

C_3009_Maryana_US: Test Report

The winning banner is Smile.

The winner, Smile, had a 6.10% increase in donations / impression on average. Between 60.0% and 75.0% confident about the winner.
 The winner, Smile, had a 12.85% increase in amount50 / impression on average. Between 60.0% and 75.0% confident about the winner.
 The winner, Smile, had a 5.08% increase in click rate on average. Between 75.0% and 90.0% confident about the winner.

C_3009_Maryana_US -- Test Results:

utm_source	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	avg_donation	avg_donation50
No Smile	1766437	15637	297	7376.00	5806.00	0.00885228	0.000168	0.0041756370	0.0032868420	24.835017	19.548822
Smile	1766005	16461	314	8576.00	6526.00	0.00932104	0.000178	0.0048561580	0.0036953460	27.312102	20.783439

campaign	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view	avg_donation	avg_donation50
C_3009_Maryana_US Totals	3531463	32098	611	15952.00	12332.00	0.00908863	0.000173	0.0045171216	0.0034920461	0.0190	0.497117	0.384306	26.108020	20.183306

Payment Method Data

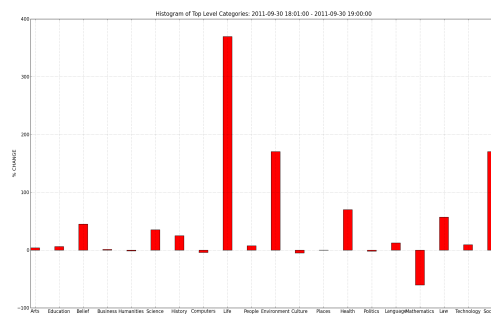
Banner	Payment Method	Portion of Donations
B_3009_Maryana_B_US	Credit Card	46.80
B_3009_Maryana_B_US	Paypal	53.20
B_3009_Maryana_A_US	Credit Card	46.82
B_3009_Maryana_A_US	Paypal	53.18

Landing Page	Payment Method	Portion of Donations
L11_3009_Maryana_2	Credit Card	41.48
L11_3009_Maryana_2	Paypal	58.52
L11_3009_Maryana_3	Credit Card	44.72
L11_3009_Maryana_3	Paypal	55.28
L11_3009_Maryana_1	Credit Card	52.51
L11_3009_Maryana_1	Paypal	47.49

Conversion Rates by Language:

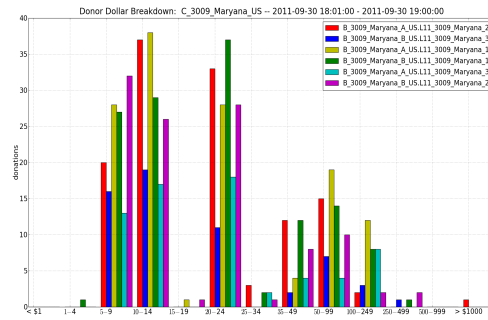
banner	landing_page	language	conversion
B_3009_Maryana_A_US	L11_3009_Maryana_1	en	0.0343
B_3009_Maryana_A_US	L11_3009_Maryana_2	en	0.0342
B_3009_Maryana_A_US	L11_3009_Maryana_3	en	0.0234
B_3009_Maryana_B_US	L11_3009_Maryana_1	en	0.0353
B_3009_Maryana_B_US	L11_3009_Maryana_2	en	0.0285
B_3009_Maryana_B_US	L11_3009_Maryana_3	en	0.0195
Total		en	0.0293

Category Distribution

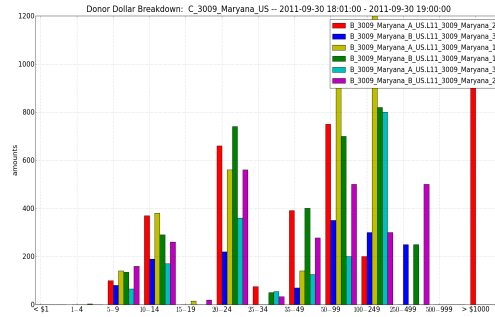


Category distribution of readers that clicked on the banner.

Donations Breakdown

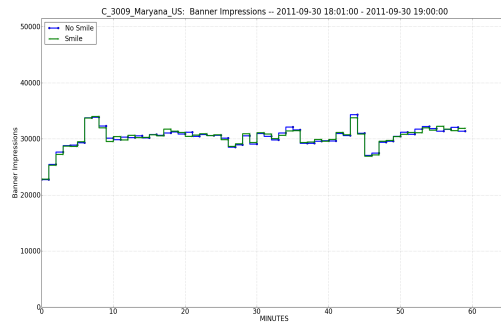


Donation counts broken out by donor amount.

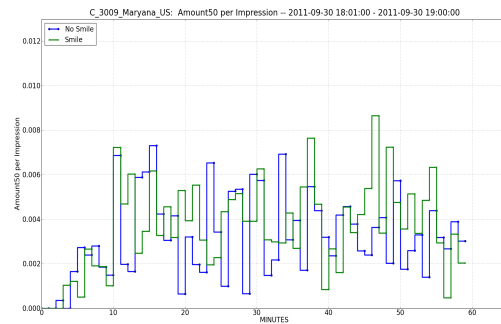


Donation dollars donated broken out by donor amount.

