

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	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	Bi	LPI	D	A	An	LPI / Bi	D / Bi	A / Bi	An / Bi	D / LPI	A / LPI	An / LPI	AVG A	AVG An
C11_1114_AvsB_IN	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	7994159	107191	640	6466.09	3896.48	0.01340865	0.000080	0.0008088334	0.0004874112	0.0060	0.060323	0.036351	10.103266	6.088250
C11_1114_AvsB_IN	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	7994382	107194	753	7783.86	4730.59	0.01340864	0.000094	0.0009736485	0.0005917363	0.0070	0.072615	0.044131	10.337131	6.282324
C11_1114_AvsB_IN	B11_Donate_Currency_AvsB	default-default-default-default-control	8264365	74391	1443	9921.66	5968.24	0.00900141	0.000175	0.0012005258	0.0007221626	0.0194	0.133372	0.080228	6.875717	4.135994
C11_1114_AvsB_IN	B11_Donate_Currency_AvsB	default-default-default-default-variable1	8197264	73787	1430	9997.53	5903.94	0.00900141	0.000174	0.0012196078	0.0007202222	0.0194	0.135492	0.080013	6.991280	4.128629
C11_1114_AvsB_IN	B11_Donate_Jimmy_AvsB	default-default-default-default-control	105093	1105	16	115.59	68.73	0.01051242	0.000151	0.0010995129	0.0006539317	0.0145	0.104606	0.062199	7.224375	4.295625
C11_1114_AvsB_IN	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	77512	815	9	32.27	25.49	0.01051357	0.000115	0.0004139420	0.0003272379	0.0110	0.039595	0.031276	3.585556	2.832222

Campaign	Bi	LPI	D	A	An	LPI / Bi	D / Bi	A / Bi	An / Bi	D / LPI	A / LPI	An / LPI	AVG A	AVG An
C11_1114_AvsB_IN Totals	32632775	364483	4291	34317.00	20593.47	0.01161943	0.000137	0.0010939652	0.0006564825	0.0118	0.094153	0.056500	7.997436	4.799224

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Brandon_AvsB	Credit Card	95.12
B11_Donate_Brandon_AvsB	Paypal	4.88
B11_Donate_Currency_AvsB	Credit Card	96.94
B11_Donate_Currency_AvsB	Paypal	3.06
B11_Donate_Jimmy_AvsB	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
default-default-default-default-control	Credit Card	97.53
default-default-default-default-control	Paypal	2.47
default-default-default-default-variable1	Credit Card	96.39
default-default-default-default-variable1	Paypal	3.61
default-default-Brandon-default-variable1	Credit Card	95.48
default-default-Brandon-default-variable1	Paypal	4.52

default-default-Brandon-default-control	Credit Card	94.69
default-default-Brandon-default-control	Paypal	5.31

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