

Table Summary for C11_1114_AvsB_IT:

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_IT	B11_Donate_Akshaya_Accept_EN_IT	default-default-Akshaya-default-control	4	32.74	27.84
C11_1114_AvsB_IT	B11_Donate_Akshaya_Accept_EN_IT	default-default-Akshaya-default-variable1	2	157.09	104.73
C11_1114_AvsB_IT	B11_Donate_Akshaya_Accept_EN_IT	default-default-Akshaya-whyyourdonation-control	9	267.48	163.89
C11_1114_AvsB_IT	B11_Donate_Akshaya_Accept_EN_IT	default-default-Akshaya-whyyourdonation-variable1	7	170.89	125.07
C11_1114_AvsB_IT	B11_Donate_Alana_Accept_EN_IT	default-default-Alana-default-control	15	202.11	151.74
C11_1114_AvsB_IT	B11_Donate_Alana_Accept_EN_IT	default-default-Alana-default-variable1	16	509.53	246.18
C11_1114_AvsB_IT	B11_Donate_Alana_Accept_EN_IT	default-default-Alana-whyyourdonation-control	10	143.59	120.08
C11_1114_AvsB_IT	B11_Donate_Alana_Accept_EN_IT	default-default-Alana-whyyourdonation-variable1	6	176.60	75.12
C11_1114_AvsB_IT	B11_Donate_Alana_Accept_IT	default-default-Alana-default-control	301	4863.55	3095.30
C11_1114_AvsB_IT	B11_Donate_Alana_Accept_IT	default-default-Alana-default-monthly	2	7.83	5.22
C11_1114_AvsB_IT	B11_Donate_Alana_Accept_IT	default-default-Alana-default-variable1	305	5342.01	3245.07
C11_1114_AvsB_IT	B11_Donate_Alana_Accept_IT	default-default-Alana-whyyourdonation-control	49	890.28	559.94
C11_1114_AvsB_IT	B11_Donate_Alana_Accept_IT	default-default-Alana-whyyourdonation-monthly	1	13.09	13.09
C11_1114_AvsB_IT	B11_Donate_Alana_Accept_IT	default-default-Alana-whyyourdonation-variable1	49	733.15	508.74
C11_1114_AvsB_IT	B11_Donate_Aniruddha_Accept_EN_IT	default-default-Aniruddha-default-control	1	6.55	6.55
C11_1114_AvsB_IT	B11_Donate_Aniruddha_Accept_EN_IT	default-default-Aniruddha-default-variable1	2	26.18	26.18
C11_1114_AvsB_IT	B11_Donate_Aniruddha_Accept_EN_IT	default-default-Aniruddha-whyyourdonation-control	6	143.72	108.86
C11_1114_AvsB_IT	B11_Donate_Aniruddha_Accept_EN_IT	default-default-Aniruddha-whyyourdonation-variable1	6	91.36	69.61
C11_1114_AvsB_IT	B11_Donate_Basil_Accept_EN_IT	default-default-Basil-default-control	1	13.09	13.09
C11_1114_AvsB_IT	B11_Donate_Basil_Accept_EN_IT	default-default-Basil-default-variable1	2	71.82	42.46
C11_1114_AvsB_IT	B11_Donate_Basil_Accept_EN_IT	default-default-Basil-whyyourdonation-control	9	139.73	83.29
C11_1114_AvsB_IT	B11_Donate_Basil_Accept_EN_IT	default-default-Basil-whyyourdonation-variable1	8	195.84	137.10
C11_1114_AvsB_IT	B11_Donate_Brandon_Accept_EN_IT	default-default-Brandon-default-control	2	26.18	26.18
C11_1114_AvsB_IT	B11_Donate_Brandon_Accept_EN_IT	default-default-Brandon-default-variable1	3	79.86	41.02
C11_1114_AvsB_IT	B11_Donate_Brandon_Accept_EN_IT	default-default-Brandon-whyyourdonation-control	6	189.12	121.78

