

Table Summary for C11_1114_AvsB_CL:

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 | BI | LPI | D | A | An | LPI / BI | D / BI | A / BI | An / BI | D / LPI | A / LPI | An / LPI | AVG A | AVG An |
|------------------|-------------------------------|---|--------|------|---|-------|-------|------------|----------|--------------|--------------|---------|----------|----------|-----------|-----------|
| C11_1114_AvsB_CL | B11_Donate_BrandonAccept_AvsB | default~default~Brandon~default~control | 639259 | 4541 | 4 | 24.12 | 20.48 | 0.00710347 | 0.000006 | 0.0000377040 | 0.0000320021 | 0.0009 | 0.005312 | 0.004510 | 6.030000 | 5.120000 |
| C11_1114_AvsB_CL | B11_Donate_BrandonAccept_AvsB | default~default~Brandon~default~variable1 | 623632 | 4430 | 1 | 4.77 | 4.77 | 0.00710348 | 0.000002 | 0.0000075982 | 0.0000075982 | 0.0002 | 0.001077 | 0.001077 | 4.770000 | 4.770000 |
| C11_1114_AvsB_CL | B11_Donate_BrandonAccept_EN | default~default~Brandon~newgreenbox~control | 22885 | 175 | 2 | 38.68 | 38.68 | 0.00764601 | 0.000086 | 0.0016893501 | 0.0016893501 | 0.0114 | 0.221029 | 0.221029 | 19.340000 | 19.340000 |
| C11_1114_AvsB_CL | B11_Donate_BrandonAccept_EN | default~default~Brandon~newwhitebox~variable1 | 24062 | 184 | 1 | 19.06 | 19.06 | 0.00764539 | 0.000040 | 0.0007912281 | 0.0007912281 | 0.0054 | 0.103587 | 0.103587 | 19.060000 | 19.060000 |
| C11_1114_AvsB_CL | B11_Donate_Brandon_AvsB | default~default~Brandon~default~control | 596674 | 5521 | 1 | 19.34 | 19.34 | 0.00925294 | 0.000002 | 0.0000323964 | 0.0000323964 | 0.0002 | 0.003503 | 0.003503 | 19.340000 | 19.340000 |
| C11_1114_AvsB_CL | B11_Donate_Brandon_AvsB | default~default~Brandon~default~variable1 | 601321 | 5564 | 1 | 4.84 | 4.84 | 0.00925292 | 0.000002 | 0.0000080365 | 0.0000080365 | 0.0002 | 0.000870 | 0.000870 | 4.840000 | 4.840000 |
| C11_1114_AvsB_CL | B11_Donate_Brandon_Default_EN | default~default~Brandon~newgreenbox~control | 22710 | 181 | 1 | 19.34 | 19.34 | 0.00796901 | 0.000043 | 0.0008511703 | 0.0008511703 | 0.0055 | 0.106851 | 0.106851 | 19.340000 | 19.340000 |
| C11_1114_AvsB_CL | B11_Donate_Brandon_Default_EN | default~default~Brandon~newwhitebox~variable1 | 26600 | 212 | 1 | 19.34 | 19.34 | 0.00796939 | 0.000037 | 0.0007267067 | 0.0007267067 | 0.0047 | 0.091226 | 0.091226 | 19.340000 | 19.340000 |

| Campaign | BI | LPI | D | A | An | LPI / BI | D / BI | A / BI | An / BI | D / LPI | A / LPI | An / LPI | AVG A | AVG An |
|-------------------------|---------|-------|----|--------|--------|------------|----------|--------------|--------------|---------|----------|----------|-----------|-----------|
| C11_1114_AvsB_CL Totals | 2557143 | 20808 | 12 | 149.49 | 145.85 | 0.00826366 | 0.000005 | 0.0000592493 | 0.0000578642 | 0.0006 | 0.007184 | 0.007009 | 12.457500 | 12.154167 |

Payment Methods Breakdown:

| Banner | Payment Method | Portion of Donations |
|-------------------------------|----------------|----------------------|
| B11_Donate_BrandonAccept_EN | Credit Card | 100.00 |
| B11_Donate_Brandon_Default_EN | Credit Card | 100.00 |
| B11_Donate_Brandon_AvsB | Credit Card | 100.00 |
| B11_Donate_BrandonAccept_AvsB | Credit Card | 100.00 |

| Landing Page | Payment Method | Portion of Donations |
|---|----------------|----------------------|
| default~default~Brandon~newwhitebox~variable1 | Credit Card | 100.00 |
| default~default~Brandon~newgreenbox~control | Credit Card | 100.00 |
| default~default~Brandon~default~variable1 | Credit Card | 100.00 |
| default~default~Brandon~default~control | Credit Card | 100.00 |

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