

Table Summary for C11_1114_AvsB_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	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_JP	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	523	16014.64	10199.95
C11_1114_AvsB_JP	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	481	12615.91	8413.92
C11_1114_AvsB_JP	B11_Donate_Currency_AvsB	default-default-default-default-control	3	207.41	146.92
C11_1114_AvsB_JP	B11_Donate_Currency_AvsB	default-default-default-default-variable1	3	96.74	83.93
C11_1114_AvsB_JP	B11_Donate_Jimmy2_AvsB	default-default-default-default-control	1	19.36	19.36
C11_1114_AvsB_JP	B11_Donate_Jimmy2_AvsB	default-default-default-default-variable1	2	77.73	51.78
C11_1114_AvsB_JP	B11_Donate_Jimmy_AvsB	default-default-default-default-control	491	15401.13	9152.18
C11_1114_AvsB_JP	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	452	12019.64	7858.34

Campaign	D	A	An
Totals	1956	56452.56	35926.38

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy2_AvsB	Credit Card	100.00
B11_Donate_Brandon_AvsB	Credit Card	59.66
B11_Donate_Brandon_AvsB	Paypal	40.34
B11_Donate_Currency_AvsB	Credit Card	50.00
B11_Donate_Currency_AvsB	Paypal	50.00
B11_Donate_Jimmy_AvsB	Credit Card	62.14
B11_Donate_Jimmy_AvsB	Paypal	37.86

Landing Page	Payment Method	Portion of Donations
default-default-default-default-control	Credit Card	64.65
default-default-default-default-control	Paypal	35.35

default-default-default-default-variable1	Credit Card	59.52
default-default-default-default-variable1	Paypal	40.48
default-default-Brandon-default-variable1	Credit Card	58.00
default-default-Brandon-default-variable1	Paypal	42.00
default-default-Brandon-default-control	Credit Card	61.19
default-default-Brandon-default-control	Paypal	38.81

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