C11_1114_AvsB_IT	B11_Donate_Brandon_Accept_EN_IT	default-default-Brandon-whyyourdonation-variable1	17	378.62	238.08
C11_1114_AvsB_IT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	1	45.74	45.74
C11_1114_AvsB_IT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-monthly	5	58.71	43.07
C11_1114_AvsB_IT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	1	13.04	13.04
C11_1114_AvsB_IT	B11_Donate_Bruno_Accept_EN_IT	default-default-Bruno-default-control	1	45.69	45.69
C11_1114_AvsB_IT	B11_Donate_Bruno_Accept_EN_IT	default-default-Bruno-whyyourdonation-control	4	111.24	73.59
C11_1114_AvsB_IT	B11_Donate_Bruno_Accept_EN_IT	default-default-Bruno-whyyourdonation-variable1	7	319.77	195.79
C11_1114_AvsB_IT	B11_Donate_Currency_AvsB	default-default-default-default-monthly	1	6.55	6.55
C11_1114_AvsB_IT	B11_Donate_GW_Accept_EN_IT	default-default-GW-default-control	2	13.08	13.07
C11_1114_AvsB_IT	B11_Donate_GW_Accept_EN_IT	default-default-GW-default-variable1	1	6.55	6.55
C11_1114_AvsB_IT	B11_Donate_GW_Accept_EN_IT	default-default-GW-whyyourdonation-control	16	332.74	229.17
C11_1114_AvsB_IT	B11_Donate_GW_Accept_EN_IT	default-default-GW-whyyourdonation-variable1	7	156.53	106.23
C11_1114_AvsB_IT	B11_Donate_Isaac_Accept_EN_IT	default-default-Isaac-whyyourdonation-control	5	156.56	108.36
C11_1114_AvsB_IT	B11_Donate_Isaac_Accept_EN_IT	default-default-Isaac-whyyourdonation-variable1	7	195.76	158.46
C11_1114_AvsB_IT	B11_Donate_Jimmy2_AvsB	default-default-default-default-monthly	2	13.05	13.05
C11_1114_AvsB_IT	B11_Donate_Jimmy_AvsB	default-default-default-default-monthly	4	26.10	26.09
C11_1114_AvsB_IT	B11_Donate_Jimmy_Everyone_Limited_IT	default-default-default-default-control	7	78.40	59.72
C11_1114_AvsB_IT	B11_Donate_Jimmy_Everyone_Limited_IT	default-default-default-default-variable1	5	78.40	57.49
C11_1114_AvsB_IT	B11_Donate_Karthik_Accept_IT	default-default-Karthik-whyyourdonation-control	768	12352.69	8189.60
C11_1114_AvsB_IT	B11_Donate_Karthik_Accept_IT	default-default-Karthik-whyyourdonation-monthly	1	6.53	6.53
C11_1114_AvsB_IT	B11_Donate_Karthik_Accept_IT	default-default-Karthik-whyyourdonation-variable1	794	13544.82	8684.53
C11_1114_AvsB_IT	B11_Donate_Maryana_Accept_EN_IT	default-default-Maryana-default-control	3	26.17	21.80
C11_1114_AvsB_IT	B11_Donate_Maryana_Accept_EN_IT	default-default-Maryana-whyyourdonation-control	8	163.05	106.84
C11_1114_AvsB_IT	B11_Donate_Maryana_Accept_EN_IT	default-default-Maryana-whyyourdonation-variable1	6	124.01	107.70
C11_1114_AvsB_IT	B11_Donate_Sengai_Accept_EN_IT	default-default-Sengai-default-control	2	91.45	71.91
C11_1114_AvsB_IT	B11_Donate_Sengai_Accept_EN_IT	default-default-Sengai-default-variable1	2	19.62	16.34
C11_1114_AvsB_IT	B11_Donate_Sengai_Accept_EN_IT	default-default-Sengai-whyyourdonation-control	7	176.22	121.21
C11_1114_AvsB_IT	B11_Donate_Sengai_Accept_EN_IT	default-default-Sengai-whyyourdonation-variable1	5	65.29	52.22
C11_1114_AvsB_IT	B11_Donate_Susan_Accept_EN_IT	default-default-Susan-default-control	1	98.18	98.18
C11_1114_AvsB_IT	B11_Donate_Susan_Accept_EN_IT	default-default-Susan-default-variable1	1	13.09	13.09
C11_1114_AvsB_IT	B11_Donate_Susan_Accept_EN_IT	default-default-Susan-whyyourdonation-control	6	97.83	78.28
C11_1114_AvsB_IT	B11_Donate_Susan_Accept_EN_IT	default-default-Susan-whyyourdonation-variable1	6	78.38	58.83
C11_1114_AvsB_IT	B11_Donate_Ward_Accept_EN_IT	default-default-Ward-default-control	2	19.64	16.37
C11_1114_AvsB_IT	B11_Donate_Ward_Accept_EN_IT	default-default-Ward-default-variable1	1	26.18	26.18
C11_1114_AvsB_IT	B11_Donate_Ward_Accept_EN_IT	default-default-Ward-whyyourdonation-control	14	354.01	202.12
C11_1114_AvsB_IT	B11_Donate_Ward_Accept_EN_IT	default-default-Ward-whyyourdonation-variable1	5	123.98	82.22

