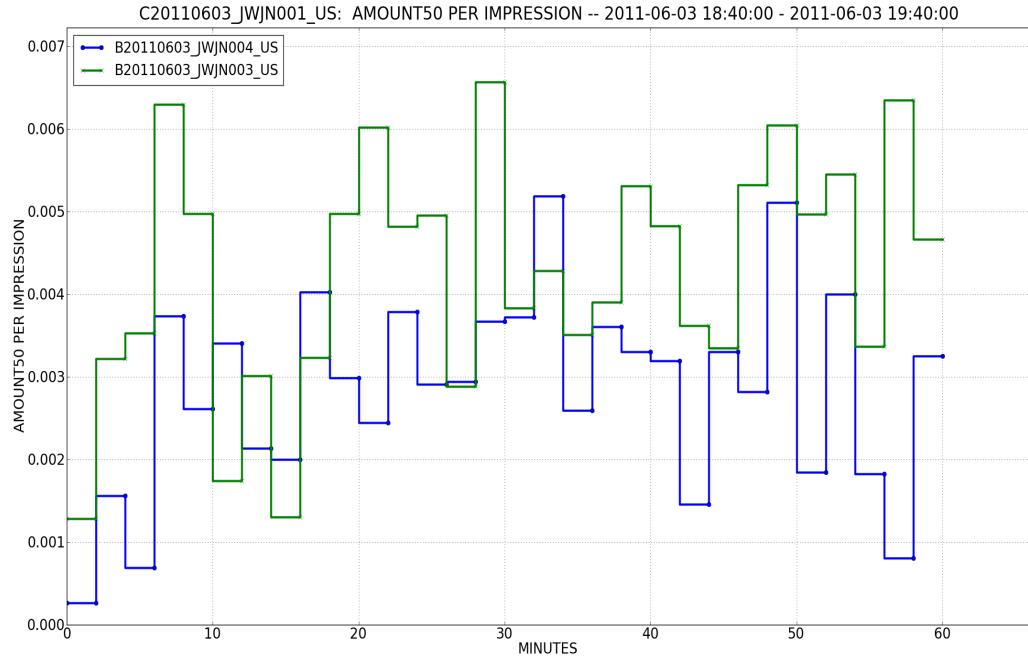
BANNER IMPRESSIONS measure over 2 minute intervals.



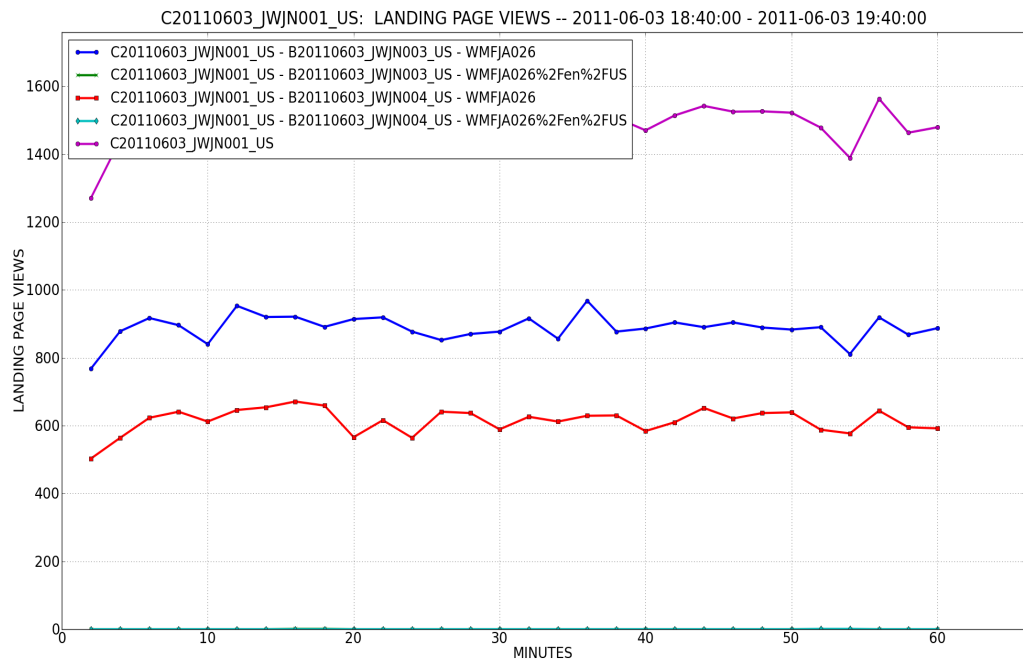
DONATIONS PER IMPRESSION measure over 2 minute intervals.



