

Table Summary for C11_1114_AvsB_IN:

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	Don I Impri
Standard Name	Campaign	A / LPi	LPi / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B	D / LPi	An / LPi	D / I

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	Bi	LPi	D	A	An	LI
C11_1114_AvsB_IN	B11_Donate_Currency_AvsB	default~default~default~default~control	2277395	18890	344	2162.89	1318.89	0.00
C11_1114_AvsB_IN	B11_Donate_Currency_AvsB	default~default~default~default~variable1	2277756	18893	332	2334.59	1351.75	0.00
C11_1114_AvsB_IN	B11_Donate_Jimmy_AvsB	default~default~default~default~control	2212040	27037	176	1666.32	993.79	0.01
C11_1114_AvsB_IN	B11_Donate_Jimmy_AvsB	default~default~default~default~variable1	2185368	26711	173	1414.52	842.07	0.01

Campaign	BI	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi	A
C11_1114_AvsB_IN Totals	8952559	91531	1025	7578.32	4506.50	0.01098637	0.000123	0.0009096077	0.0005408945	0.0112	0.0

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy_AvsB	Credit Card	97.71
B11_Donate_Jimmy_AvsB	Paypal	2.29
B11_Donate_Currency_AvsB	Credit Card	98.52
B11_Donate_Currency_AvsB	Paypal	1.48

Landing Page	Payment Method	Portion of Donations
default~default~default~default~control	Credit Card	96.54
default~default~default~default~control	Paypal	3.46
default~default~default~default~variable1	Credit Card	100.00

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