Campaign	D	A	An
Totals	2547	43911.06	28511.82

Payment Methods Breakdown:

Landing Page	Payment Method	Portion of Donations (%)
default-default-Bruno-whyyourdonation-control	Credit Card	25.00
default-default-Bruno-whyyourdonation-control	Paypal	75.00
default-default-Basil-whyyourdonation-control	Credit Card	33.33
default-default-Basil-whyyourdonation-control	Paypal	66.67
default-default-Susan-default-control	Paypal	100.00
default-default-Maryana-whyyourdonation-control	Credit Card	50.00
default-default-Maryana-whyyourdonation-control	Paypal	50.00
default-default-Susan-whyyourdonation-variable1	Credit Card	33.33
default-default-Susan-whyyourdonation-variable1	Paypal	66.67
default-default-default-default-variable1	Credit Card	20.00
default-default-default-default-variable1	Paypal	80.00
default-default-GW-whyyourdonation-control	Credit Card	31.25
default-default-GW-whyyourdonation-control	Paypal	68.75
default-default-Sengai-whyyourdonation-variable1	Credit Card	20.00
default-default-Sengai-whyyourdonation-variable1	Paypal	80.00
default-default-Aniruddha-default-control	Credit Card	100.00
default-default-Alan-default-control	Credit Card	44.62
default-default-Alan-default-control	Paypal	55.38
default-default-Karthik-whyyourdonation-control	Credit Card	38.41
default-default-Karthik-whyyourdonation-control	Paypal	61.59
default-default-Sengai-whyyourdonation-control	Credit Card	42.86
default-default-Sengai-whyyourdonation-control	Paypal	57.14
default-default-Akshaya-whyyourdonation-variable1	Credit Card	28.57
default-default-Akshaya-whyyourdonation-variable1	Paypal	71.43
default-default-Maryana-default-control	Credit Card	66.67
default-default-Maryana-default-control	Paypal	33.33
default-default-Brandon-whyyourdonation-variable1	Credit Card	17.65
default-default-Brandon-whyyourdonation-variable1	Paypal	82.35
default-default-Karthik-whyyourdonation-variable1	Credit Card	39.92
default-default-Karthik-whyyourdonation-variable1	Paypal	60.08
default-default-Susan-whyyourdonation-control	Credit Card	16.67
default-default-Susan-whyyourdonation-control	Paypal	83.33
default-default-Akshaya-default-control	Credit Card	50.00
default-default-Akshaya-default-control	Paypal	50.00
default-default-GW-whyyourdonation-variable1	Credit Card	57.14
default-default-GW-whyyourdonation-variable1	Paypal	42.86