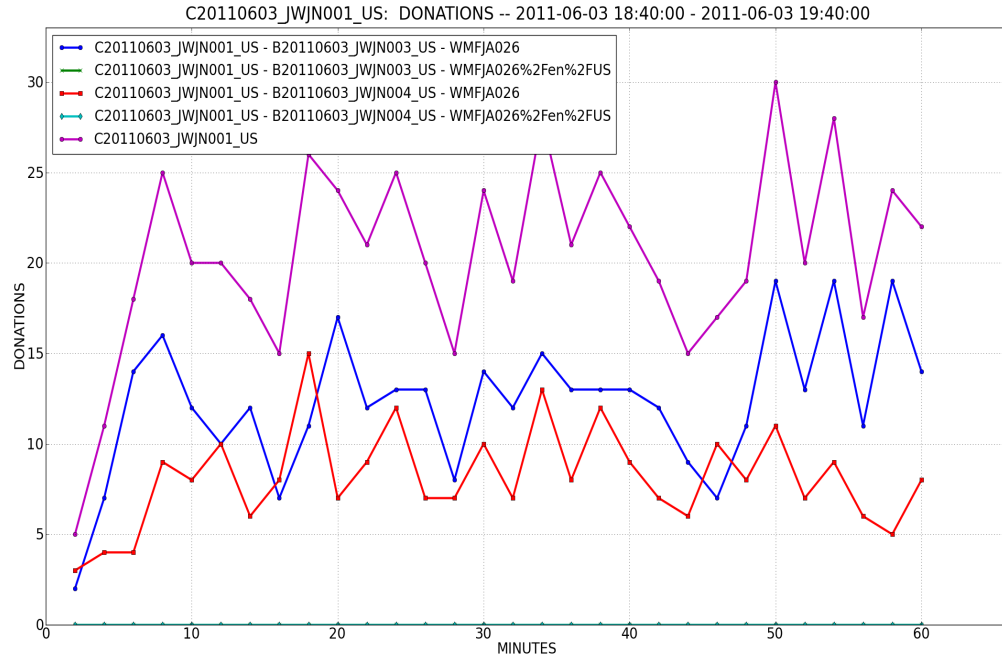
DONATIONS measure over 2 minute intervals.



AMOUNT50 PER IMPRESSION measure over 2 minute intervals.



