

Content-Type: text/html; charset=utf-8

C 1028 US1: Test Report

The winning banner is L11_1028_US1_JimmyNew.

Test Period: 2011-10-28 14:05:00 - 2011-10-28 15:05:00

For **don_per_view**: L11_1028_US1_JimmyNew had a 89.77% increase over L11_1028_US1_JimmyLooks. Between 99.5% and 99.95% confident about the winner.
 For **amt_norm_per_view**: L11_1028_US1_JimmyNew had a 60.42% increase over L11_1028_US1_JimmyLooks. Between 97.5% and 99.0% confident about the winner.

C 1028_US1 -- Test Results:

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									

LP	LPi	D	A	An	D / LPi	A / LPi	An / LPi	AVG A	AVG An
L11_1028_US1_JimmyNew	12682	424	7255.00	5210.00	0.0334	0.572071	0.410818	17.110849	12.287736
L11_1028_US1_JimmyLooks	12515	220	4495.00	3205.00	0.0176	0.359169	0.256093	20.431818	14.568182
L11_1028_US1_JimmyCommerce	12327	351	5867.28	4401.28	0.0285	0.475970	0.357044	16.715897	12.539259

Campaign	Bi	LPi	D	A	An	LPi / Bi	D / Bi	A / Bi	An / Bi	D / LPi	A / LPi	An / LPi	AVG A	AVG An
C_1028_US1 Totals	3966762	37524	995	17617.28	12816.28	0.00945960	0.000251	0.0044412237	0.0032309142	0.0265	0.469494	0.341549	17.705809	12.880683

Payment Method Data

Landing Page	Payment Method	Portion of Donations (%)
L11_1028_US1_JimmyLooks	Credit Card	42.86
L11_1028_US1_JimmyLooks	Paypal	57.14
L11_1028_US1_JimmyCommerce	Credit Card	44.04
L11_1028_US1_JimmyCommerce	Paypal	55.96
L11_1028_US1_JimmyNew	Credit Card	41.74
L11_1028_US1_JimmyNew	Paypal	58.26

Landing Page	Payment Method	Visits	Conversions	Conversion Rate (%)	Amount	Amount 25
L11_1028_US1_JimmyLooks	Credit Card	182	99	54.40	2420.00	1630.00
L11_1028_US1_JimmyLooks	Paypal	171	132	77.19	2380.00	1745.00
L11_1028_US1_JimmyCommerce	Credit Card	271	159	58.67	3158.28	2243.28
L11_1028_US1_JimmyCommerce	Paypal	271	202	74.54	2824.00	2273.00
L11_1028_US1_JimmyNew	Credit Card	328	182	55.49	4090.00	2720.00
L11_1028_US1_JimmyNew	Paypal	318	254	79.87	3425.00	2695.00

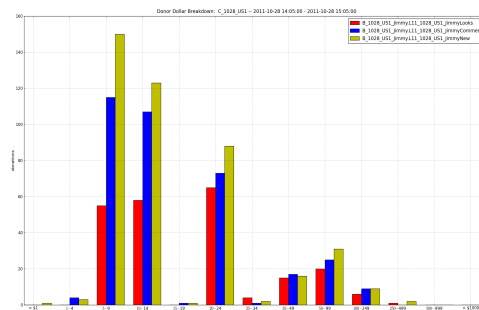
Conversion Rates by Language:

banner	landing_page	language	conversion
B_1028_US1_jimmy	L11_1028_US1_JimmyCommerce	en	0.0432
B_1028_US1_jimmy	L11_1028_US1_JimmyLooks	en	0.0274
B_1028_US1_jimmy	L11_1028_US1_JimmyNew	en	0.0503
Total		en	0.0403

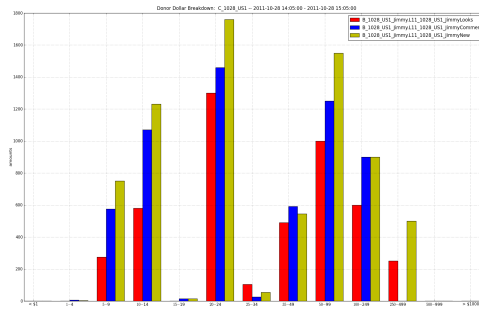
Category Distribution

Category distribution of readers that clicked on the banner.