default-default-Basil-default-variable1	Credit Card	50.00
default-default-Basil-default-variable1	Paypal	50.00
default-default-CW-default-variable1	Paypal	100.00
default-default-Susan-default-variable1	Paypal	100.00
default-default-Bruno-default-control	Credit Card	100.00
default-default-Sengai-default-control	Credit Card	50.00
default-default-Sengai-default-control	Paypal	50.00
default-default-CW-default-control	Paypal	100.00
default-default-Maryana-whyyourdonation-variable1	Credit Card	50.00
default-default-Maryana-whyyourdonation-variable1	Paypal	50.00
default-default-Alan-default-variable1	Credit Card	39.06
default-default-Alan-default-variable1	Paypal	60.94
default-default-Alan-whyyourdonation-variable1	Credit Card	38.18
default-default-Alan-whyyourdonation-variable1	Paypal	61.82
default-default-Basil-whyyourdonation-variable1	Credit Card	37.50
default-default-Basil-whyyourdonation-variable1	Paypal	62.50
default-default-Bruno-whyyourdonation-variable1	Credit Card	57.14
default-default-Bruno-whyyourdonation-variable1	Paypal	42.86
default-default-Alan-whyyourdonation-monthly	Paypal	100.00
default-default-Aniruddha-default-variable1	Credit Card	50.00
default-default-Aniruddha-default-variable1	Paypal	50.00
default-default-Isaac-whyyourdonation-variable1	Credit Card	42.86
default-default-Isaac-whyyourdonation-variable1	Paypal	57.14
default-default-Brandon-default-control	Credit Card	33.33
default-default-Brandon-default-control	Paypal	66.67
default-default-default-default-control	Credit Card	42.86
default-default-default-default-control	Paypal	57.14
default-default-Ward-default-control	Credit Card	50.00
default-default-Ward-default-control	Paypal	50.00
default-default-Brandon-default-variable1	Credit Card	50.00
default-default-Brandon-default-variable1	Paypal	50.00
default-default-Akshaya-whyyourdonation-control	Credit Card	55.56
default-default-Akshaya-whyyourdonation-control	Paypal	44.44
default-default-Akshaya-default-variable1	Credit Card	100.00
default-default-Basil-default-control	Credit Card	100.00
default-default-Aniruddha-whyyourdonation-variable1	Credit Card	16.67
default-default-Aniruddha-whyyourdonation-variable1	Paypal	83.33
default-default-Ward-whyyourdonation-control	Credit Card	35.71
default-default-Ward-whyyourdonation-control	Paypal	64.29

default-default-Sengai-default-variable1	Credit Card	50.00
default-default-Sengai-default-variable1	Paypal	50.00
default-default-Aniruddha-whyyourdonation-control	Credit Card	33.33
default-default-Aniruddha-whyyourdonation-control	Paypal	66.67
default-default-Alan-whyyourdonation-control	Credit Card	45.76
default-default-Alan-whyyourdonation-control	Paypal	54.24
default-default-Isaac-whyyourdonation-control	Credit Card	60.00
default-default-Isaac-whyyourdonation-control	Paypal	40.00
default-default-Alan-default-monthly	Paypal	100.00
default-default-Ward-whyyourdonation-variable1	Credit Card	20.00
default-default-Ward-whyyourdonation-variable1	Paypal	80.00
default-default-Brandon-whyyourdonation-control	Credit Card	66.67
default-default-Brandon-whyyourdonation-control	Paypal	33.33
default-default-Karthik-whyyourdonation-monthly	Paypal	100.00
default-default-Ward-default-variable1	Credit Card	100.00