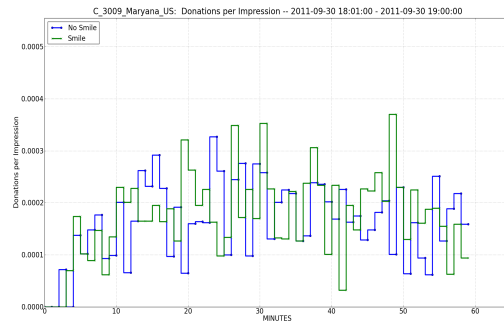
Data Tracking



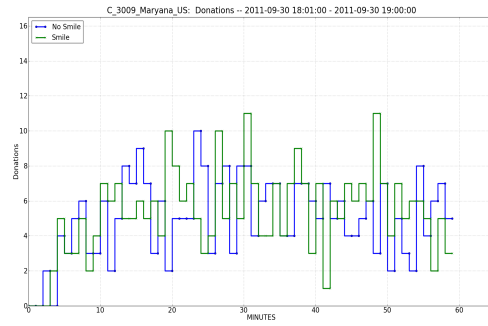
Banner Impressions measure over 1 minute intervals.



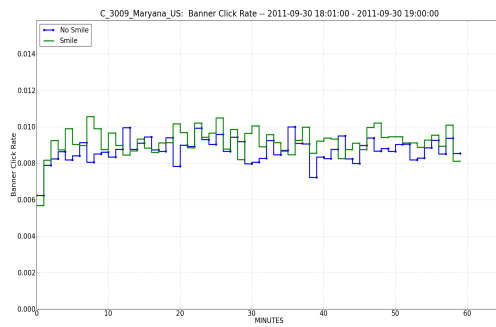
Amount50 per Impression measure over 1 minute intervals.



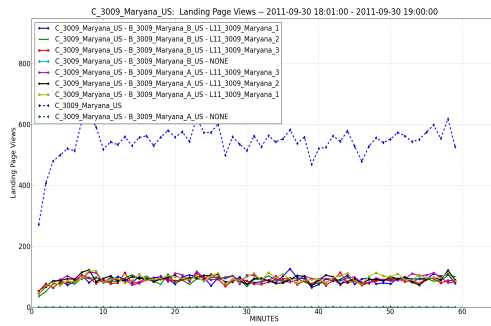
Donations per Impression measure over 1 minute intervals.



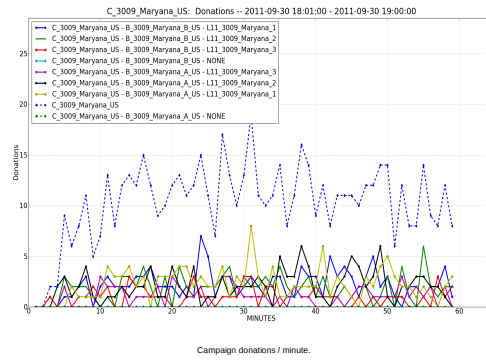
Donations measure over 1 minute intervals.



Banner Click Rate measure over 1 minute intervals.

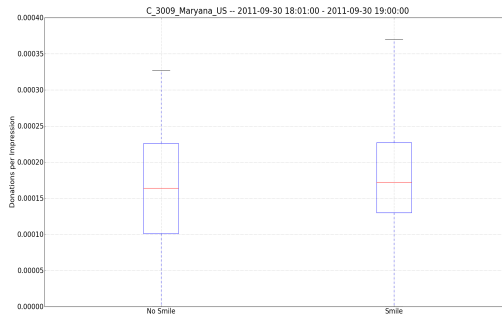


Campaign views / minute.



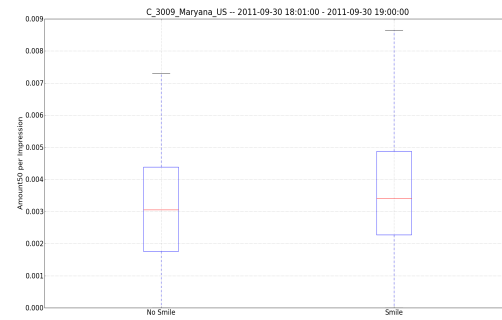
Confidence Reporting

Between 60.0% and 75.0% confident about the winner.



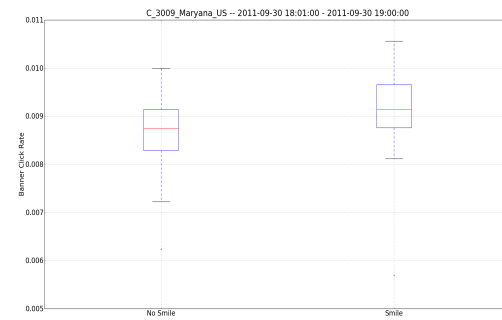
Student's T model, donations / impression.

Between 60.0% and 75.0% confident about the winner.



Student's T model, amount50 / impression.

Between 75.0% and 90.0% confident about the winner.



Student's T model, click rate.

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