

C_3009 Brandon Vs Maryana US: Test Report

The winning banner is Brandon.

The winner, Brandon, had a 27.80% increase in donations / impression on average. Between 75.0% and 90.0% confident about the winner.
 The winner, Maryana, had a 5.51% increase in amount50 / impression on average. Between 0% and 60.0% confident about the winner.
 The winner, Maryana, had a 12.06% increase in donations / view on average. Between 60.0% and 75.0% confident about the winner.
 The winner, Maryana, had a 51.08% increase in amount50 / view on average. Between 90.0% and 95.0% confident about the winner.
 The winner, Brandon, had a 43.44% increase in click rate on average. Between 99.5% and 99.95% confident about the winner.

C_3009 Brandon Vs Maryana US -- Test Results:

utm_source	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view	avg_donation	avg_donation50
Maryana	596651	5666	103	2557.00	2107.00	0.00949633	0.000173	0.0042855835	0.0035313745	0.0182	0.451288	0.371867	24.825243	20.456311
Brandon	595055	8137	131	2253.00	2003.00	0.01367435	0.000220	0.0037861994	0.0033660711	0.0161	0.276883	0.246160	17.198473	15.290076

campaign	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view	avg_donation	avg_donation50
C_3009 Brandon Vs Maryana US Totals	1191706	13803	234	4810.00	4110.00	0.01158188	0.000196	0.0040359938	0.0034486350	0.0170	0.348475	0.297761	20.555556	17.564103

Payment Method Data

Banner	Payment Method	Portion of Donations
B_3009_Maryana_US	Credit Card	41.75
B_3009_Maryana_US	Paypal	58.25
B_3009_Brandon_US	Credit Card	32.82
B_3009_Brandon_US	Paypal	67.18

Landing Page	Payment Method	Portion of Donations
L11_3009_Brandon	Credit Card	32.82
L11_3009_Brandon	Paypal	67.18
L11_3009_Maryana_1	Credit Card	41.75
L11_3009_Maryana_1	Paypal	58.25

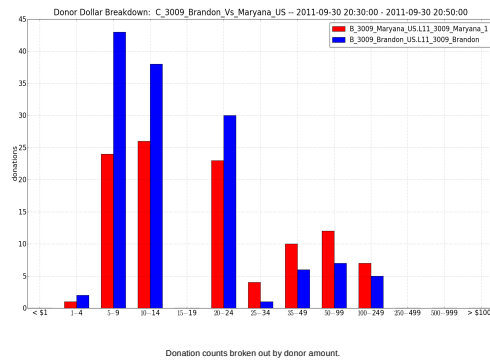
Conversion Rates by Language:

banner	landing_page	language	conversion
B_3009_Brandon_US	L11_3009_Brandon	en	0.0272
B_3009_Maryana_US	L11_3009_Maryana_1	en	0.0297
Total		en	0.0282

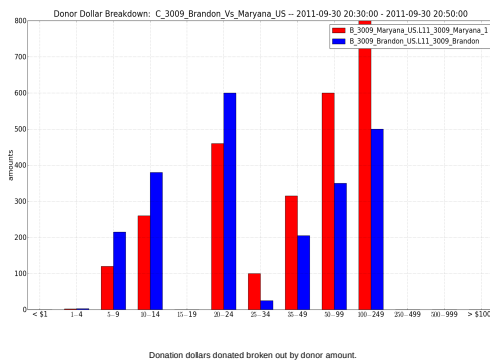
Category Distribution

Category distribution of readers that clicked on the banner.

Donations Breakdown

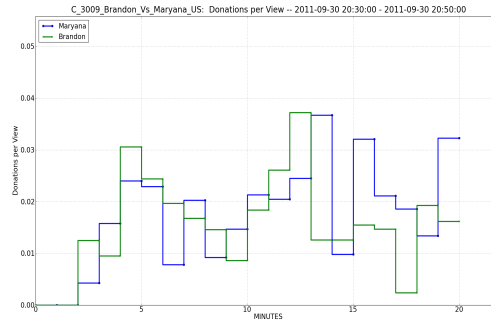


Donation counts broken out by donor amount.