Landing Page	Payment Method	Visits	Conversions	Conversion Rate (%)	Amount	Amount 25
default-default-Bruno-whyyourdonation-control	Credit Card	4	1	25.00	65.46	25.00
default-default-Bruno-whyyourdonation-control	Paypal	4	3	75.00	45.78	44.60
default-default-Basil-whyyourdonation-control	Credit Card	8	3	37.50	26.13	26.13
default-default-Basil-whyyourdonation-control	Paypal	7	6	85.71	113.60	73.30
default-default-Susan-default-control	Paypal	1	1	100.00	98.18	25.00
default-default-Maryana-whyyourdonation-control	Credit Card	11	4	36.36	130.40	88.05
default-default-Maryana-whyyourdonation-control	Paypal	7	4	57.14	32.65	32.65
default-default-Susan-whyyourdonation-variable1	Credit Card	3	2	66.67	32.67	31.55
default-default-Susan-whyyourdonation-variable1	Paypal	6	4	66.67	45.71	45.71
default-default-default-default-variable1	Credit Card	2	1	50.00	26.13	25.00
default-default-default-default-variable1	Paypal	4	4	100.00	52.27	51.13
default-default-GW-whyyourdonation-control	Credit Card	13	5	38.46	104.43	101.09
default-default-GW-whyyourdonation-control	Paypal	18	11	61.11	228.31	153.30
default-default-Sengai-whyyourdonation-variable1	Credit Card	10	1	10.00	13.06	13.06
default-default-Sengai-whyyourdonation-variable1	Paypal	6	4	66.67	52.23	51.11
default-default-Aniruddha-default-control	Credit Card	2	1	50.00	6.55	6.55
default-default-Alan-default-control	Credit Card	382	141	36.91	2783.82	1968.56
default-default-Alan-default-control	Paypal	329	175	53.19	2281.84	1876.16
default-default-Karthik-whyyourdonation-control	Credit Card	912	295	32.35	5998.48	4292.65
default-default-Karthik-whyyourdonation-control	Paypal	844	473	56.04	6354.21	5430.74
default-default-Sengai-whyyourdonation-control	Credit Card	4	3	75.00	117.47	63.06
default-default-Sengai-whyyourdonation-control	Paypal	5	4	80.00	58.75	57.63

default-default-Akshaya-whyyourdonation-variable1	Credit Card	12	2	16.67	39.14	38.06
default-default-Akshaya-whyyourdonation-variable1	Paypal	9	5	55.56	131.75	89.36
default-default-Maryana-default-control	Credit Card	3	2	66.67	13.08	13.08
default-default-Maryana-default-control	Paypal	2	1	50.00	13.09	13.09
default-default-Brandon-whyyourdonation-variable1	Credit Card	10	3	30.00	78.35	38.05
default-default-Brandon-whyyourdonation-variable1	Paypal	16	14	87.50	300.27	216.40
default-default-Karthik-whyyourdonation-variable1	Credit Card	955	317	33.19	7033.19	4674.27
default-default-Karthik-whyyourdonation-variable1	Paypal	883	477	54.02	6511.63	5465.28
default-default-Susan-whyyourdonation-control	Credit Card	9	1	11.11	26.08	25.00
default-default-Susan-whyyourdonation-control	Paypal	7	5	71.43	71.75	70.67
default-default-Akshaya-default-control	Credit Card	5	2	40.00	19.64	19.64
default-default-Akshaya-default-control	Paypal	2	2	100.00	13.10	13.10
default-default-GW-whyyourdonation-variable1	Credit Card	13	4	30.77	123.90	81.52
default-default-GW-whyyourdonation-variable1	Paypal	7	3	42.86	32.63	32.63
default-default-Basil-default-variable1	Credit Card	2	1	50.00	65.27	25.00
default-default-Basil-default-variable1	Paypal	1	1	100.00	6.55	6.55
default-default-GW-default-variable1	Paypal	2	1	50.00	6.55	6.55
default-default-Susan-default-variable1	Paypal	1	1	100.00	13.09	13.09
default-default-Bruno-default-control	Credit Card	1	1	100.00	45.69	25.00
default-default-Sengai-default-control	Credit Card	2	1	50.00	65.27	25.00
default-default-Sengai-default-control	Paypal	1	1	100.00	26.18	25.00
default-default-GW-default-control	Paypal	3	2	66.67	13.08	13.08
default-default-Maryana-whyyourdonation-variable1	Credit Card	7	3	42.86	52.22	51.11
default-default-Maryana-whyyourdonation-variable1	Paypal	8	3	37.50	71.79	69.59
default-default-Alan-default-variable1	Credit Card	332	125	37.65	3465.87	1746.80
default-default-Alan-default-variable1	Paypal	323	195	60.37	2372.65	2180.66
default-default-Alan-whyyourdonation-variable1	Credit Card	53	21	39.62	366.52	245.16
default-default-Alan-whyyourdonation-variable1	Paypal	51	34	66.67	543.23	394.50
default-default-Basil-whyyourdonation-variable1	Credit Card	5	3	60.00	104.40	63.09
default-default-Basil-whyyourdonation-variable1	Paypal	8	5	62.50	91.44	76.09
default-default-Bruno-whyyourdonation-variable1	Credit Card	14	4	28.57	267.54	81.52
default-default-Bruno-whyyourdonation-variable1	Paypal	6	3	50.00	52.23	51.12
default-default-Alan-whyyourdonation-monthly	Paypal	3	2	66.67	19.64	19.64
default-default-Aniruddha-default-variable1	Credit Card	1	1	100.00	13.09	13.09
default-default-Aniruddha-default-variable1	Paypal	1	1	100.00	13.09	13.09
default-default-Isaac-whyyourdonation-variable1	Credit Card	9	3	33.33	65.27	63.04
default-default-Isaac-whyyourdonation-variable1	Paypal	5	4	80.00	130.49	88.06
default-default-Brandon-default-control	Credit Card	1	1	100.00	45.74	25.00
default-default-Brandon-default-control	Paypal	2	2	100.00	26.18	26.18