Donations Breakdown

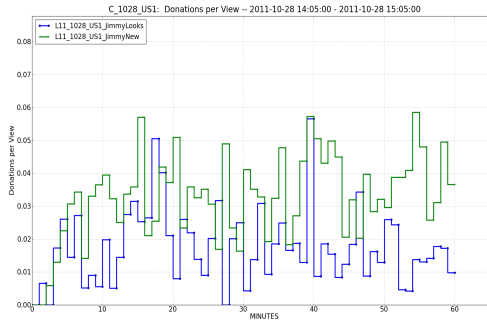


Donation counts broken out by donor amount.

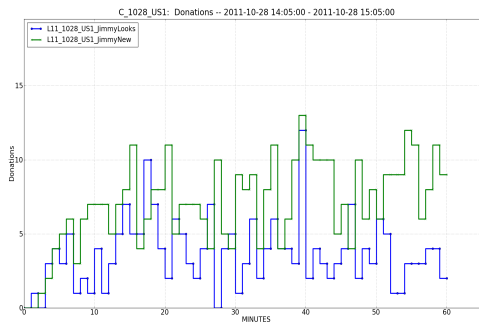


Donation dollars donated broken out by donor amount.

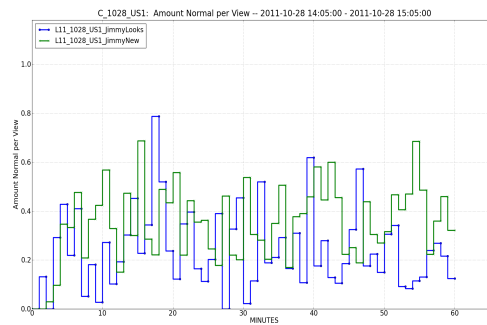
Data Tracking



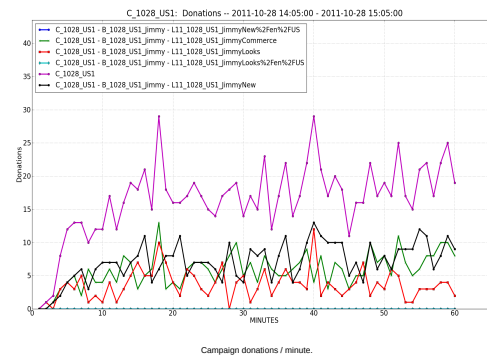
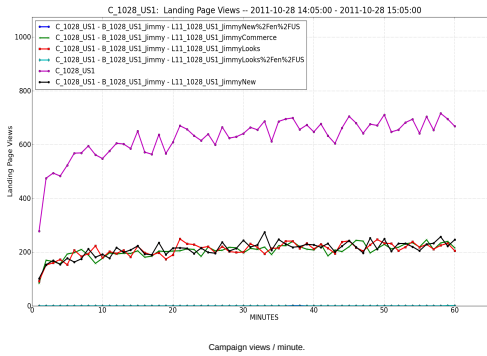
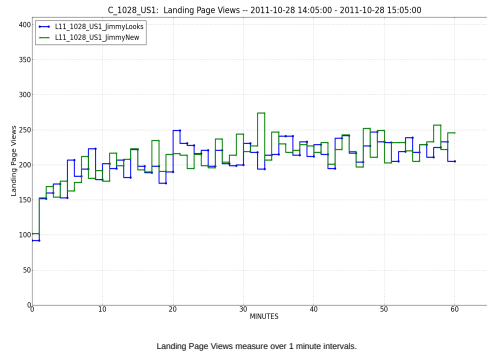
Donations per View measure over 1 minute intervals.



Donations measure over 1 minute intervals.

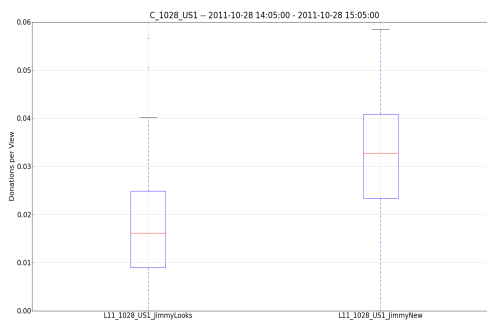


Amount Normal per View measure over 1 minute intervals.



Confidence Reporting

Between 99.5% and 99.95% confident about the winner.



Student's T model, donations / view.

Student's T model, amount50 / view.

Additional Comments

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