

C_0209_Alان_EN: Test Report

The winning banner is Jimmy.

The winner, Jimmy, had a 48.27% increase in donations / impression on average. Between 90.0% and 95.0% confident about the winner.
 The winner, Jimmy, had a 8.91% increase in amount50 / impression on average. Between 60.0% and 75.0% confident about the winner.
 The winner, Jimmy, had a 33.09% increase in donations / view on average. Between 75.0% and 90.0% confident about the winner.
 The winner, Alan, had a 0.97% increase in amount50 / view on average. Between 0% and 60.0% confident about the winner.
 The winner, Jimmy, had a 10.71% increase in click rate on average. Between 75.0% and 90.0% confident about the winner.

C_0209_Alان_EN -- Test Results:

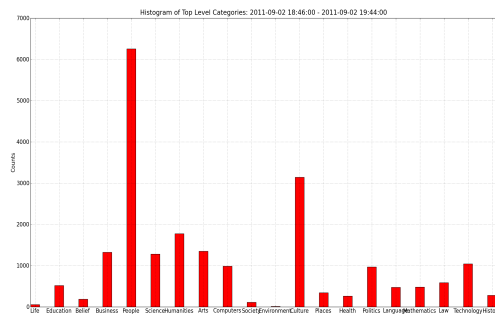
bannerp	impressions	views	donations	amount	amount50	avg_donation	avg_donation50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view
Alan	773462	10092	83	2195.36	1683.75	23.77	17.69	0.013202	0.000104	0.002688	0.002114	0.008107	0.205567	0.162347
Jimmy	773478	11126	122	2083.11	1820.63	18.96	15.89	0.014616	0.000154	0.002623	0.002302	0.010786	0.182511	0.160784

Payment Method Data

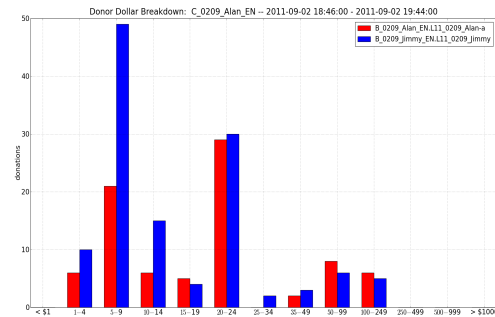
Banner	Payment Method	Portion of Donations
B_0209_Alان_EN	Credit Card	39.76
B_0209_Alان_EN	Paypal	60.24
B_0209_Jimmy_EN	Credit Card	41.80
B_0209_Jimmy_EN	Paypal	58.20

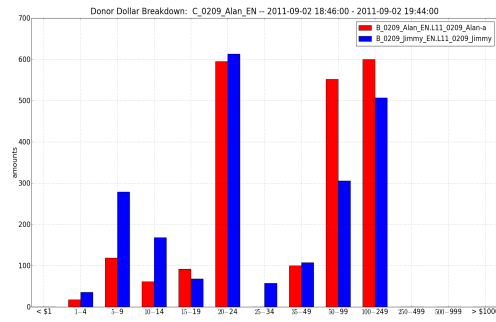
Landing Page	Payment Method	Portion of Donations
L11_0209_Alان-a	Credit Card	39.76
L11_0209_Alان-a	Paypal	60.24
L11_0209_Jimmy	Credit Card	41.80
L11_0209_Jimmy	Paypal	58.20

Category Distribution



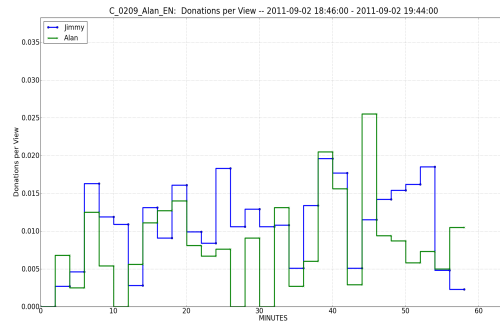
Donations Breakdown



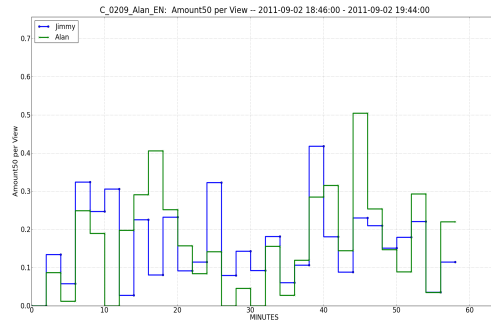


Donation dollars donated broken out by donor amount.

