

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

## 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_DK	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	13	398.20	292.38
C11_1114_AvsB_DK	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	12	339.38	253.41
C11_1114_AvsB_DK	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	20	316.75	239.83
C11_1114_AvsB_DK	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	13	232.59	141.26
C11_1114_AvsB_DK	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	13	280.55	191.44
C11_1114_AvsB_DK	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	11	226.25	166.19
C11_1114_AvsB_DK	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	23	574.68	378.53
C11_1114_AvsB_DK	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	13	245.26	193.26
C11_1114_AvsB_DK	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	1	2.00	2.00
C11_1114_AvsB_DK	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	1	18.10	18.10

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_DK Totals	1131661	9032	120	2633.76	1876.40	0.00821430	0.000109	0.0023950525	0.0017062934	0.0133	0.291603	0.207750	21.948000	15.636667

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	60.61
B11_Donate_BrandonAccept_EN	Paypal	39.39
B11_Donate_Brandon_Default_EN	Credit Card	62.16
B11_Donate_Brandon_Default_EN	Paypal	37.84
B11_Donate_Brandon_AvsB	Credit Card	62.50
B11_Donate_Brandon_AvsB	Paypal	37.50
B11_Donate_BrandonAccept_AvsB	Credit Card	80.00
B11_Donate_BrandonAccept_AvsB	Paypal	20.00

B11_Donate_Jimmy_AvsB	Paypal	100.00
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Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newgreenbox-variable1	Credit Card	57.69
default-default-Brandon-newgreenbox-variable1	Paypal	42.31
default-default-Brandon-newwhitebox-variable1	Paypal	100.00
default-default-Brandon-newgreenbox-control	Credit Card	65.12
default-default-Brandon-newgreenbox-control	Paypal	34.88
default-default-default-default-variable1	Paypal	100.00
default-default-Brandon-default-control	Credit Card	57.69
default-default-Brandon-default-control	Paypal	42.31
default-default-Brandon-default-variable1	Credit Card	86.96
default-default-Brandon-default-variable1	Paypal	13.04

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