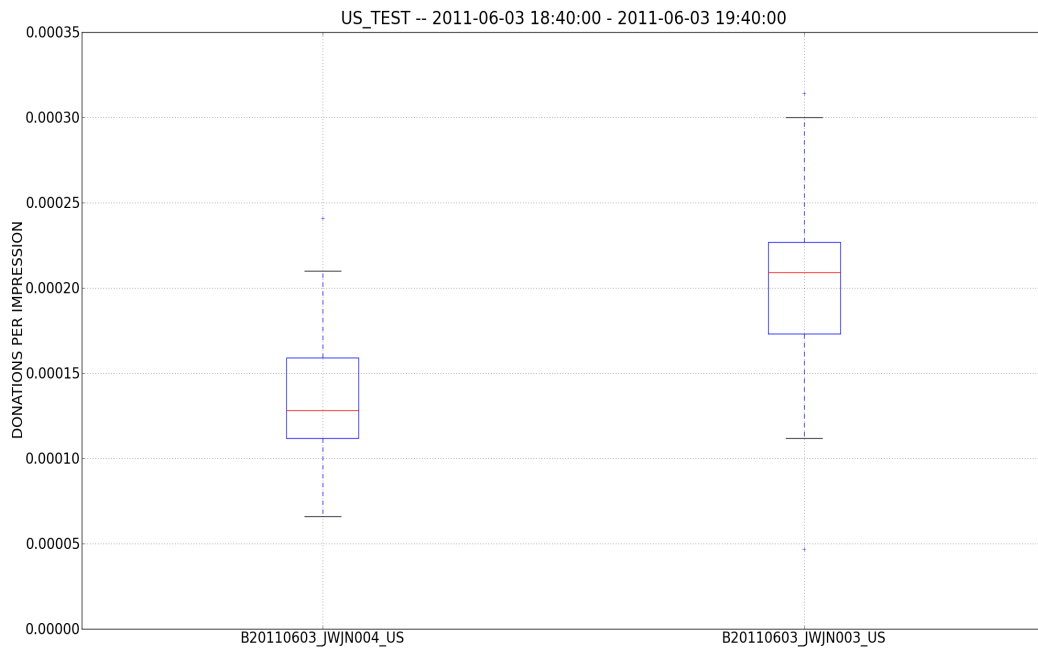
Campaign views / minute.



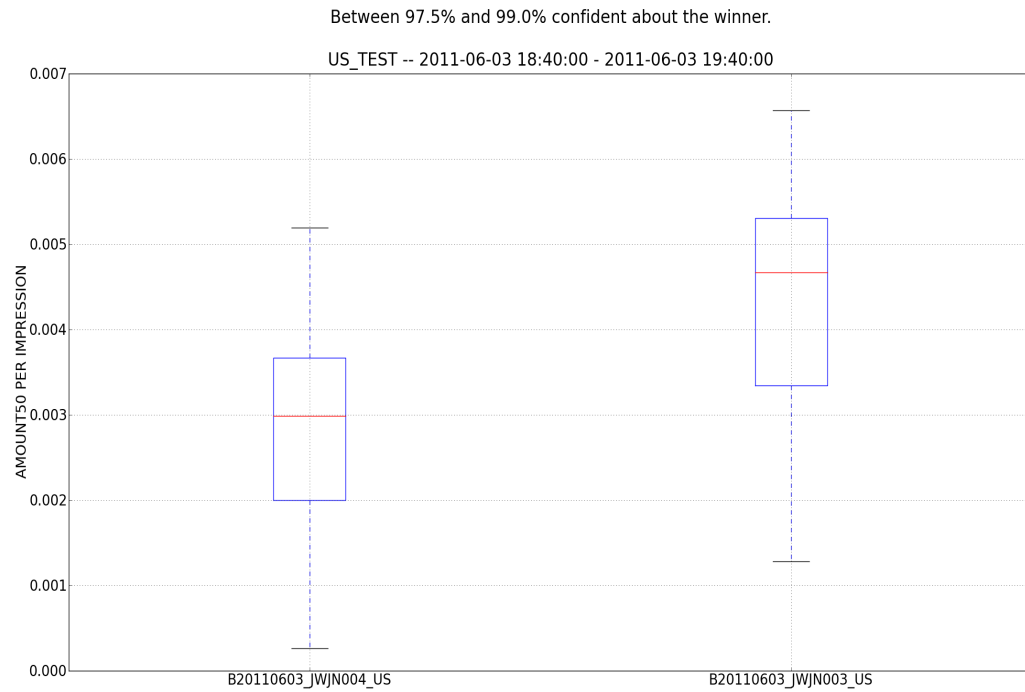
Campaign donations / minute.

Confidence Reporting

Between 97.5% and 99.0% confident about the winner.



Student's T model, donations / impression.



Student's T model, amount50 / impression.

Additional Comments

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