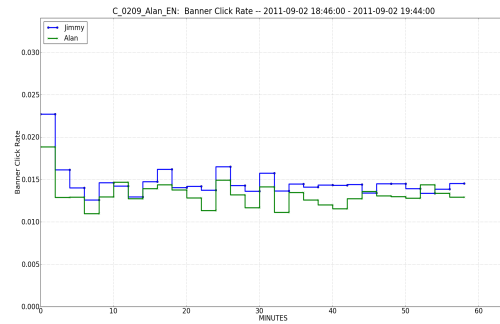
Data Tracking



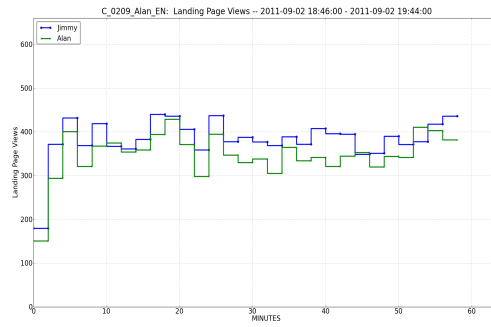
Donations per View measure over 2 minute intervals.



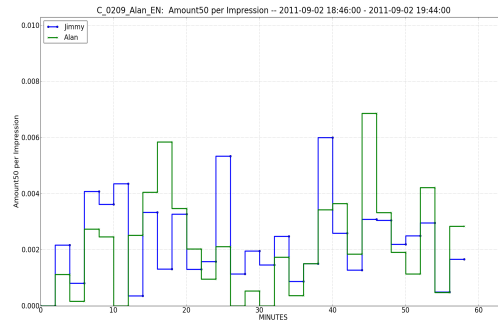
Amount\$0 per View measure over 2 minute intervals.



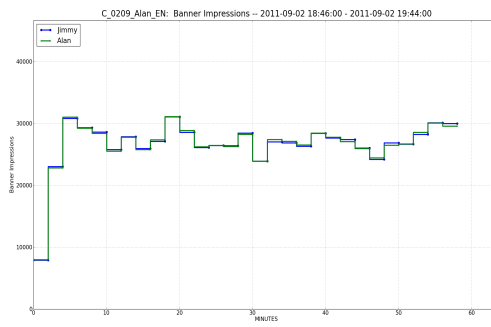
Banner Click Rate measure over 2 minute intervals.



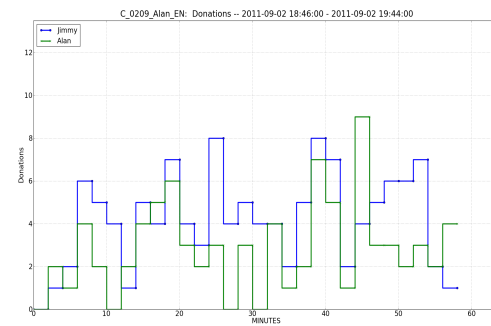
Landing Page Views measure over 2 minute intervals.



