

Content-Type: text/html; charset=utf-8

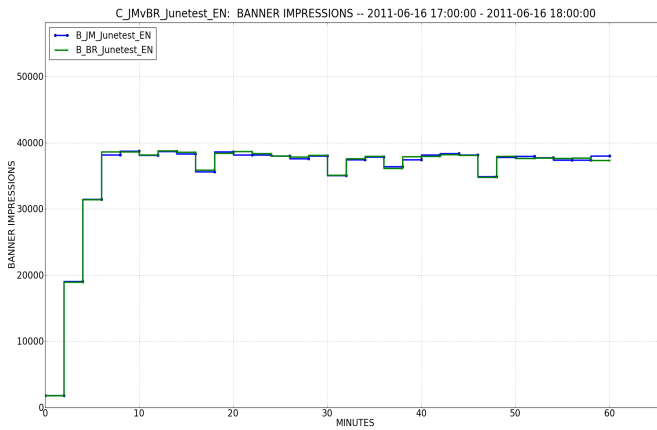
## C\_JMvBR\_Junetest\_EN: Test Report

**The winning banner is B\_BR\_Junetest\_EN.**

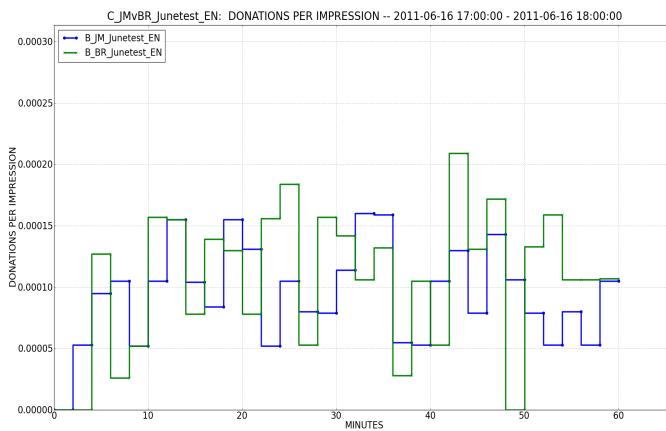
The winner, B\_BR\_Junetest\_EN, had a 12.44% increase in donations / impression on average. Between 60.0% and 75.0% confident about the winner. The winner, B\_BR\_Junetest\_EN, had a 18.48% increase in amount50 / impression on average. Between 60.0% and 75.0% confident about the winner.

### C\_JMvBR\_Junetest\_EN -- Test Results:

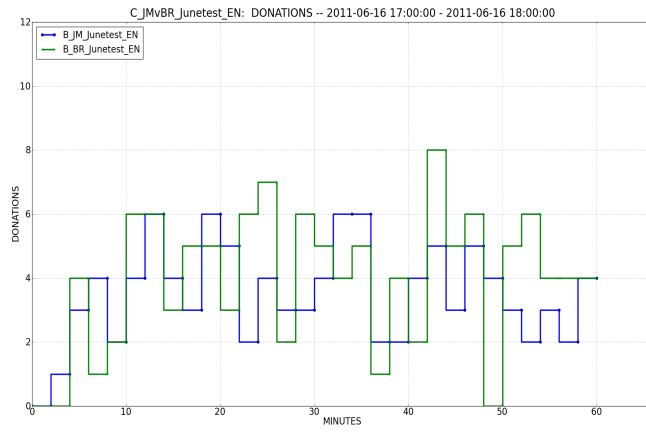
banner	amount50	click_rate	views	amt_per_imp	amt50_per_imp	amount	donations	impressions	don_per_imp
B_JM_Junetest_EN	2028.88	0.0168544206667	16259.0	0.0021146562	0.00180361773333	2384.58	105.0	1068547.0	9.43e-05
B_BR_Junetest_EN	2382.92	0.0245779473333	23586.0	0.00236547363333	0.00213697043333	2642.64	119.0	1070164.0	0.000106033333333



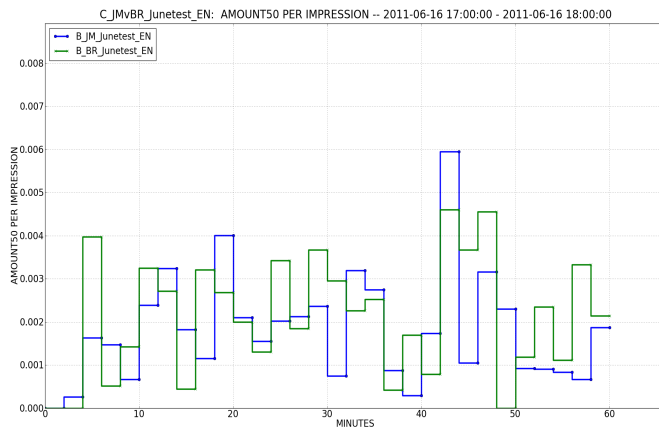
BANNER IMPRESSIONS measure over 2 minute intervals.