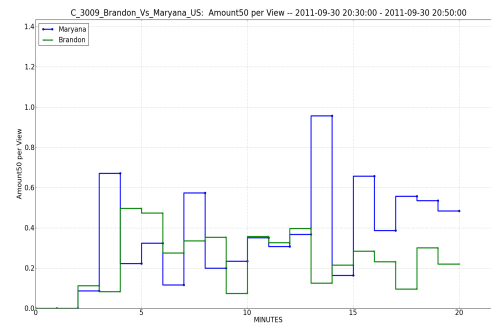


Donation dollars donated broken out by donor amount.

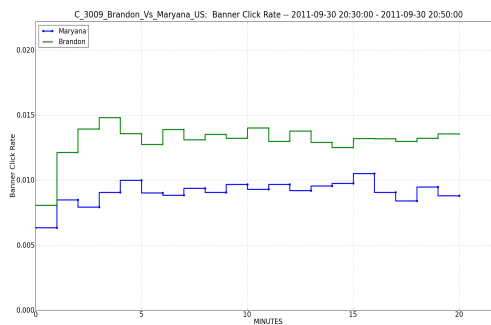
Data Tracking



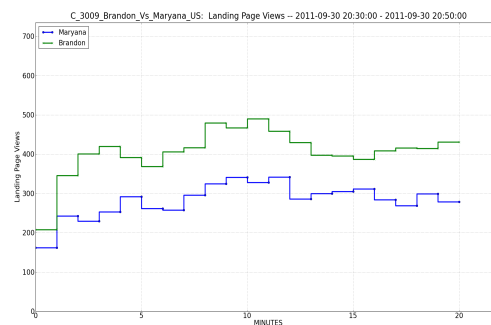
Donations per View measure over 1 minute intervals.



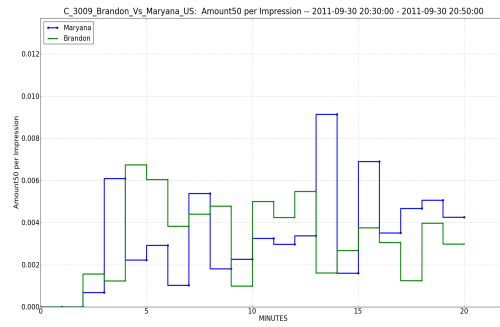
Amount50 per View measure over 1 minute intervals.



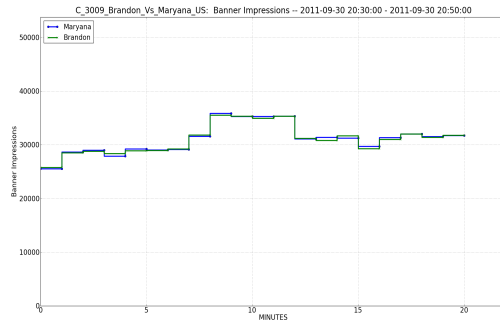
Banner Click Rate measure over 1 minute intervals.



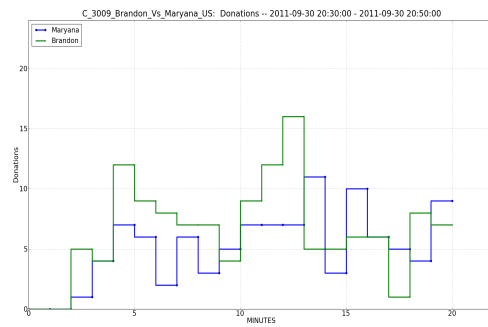
Landing Page Views measure over 1 minute intervals.



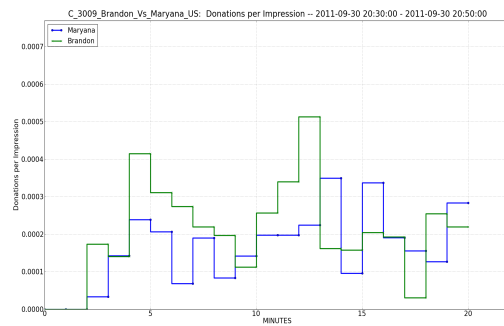
Amount50 per Impression measure over 1 minute intervals.



