

Table Summary for C11_1114_AvsB_AU:

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_AU	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	2	20.46	20.46
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	2	30.42	25.44
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	91	1893.97	1390.95
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	73	1728.27	1227.06
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-control	70	1404.79	979.27
C11_1114_AvsB_AU	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-variable1	66	2099.72	1143.84
C11_1114_AvsB_AU	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	6	213.98	122.34
C11_1114_AvsB_AU	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	1	30.68	30.68
C11_1114_AvsB_AU	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	78	2151.62	1426.96
C11_1114_AvsB_AU	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	100	3332.76	1854.13
C11_1114_AvsB_AU	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	77	1323.12	979.08
C11_1114_AvsB_AU	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	67	1688.61	1162.55
C11_1114_AvsB_AU	B11_Donate_Jimmy_AvsB	default-default-default-default-control	1	10.10	10.10

Campaign	D	A	An
Totals	634	15928.50	10372.86

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	34.00
B11_Donate_BrandonAccept_EN	Paypal	66.00
B11_Donate_Brandon_Default_EN	Credit Card	35.40
B11_Donate_Brandon_Default_EN	Paypal	64.60
B11_Donate_Brandon_AvsB	Credit Card	28.57

B11_Donate_Brandon_AvsB	Paypal	71.43
B11_Donate_BrandonAccept_AvsB	Credit Card	25.00
B11_Donate_BrandonAccept_AvsB	Paypal	75.00
B11_Donate_Jimmy_AvsB	Paypal	100.00

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newwhitebox-control	Credit Card	40.82
default-default-Brandon-newwhitebox-control	Paypal	59.18
default-default-Brandon-newgreenbox-variable1	Credit Card	32.37
default-default-Brandon-newgreenbox-variable1	Paypal	67.63
default-default-Brandon-newwhitebox-variable1	Credit Card	33.83
default-default-Brandon-newwhitebox-variable1	Paypal	66.17
default-default-Brandon-newgreenbox-control	Credit Card	32.54
default-default-Brandon-newgreenbox-control	Paypal	67.46
default-default-Brandon-default-control	Credit Card	12.50
default-default-Brandon-default-control	Paypal	87.50
default-default-default-default-control	Paypal	100.00
default-default-Brandon-default-variable1	Credit Card	66.67
default-default-Brandon-default-variable1	Paypal	33.33

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