

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 | Don I Impr |
|----------------------|----------------|-----------------|-------------------|-----------------------|--------------------|-------------------------|--------------------|------------------|--------|--------------------|------------------------|------------|
| Standard Name | Campaign | A / LPi | LPi / Bi | A / Bi | Bi | AVG An | LPi | AVG A | B | D / LPi | An / LPi | D / LPi |

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 | | | | | | | | | |

| B | Bi | LPi | D | A | An | LPi / Bi | D / Bi | A / Bi | A |
|--|----------|--------|------|----------|---------|------------|----------|--------------|-------|
| B11_Donate_Jimmy_AvsB-default~default~default~default~variable1 | 9617740 | 136321 | 987 | 9819.89 | 5893.70 | 0.01417390 | 0.000103 | 0.0010210067 | 0.00C |
| B11_Donate_Jimmy_AvsB-default~default~default~default~control | 9547964 | 135332 | 977 | 11130.72 | 6677.89 | 0.01417390 | 0.000102 | 0.0011657470 | 0.00C |
| B11_Donate_Jimmy2_AvsB-default~default~default~default~variable1 | 10287882 | 140727 | 1028 | 11768.79 | 6623.97 | 0.01367891 | 0.000100 | 0.0011439272 | 0.00C |
| B11_Donate_Jimmy2_AvsB-default~default~default~default~control | 10313249 | 141074 | 1045 | 11646.36 | 6715.87 | 0.01367890 | 0.000101 | 0.0011292450 | 0.00C |

| Campaign | Bi | LPi | D | A | An | LPi / Bi | D / Bi | A / Bi | An / Bi | D / LPi |
|-------------------------|----------|--------|------|----------|----------|------------|----------|--------------|--------------|---------|
| C11_1114_AvsB_IN Totals | 39766835 | 553454 | 4037 | 44365.76 | 25911.43 | 0.01393139 | 0.000102 | 0.0011167367 | 0.0006522260 | 0.0073 |

Payment Methods Breakdown:

| Banner | Payment Method | Portion of Donations |
|------------------------|----------------|----------------------|
| B11_Donate_Jimmy2_AvsB | Credit Card | 96.19 |
| B11_Donate_Jimmy2_AvsB | Paypal | 3.81 |
| B11_Donate_Jimmy_AvsB | Credit Card | 95.52 |
| B11_Donate_Jimmy_AvsB | Paypal | 4.48 |

| Landing Page | Payment Method | Portion of Donations |
|---|----------------|----------------------|
| default~default~default~default~control | Credit Card | 95.75 |
| default~default~default~default~control | Paypal | 4.25 |

| | | |
|---|-------------|-------|
| default~default~default~default~variable1 | Credit Card | 95.98 |
| default~default~default~default~variable1 | Paypal | 4.02 |

[Return to:](#)

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