

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

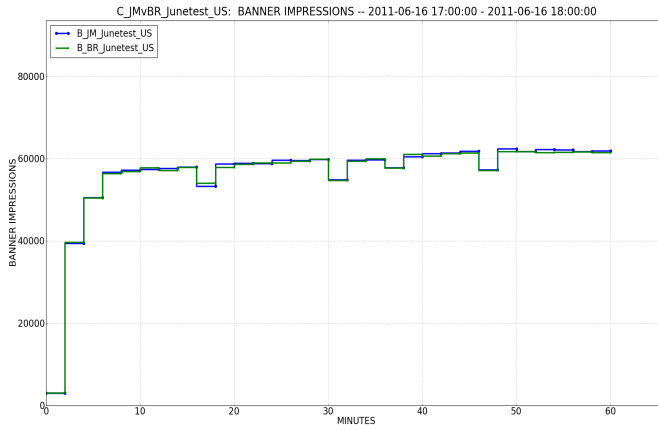
C_JMvBR_Junetest_US: Test Report

The winning banner is B_JM_Junetest_US.

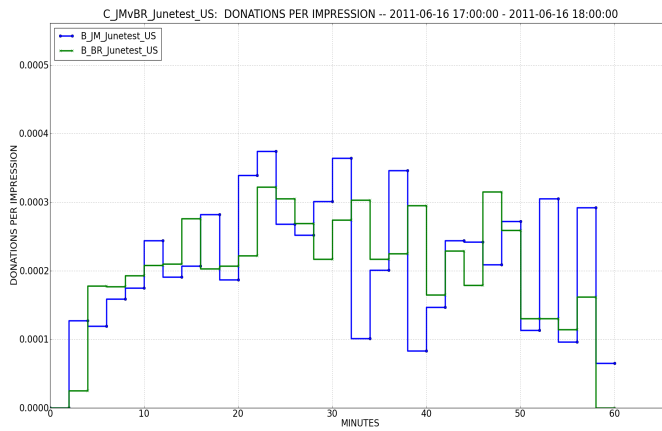
The winner, B_JM_Junetest_US, had a 4.93% increase in donations / impression on average. Between 0% and 60.0% confident about the winner.
 The winner, B_JM_Junetest_US, had a 6.34% increase in amount50 / impression on average. Between 0% and 60.0% confident about the winner.

C_JMvBR_Junetest_US -- Test Results:

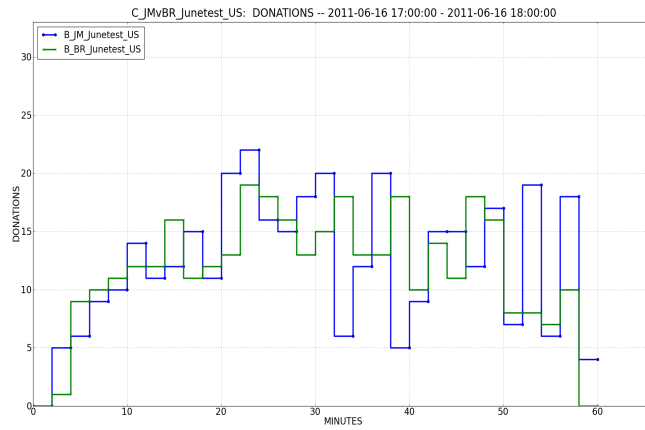
banner	amount50	click_rate	views	amt_per_imp	amt50_per_imp	amount	donations	impressions	don_per_imp
B_JM_Junetest_US	7856.72	0.0159204326667	23910.0	0.00537309523333	0.00447013563333	9442.72	369.0	1695742.0	0.000210166666667
B_BR_Junetest_US	8336.5	0.0217558686667	32361.0	0.0061368835	0.0047536915	10836.5	352.0	1690924.0	0.0002003



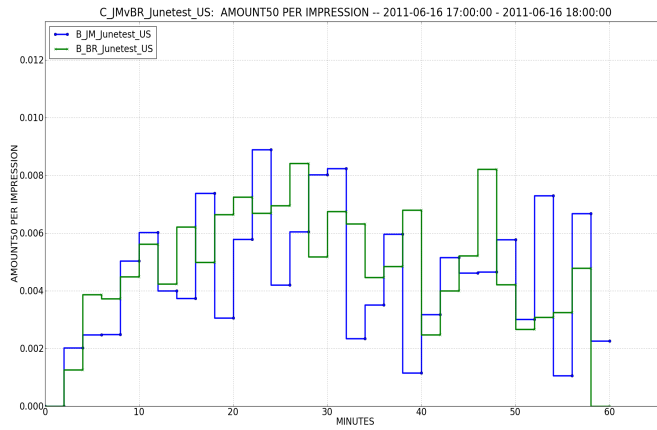
BANNER IMPRESSIONS measure over 2 minute intervals.