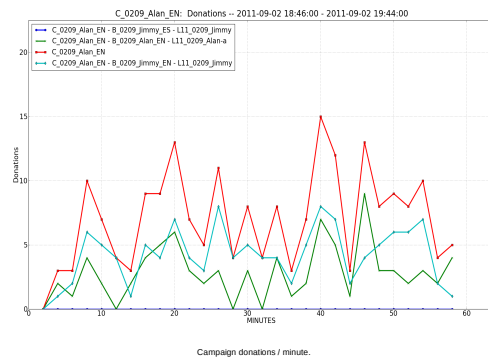
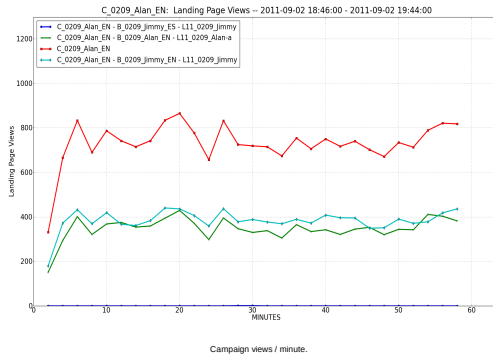
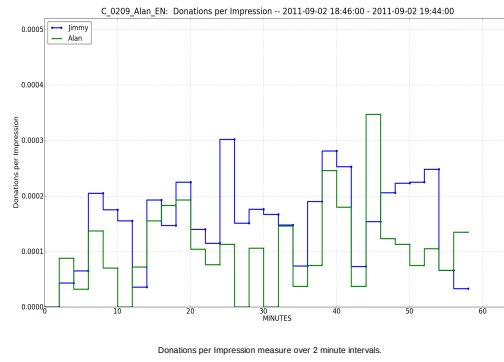
Amount50 per Impression measure over 2 minute intervals.



Banner Impressions measure over 2 minute intervals.

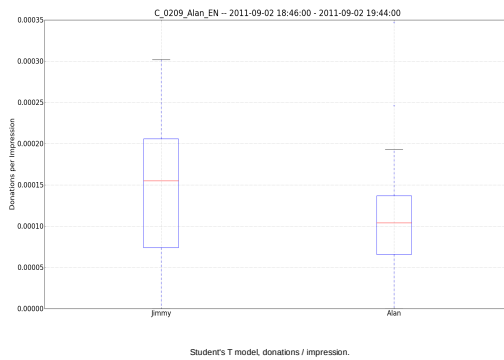


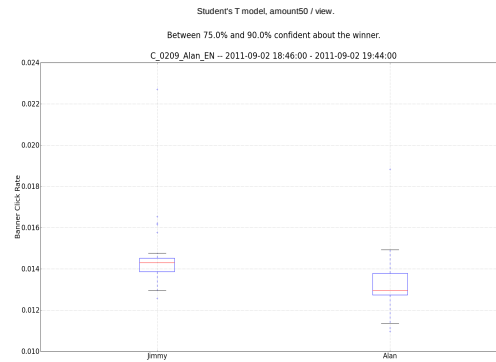
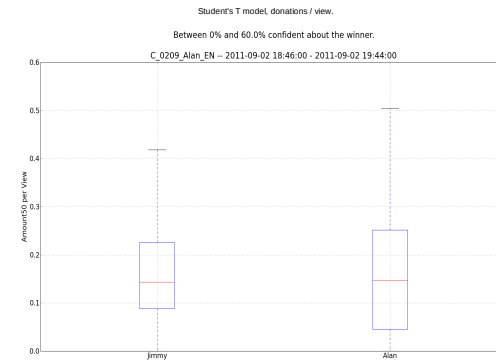
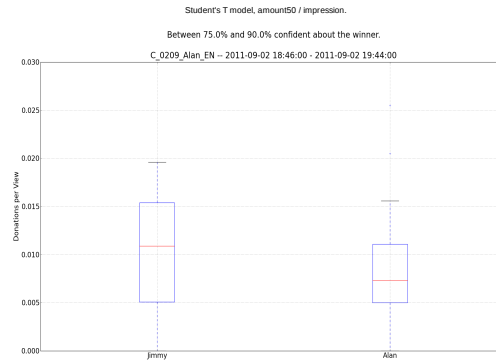
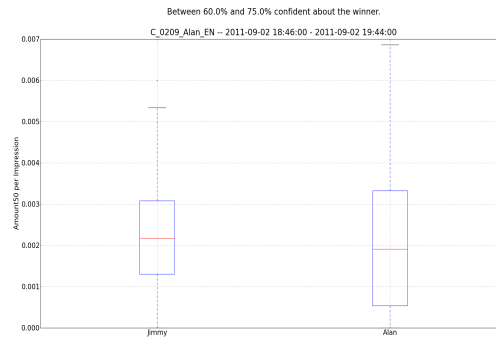
Donations measure over 2 minute intervals.



Confidence Reporting

Between 90.0% and 95.0% confident about the winner.





Student's T model, click rate.

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