

Table Summary for C11_1122_SYMBOLS_JP:

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									

Campaign	B	LP	Bi	LPi	D	A	An
C11_1122_SYMBOLS_JP_US	B11_Donate_Currency_AvsB_JP	default~default~default~default~variable2	1527000	7032	89	1793.39	1302.99
C11_1122_SYMBOLS_JP_US	B11_Donate_Jimmy_AvsB_JP	default~default~default~default~variable2	1521012	8970	46	830.44	637.05
C11_1122_SYMBOLS_JP_JP	B11_Donate_Currency_AvsB_JP	default~default~default~default~control	1519834	6999	81	2616.45	1439.19
C11_1122_SYMBOLS_JP_JP	B11_Donate_Jimmy_AvsB_JP	default~default~default~default~control	1521520	8973	51	1072.46	780.76

Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi
C11_1122_SYMBOLS_JP_JP Totals	3041354	15972	132	3688.91	2219.95	0.00525077	0.000043	0.0012127234	0.0007298043	0.0083
C11_1122_SYMBOLS_JP_US Totals	3048012	16002	135	2623.83	1940.04	0.00525077	0.000044	0.0008609620	0.0006365880	0.0084

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
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Landing Page	Payment Method	Portion of Donations
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