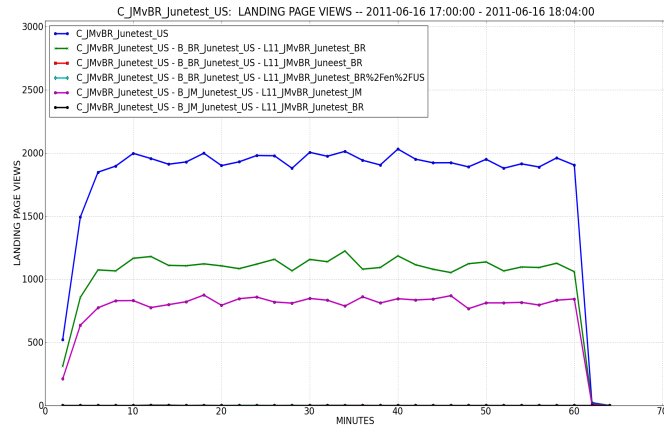
DONATIONS PER IMPRESSION measure over 2 minute intervals.



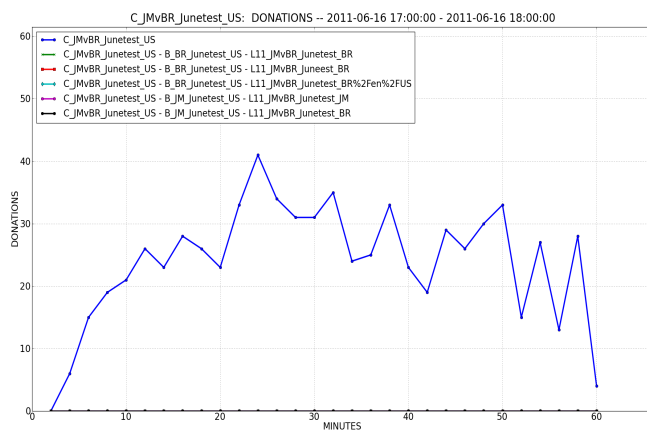
DONATIONS measure over 2 minute intervals.



AMOUNT50 PER IMPRESSION measure over 2 minute intervals.

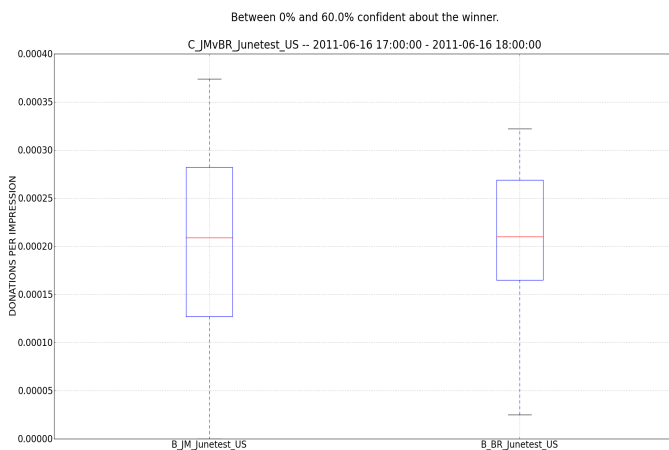


Campaign views / minute.

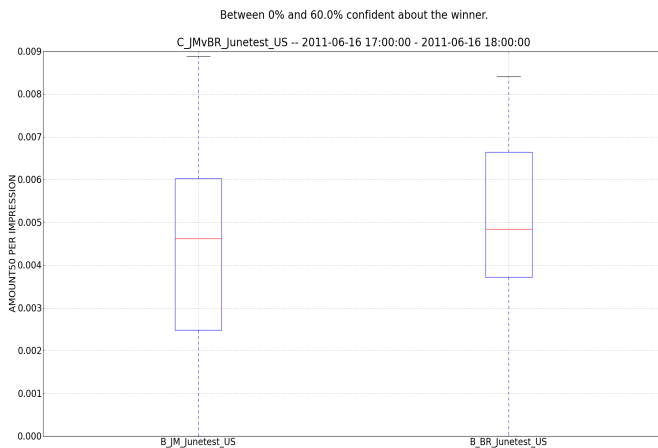


Campaign donations / minute.

Confidence Reporting



Student's T model, donations / impression.



Student's T model, amount50 / impression.

Additional Comments

B_JM_Junetest_US = Jimmy B_BR_Junetest_US = Brandon

--2011-06-16 21:23:42.992304

B_JM_Junetest_US = Jimmy
B_BR_Junetest_US = Brandon

--2011-06-16 21:24:05.852774

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