

Table Summary for C11_1114_AvsB_ZA:

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
Standard Name	Campaign	A / LPi	LPi / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B

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	
C11_1114_AvsB_ZA	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~control	20	493.99	27
C11_1114_AvsB_ZA	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~variable1	13	257.87	14
C11_1114_AvsB_ZA	B11_Donate_Brandon_Default_EN	default~default~Brandon~newgreenbox~variable1	1	12.36	12
C11_1114_AvsB_ZA	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~control	15	225.12	14
C11_1114_AvsB_ZA	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~variable1	19	301.02	19
C11_1114_AvsB_ZA	B11_Donate_SusunAccept_AvsB	default~default~Susan~default~variable1	1	61.80	61

Campaign	D	A	An
Totals	69	1352.16	833.51

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	72.73
B11_Donate_BrandonAccept_EN	Paypal	27.27
B11_Donate_Brandon_Default_EN	Credit Card	100.00
B11_Donate_SusanAccept_EN	Credit Card	82.35
B11_Donate_SusanAccept_EN	Paypal	17.65
B11_Donate_SusunAccept_AvsB	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
default~default~Susan~newgreenbox~variable1	Credit Card	78.95

default~default~Susan~newgreenbox~variable1	Paypal	21.05
default~default~Brandon~newgreenbox~control	Credit Card	75.00
default~default~Brandon~newgreenbox~control	Paypal	25.00
default~default~Susan~default~variable1	Credit Card	100.00
default~default~Susan~newgreenbox~control	Credit Card	86.67
default~default~Susan~newgreenbox~control	Paypal	13.33
default~default~Brandon~newgreenbox~variable1	Credit Card	71.43
default~default~Brandon~newgreenbox~variable1	Paypal	28.57

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