default-default-default-default-control	Credit Card	4	3	75.00	52.28	51.14
default-default-default-default-control	Paypal	5	4	80.00	26.12	26.12
default-default-Ward-default-control	Credit Card	4	1	25.00	6.55	6.55
default-default-Ward-default-control	Paypal	2	1	50.00	13.09	13.09
default-default-Brandon-default-variable1	Credit Card	2	2	100.00	26.13	26.13
default-default-Brandon-default-variable1	Paypal	2	2	100.00	66.77	26.31
default-default-Akshaya-whyyourdonation-control	Credit Card	13	5	38.46	97.92	88.08
default-default-Akshaya-whyyourdonation-control	Paypal	5	4	80.00	169.56	63.06
default-default-Akshaya-default-variable1	Credit Card	6	2	33.33	157.09	50.00
default-default-Basil-default-control	Credit Card	2	1	50.00	13.09	13.09
default-default-Aniruddha-whyyourdonation-variable1	Credit Card	5	1	20.00	26.12	25.00
default-default-Aniruddha-whyyourdonation-variable1	Paypal	7	5	71.43	65.24	64.16
default-default-Ward-whyyourdonation-control	Credit Card	17	5	29.41	219.53	89.15
default-default-Ward-whyyourdonation-control	Paypal	9	9	100.00	134.48	111.54
default-default-Sengai-default-variable1	Credit Card	3	1	33.33	13.09	13.09
default-default-Sengai-default-variable1	Paypal	1	1	100.00	6.53	6.53
default-default-Aniruddha-whyyourdonation-control	Credit Card	6	2	33.33	52.23	50.00
default-default-Aniruddha-whyyourdonation-control	Paypal	5	4	80.00	91.49	63.05
default-default-Alan-whyyourdonation-control	Credit Card	69	27	39.13	510.46	379.06
default-default-Alan-whyyourdonation-control	Paypal	58	32	55.17	523.41	392.02
default-default-Isaac-whyyourdonation-control	Credit Card	8	3	37.50	123.91	63.09
default-default-Isaac-whyyourdonation-control	Paypal	6	2	33.33	32.65	31.53
default-default-Alan-default-monthly	Paypal	13	2	15.38	7.83	7.83
default-default-Ward-whyyourdonation-variable1	Credit Card	6	1	16.67	13.06	13.06
default-default-Ward-whyyourdonation-variable1	Paypal	6	4	66.67	110.92	69.57
default-default-Brandon-whyyourdonation-control	Credit Card	9	4	44.44	149.95	69.57
default-default-Brandon-whyyourdonation-control	Paypal	2	2	100.00	39.17	38.09
default-default-Karthik-whyyourdonation-monthly	Paypal	22	1	4.55	6.53	6.53
default-default-Ward-default-variable1	Credit Card	3	1	33.33	26.18	25.00

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