

Table Summary for C11_1114_AvsB_IN:

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_IN	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	2574949	27904	168	2128.43	1061.86	0.01083669	0.000065	0.0008265584	0.0004123471	0.0060	0.076277	0.038054	12.669226	6.320595
C11_1114_AvsB_IN	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	2573288	27886	196	1824.46	1122.87	0.01083671	0.000076	0.0007089649	0.0004363360	0.0070	0.065426	0.040266	9.308469	5.728929
C11_1114_AvsB_IN	B11_Donate_Currency2_AvsB	default-default-default-default-control	2070330	22802	390	2680.41	1602.85	0.01101370	0.000188	0.0012946765	0.0007741983	0.0171	0.117552	0.070294	6.872846	4.109872
C11_1114_AvsB_IN	B11_Donate_Currency2_AvsB	default-default-default-default-variable1	2071964	22820	395	3233.50	1795.00	0.01101370	0.000191	0.0015605943	0.0008663274	0.0173	0.141696	0.078659	8.186076	4.544304
C11_1114_AvsB_IN	B11_Donate_Currency_AvsB	default-default-default-default-control	30066	238	3	23.00	11.45	0.00791564	0.000099	0.0007649534	0.0003805814	0.0126	0.096639	0.048109	7.666667	3.816667
C11_1114_AvsB_IN	B11_Donate_Currency_AvsB	default-default-default-default-variable1	22612	179	5	19.09	13.30	0.00791495	0.000221	0.0008437100	0.0005876738	0.0279	0.106648	0.074302	3.818000	2.660000
C11_1114_AvsB_IN	B11_Donate_Jimmy_AvsB	default-default-default-default-control	11686	107	3	24.54	22.02	0.00915217	0.000250	0.0020985001	0.0018818807	0.0280	0.229346	0.205794	8.180000	7.340000
C11_1114_AvsB_IN	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	14526	133	1	56.64	56.64	0.00915476	0.000065	0.0038939061	0.0038939061	0.0075	0.425865	0.425865	56.640000	56.640000

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_IN Totals	9369421	102069	1161	9990.07	5685.99	0.00989164	0.000112	0.0009681194	0.0005510263	0.0114	0.097876	0.055707	8.604711	4.897494

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Currency2_AvsB	Credit Card	97.07
B11_Donate_Currency2_AvsB	Paypal	2.93
B11_Donate_Brandon_AvsB	Credit Card	96.15
B11_Donate_Brandon_AvsB	Paypal	3.85
B11_Donate_Currency_AvsB	Credit Card	100.00
B11_Donate_Jimmy_AvsB	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
default-default-default-default-control	Credit Card	96.97
default-default-default-default-control	Paypal	3.03
default-default-default-default-variable1	Credit Card	97.26

default-default-default-default-variable1	Paypal	2.74
default-default-Brandon-default-variable1	Credit Card	96.43
default-default-Brandon-default-variable1	Paypal	3.57
default-default-Brandon-default-control	Credit Card	95.83
default-default-Brandon-default-control	Paypal	4.17

[Return to:](#)

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