

Table Summary for C11_1114_AvsB_NO:

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_NO	B11_Donate_Jimmy_AvsB	default-default-default-default-control	784097	17133	350	7576.70	5291.87	0.02185049	0.000446	0.0096629562	0.0067487659	0.0204	0.442228	0.308870	21.647714	15.119629
C11_1114_AvsB_NO	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	786293	17181	318	7523.25	5213.64	0.02185054	0.000404	0.0095678664	0.0066304271	0.0185	0.437882	0.303454	23.658019	16.395094

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_NO Totals	1570390	34314	668	15099.95	10505.51	0.02185040	0.000425	0.0096153448	0.0066895137	0.0195	0.440052	0.306158	22.604716	15.726811

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy_AvsB	Credit Card	48.95
B11_Donate_Jimmy_AvsB	Paypal	51.05

Landing Page	Payment Method	Portion of Donations
default-default-default-default-control	Credit Card	52.00
default-default-default-default-control	Paypal	48.00
default-default-default-default-variable1	Credit Card	45.60
default-default-default-default-variable1	Paypal	54.40

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