

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

**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_BR	B11_Donate_Alan_Accept_AvsB_BR	default-default-Alan-default-control	2756865	19387	55	973.28	607.93	0.00703226	0.000020	0.0003530383	0.0002205138	0.0028	0.050203	0.031358	17.696000	11.053273
C11_1114_AvsB_BR	B11_Donate_Alan_Accept_AvsB_BR	default-default-Alan-default-variable1	2720035	19128	62	970.48	634.98	0.00703226	0.000023	0.0003567875	0.0002334445	0.0032	0.050736	0.033196	15.652903	10.241613
C11_1114_AvsB_BR	B11_Donate_Bruno_Accept_BR	default-default-Bruno-default-control	2751035	24624	76	1224.59	743.16	0.00895081	0.000028	0.0004451371	0.0002701382	0.0031	0.049732	0.030180	16.113026	9.778421
C11_1114_AvsB_BR	B11_Donate_Bruno_Accept_BR	default-default-Bruno-default-monthly	10613	95	2	10.74	10.74	0.00895049	0.000188	0.0010114394	0.0010114394	0.0211	0.113053	0.113053	5.370000	5.370000
C11_1114_AvsB_BR	B11_Donate_Bruno_Accept_BR	default-default-Bruno-default-variable1	2723775	24380	69	1023.88	674.02	0.00895081	0.000025	0.0003759034	0.0002474565	0.0028	0.041997	0.027646	14.838841	9.768406
None	None	None	None	None	4	89.82	58.57	None	None	None	None	None	None	None	22.455000	14.642500

Campaign	BI	LPI	D	A	An	LPI / BI	D / BI	A / BI	An / BI	D / LPI	A / LPI	An / LPI	AVG A	AVG An
None	None	None	102	2529.20	1550.93	None	None	None	None	None	None	None	24.796078	15.205196
C11_1114_AvsB_BR Totals	10962323	87614	264	4202.97	2670.83	0.00818318	0.000025	0.0003925570	0.0002494540	0.0030	0.047971	0.030484	15.920341	10.116780

**Payment Methods Breakdown:**

Landing Page	Payment Method	Portion of Donations (%)
default-default-Bruno-default-variable1	Credit Card	78.57
default-default-Bruno-default-variable1	Paypal	21.43
default-default-Alan-default-variable1	Credit Card	71.84
default-default-Alan-default-variable1	Paypal	28.16
default-default-Alan-default-monthly	Paypal	100.00
default-default-Alan-default-control	Credit Card	60.91
default-default-Alan-default-control	Paypal	39.09
default-default-Bruno-default-monthly	Paypal	100.00
default-default-Bruno-default-control	Credit Card	75.00
default-default-Bruno-default-control	Paypal	25.00

Landing Page	Payment Method	Visits	Conversions	Conversion Rate (%)	Amount	Amount 25
default-default-Bruno-default-variable1	Credit Card	482	55	11.41	779.64	648.00
default-default-Bruno-default-variable1	Paypal	101	15	14.85	255.00	200.00
default-default-Alan-default-variable1	Credit Card	533	74	13.88	1895.46	1087.43
default-default-Alan-default-variable1	Paypal	146	29	19.86	463.01	378.01
default-default-Alan-default-monthly	Paypal	16	3	18.75	13.43	13.43
default-default-Alan-default-control	Credit Card	512	67	13.09	1144.62	915.38
default-default-Alan-default-control	Paypal	142	43	30.28	943.00	623.00
default-default-Bruno-default-monthly	Paypal	21	2	9.52	10.74	10.74
default-default-Bruno-default-control	Credit Card	483	57	11.80	802.89	672.96
default-default-Bruno-default-control	Paypal	118	19	16.10	421.70	221.70

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