

Table Summary for C11_1114_AvsB_MX:

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_MX	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	12	120.22	100.19
C11_1114_AvsB_MX	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	6	69.15	44.31
C11_1114_AvsB_MX	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-control	2	18.18	16.36
C11_1114_AvsB_MX	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	23	452.23	259.58
C11_1114_AvsB_MX	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	12	186.93	127.16
C11_1114_AvsB_MX	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	13	203.79	162.40
C11_1114_AvsB_MX	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	10	105.53	85.55
C11_1114_AvsB_MX	B11_Donate_Currency_AvsB	default-default-default-default-control	19	132.33	109.86
C11_1114_AvsB_MX	B11_Donate_Currency_AvsB	default-default-default-default-variable1	23	378.59	209.75
C11_1114_AvsB_MX	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	1	7.27	7.27

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_MX Totals	13587764	120192	121	1674.22	1122.43	0.00902957	0.000009	0.0001257761	0.0000842988	0.0010	0.013930	0.009339	13.836529	9.276281

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Paypal	100.00
B11_Donate_Brandon_Default_EN	Credit Card	56.52
B11_Donate_Brandon_Default_EN	Paypal	43.48
B11_Donate_Currency_AvsB	Credit Card	57.14
B11_Donate_Currency_AvsB	Paypal	42.86
B11_Donate_Brandon_AvsB	Credit Card	71.43
B11_Donate_Brandon_AvsB	Paypal	28.57
B11_Donate_BrandonAccept_AvsB	Credit Card	55.56

B11_Donate_BrandonAccept_AvsB	Paypal	44.44
B11_Donate_jimmy_AvsB	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newwhitebox-control	Credit Card	53.33
default-default-Brandon-newwhitebox-control	Paypal	46.67
default-default-Brandon-newwhitebox-variable1	Credit Card	50.00
default-default-Brandon-newwhitebox-variable1	Paypal	50.00
default-default-default-default-variable1	Credit Card	54.17
default-default-default-default-variable1	Paypal	45.83
default-default-Brandon-default-control	Credit Card	68.57
default-default-Brandon-default-control	Paypal	31.43
default-default-default-default-control	Credit Card	63.16
default-default-default-default-control	Paypal	36.84
default-default-Brandon-default-variable1	Credit Card	61.11
default-default-Brandon-default-variable1	Paypal	38.89

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