

**Table Summary for C11\_1114\_AvsB\_IN:**

**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_IN	B11_Donate_Alان_Accept_EN_IN	default-default-Alان-default-variable1	2	11.10	7.40
C11_1114_AvsB_IN	B11_Donate_Alان_Accept_IN	default-default-Alان-default-control	82	619.91	377.25
C11_1114_AvsB_IN	B11_Donate_Alان_Accept_IN	default-default-Alان-default-variable1	97	824.66	469.40
C11_1114_AvsB_IN	B11_Donate_Alان_Accept_IN	default-default-Alان-whyyourdonation-control	13	64.75	46.53
C11_1114_AvsB_IN	B11_Donate_Alان_Accept_IN	default-default-Alان-whyyourdonation-variable1	9	50.88	34.44
C11_1114_AvsB_IN	B11_Donate_Jimmy_Accept_IN	default-default-default-default-control	132	889.50	532.08
C11_1114_AvsB_IN	B11_Donate_Jimmy_Accept_IN	default-default-default-default-variable1	135	1032.26	580.57
C11_1114_AvsB_IN	B11_Donate_Jimmy_Accept_IN	default-default-default-whereyourdonation-control	14	109.15	57.09
C11_1114_AvsB_IN	B11_Donate_Jimmy_Accept_IN	default-default-default-whereyourdonation-variable1	9	131.35	53.44
C11_1114_AvsB_IN	B11_Donate_Sengai_Accept_IN	default-default-Sengai-default-control	149	1231.18	814.20
C11_1114_AvsB_IN	B11_Donate_Sengai_Accept_IN	default-default-Sengai-default-variable1	158	1310.23	788.86
C11_1114_AvsB_IN	B11_Donate_Sengai_Accept_IN	default-default-Sengai-whyyourdonation-control	23	214.90	132.12
C11_1114_AvsB_IN	B11_Donate_Sengai_Accept_IN	default-default-Sengai-whyyourdonation-variable1	29	155.40	106.66

Campaign	D	A	An
Totals	852	6645.27	4000.04

**Payment Methods Breakdown:**

Landing Page	Payment Method	Portion of Donations (%)
default-default-Sengai-default-control	Credit Card	97.96
default-default-Sengai-default-control	Paypal	2.04
default-default-Sengai-whyyourdonation-variable1	Credit Card	100.00
default-default-Sengai-whyyourdonation-control	Credit Card	95.65
default-default-Sengai-whyyourdonation-control	Paypal	4.35

default-default-Alan-whyyourdonation-control	Credit Card	100.00
default-default-Alan-default-variable1	Credit Card	97.98
default-default-Alan-default-variable1	Paypal	2.02
default-default-Alan-whyyourdonation-variable1	Credit Card	100.00
default-default-default-default-variable1	Credit Card	99.26
default-default-default-default-variable1	Paypal	0.74
default-default-Alan-default-control	Credit Card	98.78
default-default-Alan-default-control	Paypal	1.22
default-default-Sengai-default-variable1	Credit Card	98.08
default-default-Sengai-default-variable1	Paypal	1.92
default-default-default-default-control	Credit Card	98.48
default-default-default-default-control	Paypal	1.52
default-default-default-whereyourdonation-variable1	Credit Card	100.00
default-default-default-whereyourdonation-control	Credit Card	100.00

Landing Page	Payment Method	Visits	Conversions	Conversion Rate (%)	Amount	Amount 25
default-default-Sengai-default-control	Credit Card	927	144	15.53	1192.50	1067.75
default-default-Sengai-default-control	Paypal	58	3	5.17	35.00	35.00
default-default-Sengai-whyyourdonation-variable1	Credit Card	165	29	17.58	155.40	155.40
default-default-Sengai-whyyourdonation-control	Credit Card	134	22	16.42	210.90	186.90
default-default-Sengai-whyyourdonation-control	Paypal	5	1	20.00	4.00	4.00
default-default-Alan-whyyourdonation-control	Credit Card	107	13	12.15	64.75	64.75
default-default-Alan-default-variable1	Credit Card	614	97	15.80	800.76	641.76
default-default-Alan-default-variable1	Paypal	42	2	4.76	35.00	35.00
default-default-Alan-whyyourdonation-variable1	Credit Card	102	9	8.82	50.88	50.88
default-default-default-default-variable1	Credit Card	832	135	16.23	1024.11	835.92
default-default-default-default-variable1	Paypal	58	1	1.72	10.00	10.00
default-default-Alan-default-control	Credit Card	618	81	13.11	618.91	533.91
default-default-Alan-default-control	Paypal	43	1	2.33	1.00	1.00
default-default-Sengai-default-variable1	Credit Card	943	153	16.22	1088.04	1005.79
default-default-Sengai-default-variable1	Paypal	55	3	5.45	200.10	50.10
default-default-default-default-control	Credit Card	848	130	15.33	869.50	771.54
default-default-default-default-control	Paypal	54	2	3.70	20.00	20.00
default-default-default-whereyourdonation-variable1	Credit Card	63	9	14.29	131.35	63.85
default-default-default-whereyourdonation-control	Credit Card	68	14	20.59	109.15	78.65

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