

## Table Summary for C11\_1114\_AvsB\_JP:

## 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_JP	B11_Donate_BrandonAccept_AvsB	default~default~Brandon~default~control	72	2029.01	1389.66
C11_1114_AvsB_JP	B11_Donate_BrandonAccept_AvsB	default~default~Brandon~default~variable1	80	2227.77	1441.96
C11_1114_AvsB_JP	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~control	4	104.94	80.15
C11_1114_AvsB_JP	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~variable1	5	115.89	95.29
C11_1114_AvsB_JP	B11_Donate_BrandonAccept_EN	default~default~Brandon~newwhitebox~variable1	4	96.38	80.33
C11_1114_AvsB_JP	B11_Donate_Brandon_AvsB	default~default~Brandon~default~control	77	2216.89	1371.31
C11_1114_AvsB_JP	B11_Donate_Brandon_AvsB	default~default~Brandon~default~variable1	60	1696.45	1054.96
C11_1114_AvsB_JP	B11_Donate_Brandon_Default_EN	default~default~Brandon~newgreenbox~control	10	450.65	263.97
C11_1114_AvsB_JP	B11_Donate_Brandon_Default_EN	default~default~Brandon~newgreenbox~variable1	9	257.53	175.98
C11_1114_AvsB_JP	B11_Donate_Brandon_Default_EN	default~default~Brandon~newwhitebox~control	5	141.53	105.46
C11_1114_AvsB_JP	B11_Donate_Brandon_Default_EN	default~default~Brandon~newwhitebox~variable1	2	38.58	32.17
C11_1114_AvsB_JP	B11_Donate_Jimmy_AvsB	default~default~default~default~variable1	2	16.70	12.20

Campaign	D	A	An
Totals	330	9392.32	6103.44

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	38.46
B11_Donate_BrandonAccept_EN	Paypal	61.54
B11_Donate_Brandon_Default_EN	Credit Card	61.54
B11_Donate_Brandon_Default_EN	Paypal	38.46
B11_Donate_Brandon_AvsB	Credit Card	67.15
B11_Donate_Brandon_AvsB	Paypal	32.85

B11_Donate_BrandonAccept_AvsB	Credit Card	63.82
B11_Donate_BrandonAccept_AvsB	Paypal	36.18
B11_Donate_Jimmy_AvsB	Credit Card	50.00
B11_Donate_Jimmy_AvsB	Paypal	50.00

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newwhitebox-control	Credit Card	40.00
default-default-Brandon-newwhitebox-control	Paypal	60.00
default-default-Brandon-newgreenbox-variable1	Credit Card	50.00
default-default-Brandon-newgreenbox-variable1	Paypal	50.00
default-default-Brandon-newwhitebox-variable1	Credit Card	50.00
default-default-Brandon-newwhitebox-variable1	Paypal	50.00
default-default-Brandon-newgreenbox-control	Credit Card	64.29
default-default-Brandon-newgreenbox-control	Paypal	35.71
default-default-default-default-variable1	Credit Card	50.00
default-default-default-default-variable1	Paypal	50.00
default-default-Brandon-default-control	Credit Card	63.09
default-default-Brandon-default-control	Paypal	36.91
default-default-Brandon-default-variable1	Credit Card	67.86
default-default-Brandon-default-variable1	Paypal	32.14

[Return to:](#)

[Test Generation](#)

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