

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_Jimmy_AvsB	default-default-default-default-control	6962795	122350	181	1891.89	1133.69	0.01757195	0.000026	0.0002717029	0.0001628127	0.0015	0.015463	0.009266	10.452431	6.263481
C11_1114_AvsB_MX	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	6939405	121939	184	1854.48	1084.62	0.01757195	0.000027	0.0002672262	0.0001562914	0.0015	0.015208	0.008895	10.078696	5.894674

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	13902200	244289	365	3746.37	2218.31	0.01757196	0.000026	0.0002694683	0.0001595575	0.0015	0.015336	0.009081	10.264027	6.077562

Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy_AvsB	Credit Card	50.41
B11_Donate_Jimmy_AvsB	Paypal	49.59

Landing Page	Payment Method	Portion of Donations
default-default-default-default-control	Credit Card	53.59
default-default-default-default-control	Paypal	46.41
default-default-default-default-variable1	Credit Card	47.28
default-default-default-default-variable1	Paypal	52.72

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