

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

## 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_CA	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	56	934.82	705.98
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	67	1573.50	1032.89
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	452	12324.09	7790.99
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	442	11895.36	7870.98
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-control	110	2749.52	1702.18
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-variable1	101	2068.16	1526.21
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN_CA	default-default-Brandon-newgreenbox-control	27	623.27	451.31
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN_CA	default-default-Brandon-newgreenbox-variable1	20	353.59	257.36
C11_1114_AvsB_CA	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	63	1676.86	1060.63
C11_1114_AvsB_CA	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	74	1655.85	1087.14
C11_1114_AvsB_CA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	167	4205.54	2911.08
C11_1114_AvsB_CA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	175	4453.38	2885.44
C11_1114_AvsB_CA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	112	2577.61	1673.13
C11_1114_AvsB_CA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	133	3290.27	2227.84
C11_1114_AvsB_CA	B11_Donate_Jimmy_AvsB	default-default-default-default-control	7	175.21	143.23
C11_1114_AvsB_CA	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	6	77.86	64.87
C11_1114_AvsB_CA	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-control	396	8496.28	6168.58
C11_1114_AvsB_CA	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	374	9584.01	6194.46
C11_1114_AvsB_CA	B11_Donate_SusanAccept_EN_CA	default-default-Susan-newgreenbox-control	19	309.30	252.74
C11_1114_AvsB_CA	B11_Donate_SusanAccept_EN_CA	default-default-Susan-newgreenbox-variable1	30	805.00	550.54

Campaign	D	A	An
Totals	2831	69829.48	46557.58

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	46.61
B11_Donate_BrandonAccept_EN	Paypal	53.39
B11_Donate_Brandon_Default_EN	Credit Card	40.37
B11_Donate_Brandon_Default_EN	Paypal	59.63
B11_Donate_BrandonAccept_EN_CA	Credit Card	36.17
B11_Donate_BrandonAccept_EN_CA	Paypal	63.83
B11_Donate_SusanAccept_EN	Credit Card	46.36
B11_Donate_SusanAccept_EN	Paypal	53.64
B11_Donate_SusanAccept_EN_CA	Credit Card	38.78
B11_Donate_SusanAccept_EN_CA	Paypal	61.22
B11_Donate_Brandon_AvsB	Credit Card	48.91
B11_Donate_Brandon_AvsB	Paypal	51.09
B11_Donate_BrandonAccept_AvsB	Credit Card	49.59
B11_Donate_BrandonAccept_AvsB	Paypal	50.41
B11_Donate_Jimmy_AvsB	Credit Card	38.46
B11_Donate_Jimmy_AvsB	Paypal	61.54

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newwhitebox-control	Credit Card	40.99
default-default-Brandon-newwhitebox-control	Paypal	59.01
default-default-Brandon-newgreenbox-variable1	Credit Card	45.84
default-default-Brandon-newgreenbox-variable1	Paypal	54.16
default-default-Brandon-newwhitebox-variable1	Credit Card	42.74
default-default-Brandon-newwhitebox-variable1	Paypal	57.26
default-default-Brandon-newgreenbox-control	Credit Card	44.27
default-default-Brandon-newgreenbox-control	Paypal	55.73
default-default-default-default-variable1	Credit Card	50.00
default-default-default-default-variable1	Paypal	50.00
default-default-Susan-newgreenbox-control	Credit Card	42.89
default-default-Susan-newgreenbox-control	Paypal	57.11
default-default-Brandon-default-control	Credit Card	47.06
default-default-Brandon-default-control	Paypal	52.94
default-default-default-default-control	Credit Card	28.57
default-default-default-default-control	Paypal	71.43
default-default-Brandon-default-variable1	Credit Card	51.06
default-default-Brandon-default-variable1	Paypal	48.94
default-default-Susan-newgreenbox-variable1	Credit Card	49.01
default-default-Susan-newgreenbox-variable1	Paypal	50.99

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