

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

## 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_IT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-control	22025899	261912	3088	46870.25	31707.44	0.01189108	0.000140	0.0021279545	0.0014395525	0.0118	0.178954	0.121061	15.178190	10.267953
C11_1114_AvsB_IT	B11_Donate_Brandon_AvsB	default-default-Brandon-default-variable1	22034645	262016	3075	46215.84	31925.83	0.01189108	0.000140	0.0020973922	0.0014488705	0.0117	0.176386	0.121847	15.029541	10.382384
C11_1114_AvsB_IT	B11_Donate_Currency_AvsB	default-default-default-default-control	9017	77	5	576.30	277.42	0.00853009	0.000552	0.0639047564	0.0307619491	0.0649	7.484416	3.602857	115.260000	55.484000
C11_1114_AvsB_IT	B11_Donate_Currency_AvsB	default-default-default-default-variable1	5270	45	2	26.69	26.68	0.00852554	0.000378	0.0050451769	0.0050451769	0.0444	0.593111	0.592889	13.345000	13.340000
C11_1114_AvsB_IT	B11_Donate_Jimmy2_AvsB	default-default-default-default-control	54096	614	12	136.19	99.63	0.01135016	0.000222	0.0025173988	0.0018416930	0.0195	0.221808	0.162264	11.349167	8.302500
C11_1114_AvsB_IT	B11_Donate_Jimmy2_AvsB	default-default-default-default-variable1	53303	605	14	214.57	162.75	0.01135013	0.000263	0.0040253849	0.0030532444	0.0231	0.354661	0.269008	15.326429	11.625000
C11_1114_AvsB_IT	B11_Donate_Jimmy_AvsB	default-default-default-default-control	20726810	204734	2841	38485.84	27862.36	0.00987772	0.000137	0.0018568055	0.0013442626	0.0139	0.187980	0.136091	13.546582	9.807237
C11_1114_AvsB_IT	B11_Donate_Jimmy_AvsB	default-default-default-default-variable1	20839691	205849	2767	39071.05	27308.58	0.00987773	0.000133	0.0018748243	0.0013104010	0.0134	0.189804	0.132663	14.120365	9.869382

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_IT Totals	85748731	935852	11804	171596.73	119370.69	0.01071426	0.000135	0.0019645397	0.0013666276	0.0126	0.183359	0.127553	14.537168	10.112732

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_Jimmy2_AvsB	Credit Card	42.31
B11_Donate_Jimmy2_AvsB	Paypal	57.69
B11_Donate_Brandon_AvsB	Credit Card	39.77
B11_Donate_Brandon_AvsB	Paypal	60.23
B11_Donate_Currency_AvsB	Credit Card	28.57
B11_Donate_Currency_AvsB	Paypal	71.43
B11_Donate_Jimmy_AvsB	Credit Card	41.73
B11_Donate_Jimmy_AvsB	Paypal	58.27

Landing Page	Payment Method	Portion of Donations
default-default-default-default-control	Credit Card	41.67

default-default-default-default-control	Paypal	58.33
default-default-default-default-variable1	Credit Card	41.75
default-default-default-default-variable1	Paypal	58.25
default-default-Brandon-default-variable1	Credit Card	40.42
default-default-Brandon-default-variable1	Paypal	59.58
default-default-Brandon-default-control	Credit Card	39.12
default-default-Brandon-default-control	Paypal	60.88

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