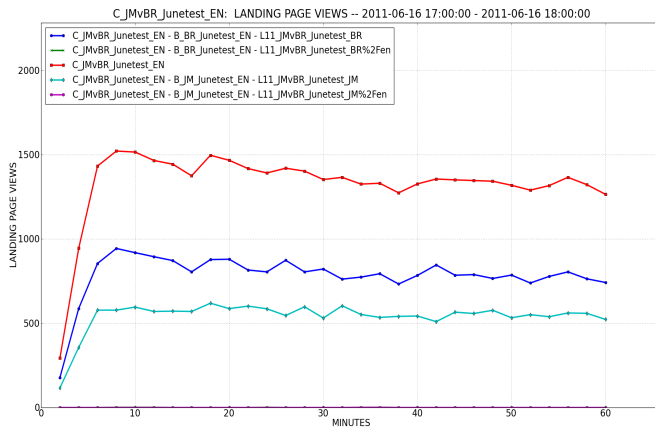
DONATIONS PER IMPRESSION measure over 2 minute intervals.



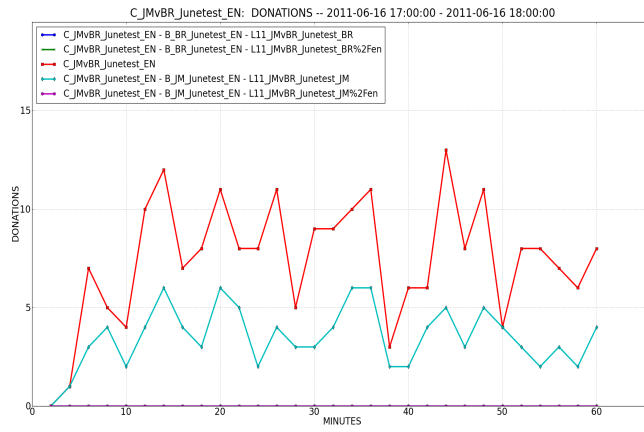
DONATIONS measure over 2 minute intervals.



AMOUNT50 PER IMPRESSION measure over 2 minute intervals.



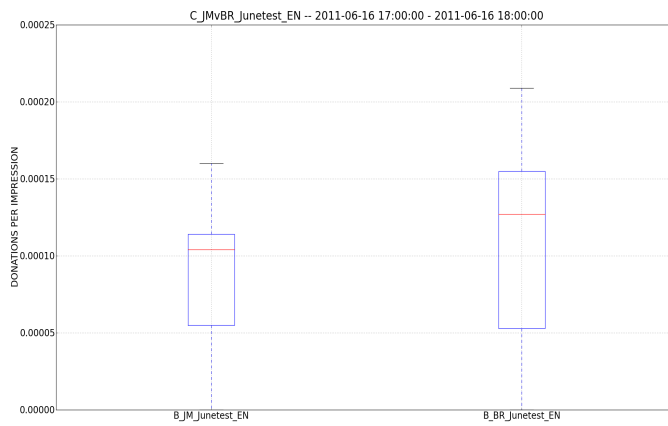
Campaign views / minute.



Campaign donations / minute.

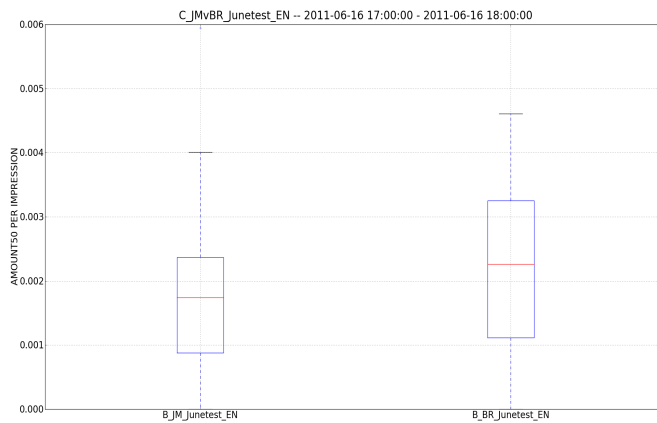
**Confidence Reporting**

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.

**Additional Comments**

B\_BR\_Junetest\_EN = Brandon

B\_JM\_Junetest\_EN = Jimmy

--2011-06-16 23:54:36.157688

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