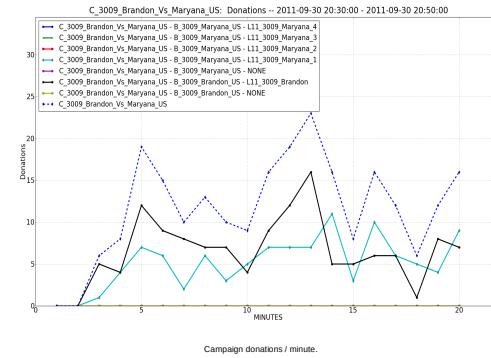
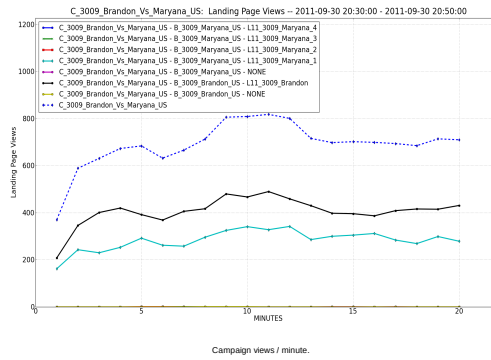
Banner Impressions measure over 1 minute intervals.



Donations measure over 1 minute intervals.

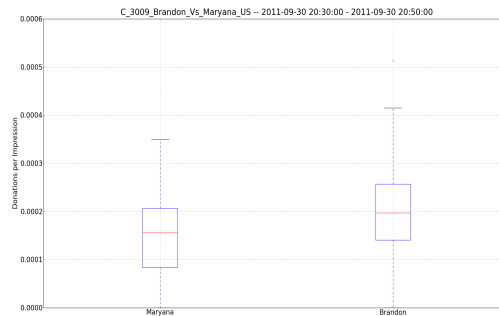


Donations per Impression measure over 1 minute intervals.



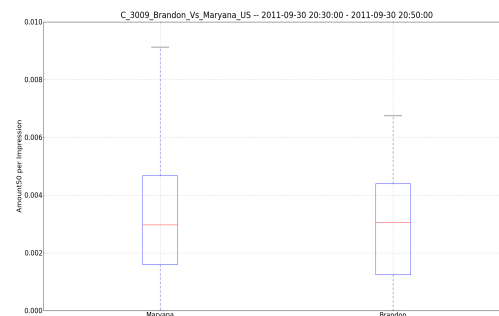
Confidence Reporting

Between 75.0% and 90.0% confident about the winner.

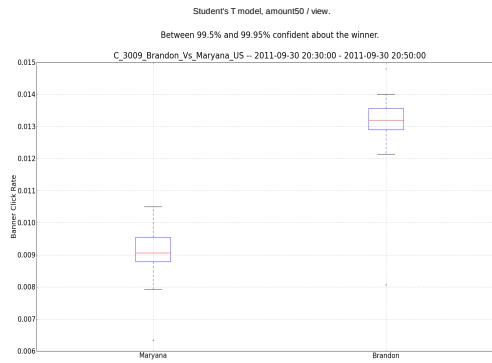
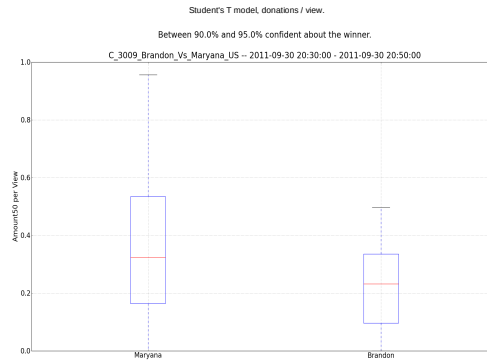
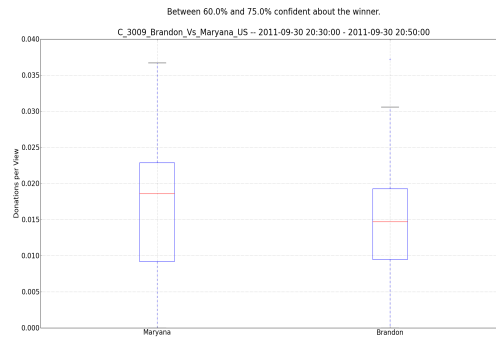


Student's T model, donations / impression.

Between 0% and 60.0% confident about the winner.



Student's T model, amount\$5 / impression.



Student's T model, click rate.

Additional Comments

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