

Table Summary for C11_1114_AvsB_AT:

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_AT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	419	11277.30	8061.96
C11_1114_AvsB_AT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	404	11054.43	7927.54
C11_1114_AvsB_AT	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	11	382.10	261.86
C11_1114_AvsB_AT	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	9	120.24	106.88
C11_1114_AvsB_AT	B11_Donate_Currency_AvsB	default-default-default-default-control	483	10594.80	7661.46
C11_1114_AvsB_AT	B11_Donate_Currency_AvsB	default-default-default-default-variable1	517	11186.95	8233.62
C11_1114_AvsB_AT	B11_Donate_Jimmy2_AvsB	default-default-default-default-control	2	13.35	13.35
C11_1114_AvsB_AT	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	1	26.84	26.84

Campaign	D	A	An
Totals	1846	44656.01	32293.51

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Brandon_Default_EN	Credit Card	60.00
B11_Donate_Brandon_Default_EN	Paypal	40.00
B11_Donate_Jimmy2_AvsB	Credit Card	50.00
B11_Donate_Jimmy2_AvsB	Paypal	50.00
B11_Donate_Brandon_AvsB	Credit Card	47.14
B11_Donate_Brandon_AvsB	Paypal	52.86
B11_Donate_Currency_AvsB	Credit Card	49.90
B11_Donate_Currency_AvsB	Paypal	50.10
B11_Donate_Jimmy_AvsB	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
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default-default-Brandon-newwhitebox-control	Credit Card	63.64
default-default-Brandon-newwhitebox-control	Paypal	36.36
default-default-Brandon-newwhitebox-variable1	Credit Card	55.56
default-default-Brandon-newwhitebox-variable1	Paypal	44.44
default-default-default-default-variable1	Credit Card	48.84
default-default-default-default-variable1	Paypal	51.16
default-default-Brandon-default-control	Credit Card	44.39
default-default-Brandon-default-control	Paypal	55.61
default-default-default-default-control	Credit Card	51.13
default-default-default-default-control	Paypal	48.87
default-default-Brandon-default-variable1	Credit Card	50.00
default-default-Brandon-default-variable1	Paypal	50.00

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