

# Table Summary for C11\_1114\_AvsB\_FI:

## 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	A
C11_1114_AvsB_FI	B11_Donate_BrandonAccept_AvsB	default~default~Brandon~default~control	3	29.46	22.
C11_1114_AvsB_FI	B11_Donate_BrandonAccept_AvsB	default~default~Brandon~default~variable1	7	194.16	142.
C11_1114_AvsB_FI	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~control	4	73.65	51.
C11_1114_AvsB_FI	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~variable1	6	108.07	77.
C11_1114_AvsB_FI	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~control	9	113.83	95.
C11_1114_AvsB_FI	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~variable1	2	40.17	33.
C11_1114_AvsB_FI	B11_Donate_SusunAccept_AvsB	default~default~Susan~default~control	6	160.68	133.
C11_1114_AvsB_FI	B11_Donate_SusunAccept_AvsB	default~default~Susan~default~variable1	5	160.68	117.

Campaign	D	A	An
Totals	42	880.70	675.06

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	50.00
B11_Donate_BrandonAccept_EN	Paypal	50.00
B11_Donate_SusanAccept_EN	Credit Card	63.64
B11_Donate_SusanAccept_EN	Paypal	36.36
B11_Donate_BrandonAccept_AvsB	Credit Card	50.00
B11_Donate_BrandonAccept_AvsB	Paypal	50.00
B11_Donate_SusunAccept_AvsB	Credit Card	45.45

Landing Page	Payment Method	Portion of Donations
default~default~Brandon~newgreenbox~variable1	Credit Card	33.33
default~default~Brandon~newgreenbox~variable1	Paypal	66.67
default~default~Brandon~newgreenbox~control	Credit Card	75.00
default~default~Brandon~newgreenbox~control	Paypal	25.00
default~default~Susan~default~variable1	Credit Card	60.00
default~default~Susan~default~variable1	Paypal	40.00
default~default~Susan~newgreenbox~control	Credit Card	66.67
default~default~Susan~newgreenbox~control	Paypal	33.33
default~default~Brandon~default~control	Credit Card	66.67
default~default~Brandon~default~control	Paypal	33.33
default~default~Susan~default~control	Credit Card	33.33
default~default~Susan~default~control	Paypal	66.67
default~default~Brandon~default~variable1	Credit Card	42.86
default~default~Brandon~default~variable1	Paypal	57.14
default~default~Susan~newgreenbox~variable1	Credit Card	50.00
default~default~Susan~newgreenbox~variable1	Paypal	50.00

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