

Table Summary for C11_1114_AvsB_AT:

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_AT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	415180	4579	43	1204.41	933.84	0.01102891	0.000103	0.0029008804	0.0022492391	0.0094	0.263029	0.203940	28.009535	21.717209
C11_1114_AvsB_AT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	424156	4678	44	1285.18	902.10	0.01102894	0.000104	0.0030298743	0.0021268009	0.0094	0.274729	0.192839	29.208636	20.502273
C11_1114_AvsB_AT	B11_Donate_Susan_AvsB	default-default-Susan-default-control	474266	6680	55	1386.10	991.75	0.01408492	0.000116	0.0029226200	0.0020911240	0.0082	0.207500	0.148466	25.201818	18.031818
C11_1114_AvsB_AT	B11_Donate_Susan_AvsB	default-default-Susan-default-variable1	473059	6663	40	975.69	671.26	0.01408492	0.000085	0.0020625116	0.0014189758	0.0060	0.146434	0.100744	24.392250	16.781500

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_AT Totals	1786661	22600	182	4851.38	3498.95	0.01108902	0.000089	0.0023803664	0.0017167753	0.0081	0.214663	0.154821	26.655934	19.225000

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Brandon_AvsB	Credit Card	44.83
B11_Donate_Brandon_AvsB	Paypal	55.17
B11_Donate_Susan_AvsB	Credit Card	41.05
B11_Donate_Susan_AvsB	Paypal	58.95

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-default-variable1	Credit Card	47.73
default-default-Brandon-default-variable1	Paypal	52.27
default-default-Susan-default-variable1	Credit Card	45.00
default-default-Susan-default-variable1	Paypal	55.00
default-default-Susan-default-control	Credit Card	38.18
default-default-Susan-default-control	Paypal	61.82
default-default-Brandon-default-control	Credit Card	41.86
default-default-Brandon-default-control	Paypal	58.14

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