

Table Summary for C11_1114_AvsB_CA:

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_CA	B11_Donate_Brandon_AvsB	default~default~Brandon~default~control	3370297	35962	288	6961.01	4648.90	0.01067019	0.000085	0.0020653551	0.0013793454	0.0080	0.193566	0.129273	24.170174	16.142014
C11_1114_AvsB_CA	B11_Donate_Brandon_AvsB	default~default~Brandon~default~variable1	3391196	36185	294	6729.38	4821.40	0.01067026	0.000087	0.0019842665	0.0014217105	0.0081	0.185972	0.133243	22.889048	16.399320
C11_1114_AvsB_CA	B11_Donate_Currency_AvsB	default~default~default~default~variable1	9757	77	3	47.74	41.38	0.00788879	0.000303	0.0048917717	0.0042361735	0.0390	0.620000	0.537403	15.913333	13.793333
C11_1114_AvsB_CA	B11_Donate_Jimmy_AvsB	default~default~default~default~control	2108806	20005	202	4514.47	3041.21	0.00948637	0.000096	0.0021407023	0.0014420394	0.0101	0.225667	0.152022	22.348861	15.055495
C11_1114_AvsB_CA	B11_Donate_Jimmy_AvsB	default~default~default~default~variable1	2101743	19938	196	3826.71	2832.05	0.00948632	0.000093	0.0018206690	0.0013473628	0.0098	0.191930	0.142043	19.524031	14.449235

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_CA Totals	10981799	112167	983	22079.31	15384.94	0.01003984	0.000088	0.0019762556	0.0013770747	0.0088	0.196843	0.137161	22.461150	15.651007

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Brandon_AvsB	Credit Card	42.44
B11_Donate_Brandon_AvsB	Paypal	57.56
B11_Donate_Currency_AvsB	Credit Card	33.33
B11_Donate_Currency_AvsB	Paypal	66.67
B11_Donate_Jimmy_AvsB	Credit Card	40.45
B11_Donate_Jimmy_AvsB	Paypal	59.55

Landing Page	Payment Method	Portion of Donations
default~default~default~default~control	Credit Card	40.59
default~default~default~default~control	Paypal	59.41
default~default~default~default~variable1	Credit Card	40.20
default~default~default~default~variable1	Paypal	59.80
default~default~Brandon~default~variable1	Credit Card	43.20
default~default~Brandon~default~variable1	Paypal	56.80

default-default-Brandon-default-control	Credit Card	41.67
default-default-Brandon-default-control	Paypal	58.33

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