

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	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	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-control	3133527	22405	17	250.38	169.84	0.00715008	0.000005	0.0000799007	0.0000541939	0.0008	0.011175	0.007580	14.728235	9.990588
C11_1114_AvsB_MX	B11_Donate_BrandonAccept_AvsB	default-default-Brandon-default-variable1	3142478	22469	32	331.33	169.43	0.00715008	0.000010	0.0001054278	0.0000539032	0.0014	0.014746	0.007541	10.354063	5.294688
C11_1114_AvsB_MX	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-control	102567	783	5	51.81	42.56	0.00763375	0.000048	0.0005048501	0.0004147653	0.0064	0.066169	0.054355	10.362000	8.512000
C11_1114_AvsB_MX	B11_Donate_BrandonAccept_EN	default-default-Brandon-newgreenbox-variable1	106628	814	10	98.28	61.75	0.00763368	0.000094	0.0009216018	0.0005788971	0.0123	0.120737	0.075860	9.828000	6.175000
C11_1114_AvsB_MX	B11_Donate_BrandonAccept_EN	default-default-Brandon-newwhitebox-control	90909	694	4	32.84	30.14	0.00763375	0.000044	0.0003610247	0.0003313804	0.0058	0.047320	0.043429	8.210000	7.535000
C11_1114_AvsB_MX	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	3118684	28570	21	296.78	212.36	0.00916091	0.000007	0.0000951468	0.0000680908	0.0007	0.010388	0.007433	14.132381	10.112381
C11_1114_AvsB_MX	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	3056354	27999	21	309.81	149.12	0.00916089	0.000007	0.0001013637	0.0000487736	0.0008	0.011065	0.005326	14.752857	7.100952
C11_1114_AvsB_MX	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-control	110371	877	8	95.32	70.57	0.00794587	0.000072	0.0008633474	0.0006393767	0.0091	0.108689	0.080468	11.915000	8.821250
C11_1114_AvsB_MX	B11_Donate_Brandon_Default_EN	default-default-Brandon-newgreenbox-variable1	105840	841	8	43.26	33.65	0.00794582	0.000075	0.0004086508	0.0003177722	0.0095	0.051439	0.040012	5.407500	4.206250
C11_1114_AvsB_MX	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-control	93507	743	6	112.74	77.58	0.00794566	0.000064	0.0012055810	0.0008294370	0.0081	0.151736	0.104415	18.790000	12.930000
C11_1114_AvsB_MX	B11_Donate_Brandon_Default_EN	default-default-Brandon-newwhitebox-variable1	95772	761	2	29.10	29.10	0.00794586	0.000021	0.0003036400	0.0003036400	0.0026	0.038239	0.038239	14.550000	14.550000
C11_1114_AvsB_MX	B11_Donate_Currency_AvsB	default-default-default-default-variable1	5203	96	1	7.33	7.33	0.01844894	0.000192	0.0014086367	0.0014086367	0.0104	0.076354	0.076354	7.330000	7.330000

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	13161840	107052	135	1658.98	1053.43	0.00814453	0.000010	0.0001261917	0.0000801158	0.0013	0.015497	0.009840	12.288741	7.803185

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	47.37
B11_Donate_BrandonAccept_EN	Paypal	52.63
B11_Donate_Brandon_Default_EN	Credit Card	37.50
B11_Donate_Brandon_Default_EN	Paypal	62.50
B11_Donate_Brandon_AvsB	Credit Card	61.90
B11_Donate_Brandon_AvsB	Paypal	38.10

B11_Donate_BrandonAccept_AvsB	Credit Card	42.86
B11_Donate_BrandonAccept_AvsB	Paypal	57.14
B11_Donate_Currency_AvsB	Paypal	100.00

Landing Page	Payment Method	Portion of Donations
default-default-Brandon-newwhitebox-control	Credit Card	40.00
default-default-Brandon-newwhitebox-control	Paypal	60.00
default-default-Brandon-newgreenbox-variable1	Credit Card	44.44
default-default-Brandon-newgreenbox-variable1	Paypal	55.56
default-default-Brandon-newwhitebox-variable1	Credit Card	50.00
default-default-Brandon-newwhitebox-variable1	Paypal	50.00
default-default-Brandon-newgreenbox-control	Credit Card	38.46
default-default-Brandon-newgreenbox-control	Paypal	61.54
default-default-default-default-variable1	Paypal	100.00
default-default-Brandon-default-control	Credit Card	47.37
default-default-Brandon-default-control	Paypal	52.63
default-default-Brandon-default-variable1	Credit Card	54.72
default-default-Brandon-default-variable1	Paypal	45.28

Return to:

[Test Generation](#)

[Home](#)