

## Table Summary for C11\_1114\_AvsB\_CA:

## 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_CA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	252	6074.39	4013.85
C11_1114_AvsB_CA	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	214	5169.18	3598.17
C11_1114_AvsB_CA	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	24	443.29	331.52
C11_1114_AvsB_CA	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	26	482.48	377.34
C11_1114_AvsB_CA	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	1	19.61	19.61
C11_1114_AvsB_CA	B11_Donate_Currency_AvsB	default-default-default-default-control	1	9.81	9.81
C11_1114_AvsB_CA	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-control	235	5766.51	3862.31
C11_1114_AvsB_CA	B11_Donate_SusanAccept_EN	default-default-Susan-newgreenbox-variable1	219	4991.75	3379.40
C11_1114_AvsB_CA	B11_Donate_Susan_AvsB	default-default-Susan-default-control	28	505.56	324.84
C11_1114_AvsB_CA	B11_Donate_Susan_AvsB	default-default-Susan-default-variable1	35	642.40	449.38

Campaign	D	A	An
Totals	1035	24104.98	16366.23

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	47.97
B11_Donate_BrandonAccept_EN	Paypal	52.03
B11_Donate_Brandon_Default_EN	Credit Card	100.00
B11_Donate_Susan_AvsB	Credit Card	36.51
B11_Donate_Susan_AvsB	Paypal	63.49
B11_Donate_SusanAccept_EN	Credit Card	50.00
B11_Donate_SusanAccept_EN	Paypal	50.00
B11_Donate_Currency_AvsB	Paypal	100.00

B11_Donate_Brandon_AvsB	Credit Card	32.00
B11_Donate_Brandon_AvsB	Paypal	68.00

Landing Page	Payment Method	Portion of Donations
default-default-Susan-default-variable1	Credit Card	34.29
default-default-Susan-default-variable1	Paypal	65.71
default-default-Brandon-newgreenbox-variable1	Credit Card	49.30
default-default-Brandon-newgreenbox-variable1	Paypal	50.70
default-default-Brandon-newgreenbox-control	Credit Card	47.04
default-default-Brandon-newgreenbox-control	Paypal	52.96
default-default-Brandon-default-control	Credit Card	33.33
default-default-Brandon-default-control	Paypal	66.67
default-default-Susan-newgreenbox-control	Credit Card	50.64
default-default-Susan-newgreenbox-control	Paypal	49.36
default-default-Susan-default-control	Credit Card	39.29
default-default-Susan-default-control	Paypal	60.71
default-default-default-default-control	Paypal	100.00
default-default-Brandon-default-variable1	Credit Card	30.77
default-default-Brandon-default-variable1	Paypal	69.23
default-default-Susan-newgreenbox-variable1	Credit Card	49.32
default-default-Susan-newgreenbox-variable1	Paypal	50.68

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