

C_3009_Maryana_US: Test Report

The winning landing page is **300 Chairs**.

The winner, 300 Chairs, had a 7.90% increase in donations / view on average. Between 60.0% and 75.0% confident about the winner.
 The winner, 300 Chairs, had a 18.00% increase in amount50 / view on average. Between 75.0% and 90.0% confident about the winner.

C_3009_Maryana_US -- Test Results:

landing_page	impressions	views	donations	amount	amount50	don_per_view	amt_per_view	amt50_per_view	avg_donation	avg_donation50	click_rate
Let's build something beautiful together	586737	5469	123	3180.00	2430.00	0.0225	0.581459	0.444323	25.853659	19.756096	0.0093
You don't have to go to Harvard	580729	5413	229	6048.00	4398.00	0.0423	1.1117310	0.812488	26.410480	19.205240	0.0093
300 Chairs	597787	5572	259	6724.00	5504.00	0.0465	1.206748	0.987796	25.961390	21.250965	0.0093

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_Maryana_US Totals	3531463	32089	611	15962.00	12332.00	0.00988663	0.000173	0.0045171216	0.0034920461	0.0190	0.497117	0.384306	26.108020	20.183306

Payment Method Data

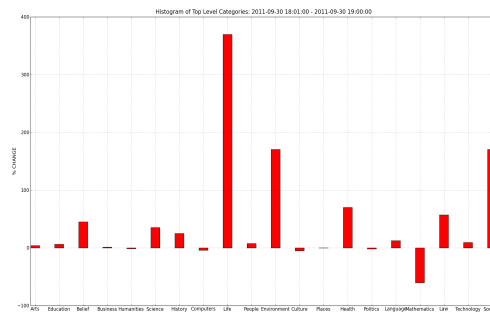
Banner	Payment Method	Portion of Donations
B_3009_Maryana_B_US	Credit Card	46.80
B_3009_Maryana_B_US	Paypal	53.20
B_3009_Maryana_A_US	Credit Card	46.82
B_3009_Maryana_A_US	Paypal	53.18

Landing Page	Payment Method	Portion of Donations
L11_3009_Maryana_2	Credit Card	41.48
L11_3009_Maryana_2	Paypal	58.52
L11_3009_Maryana_3	Credit Card	44.72
L11_3009_Maryana_3	Paypal	55.28
L11_3009_Maryana_1	Credit Card	52.51
L11_3009_Maryana_1	Paypal	47.49

Conversion Rates by Language:

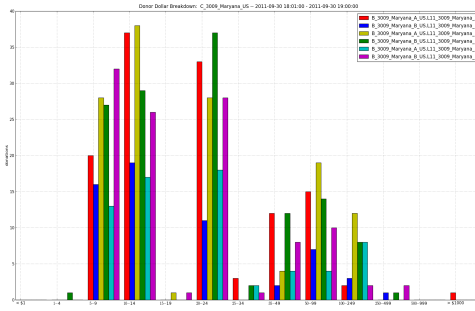
banner	landing_page	language	conversion
B_3009_Maryana_A_US	L11_3009_Maryana_1	en	0.0343
B_3009_Maryana_A_US	L11_3009_Maryana_2	en	0.0342
B_3009_Maryana_A_US	L11_3009_Maryana_3	en	0.0234
B_3009_Maryana_B_US	L11_3009_Maryana_1	en	0.0353
B_3009_Maryana_B_US	L11_3009_Maryana_2	en	0.0285
B_3009_Maryana_B_US	L11_3009_Maryana_3	en	0.0195
Total		en	0.0293

Category Distribution

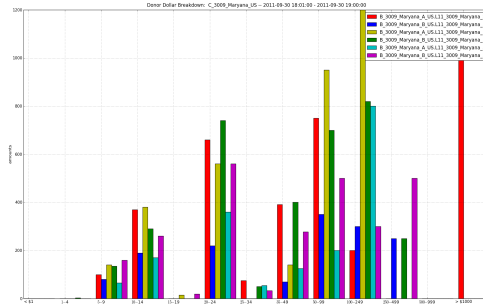


Category distribution of readers that clicked on the banner.

Donations Breakdown

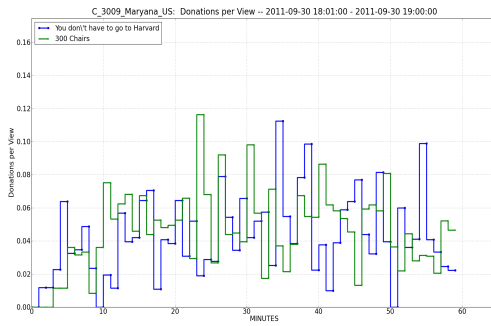


Donation counts broken out by donor amount.

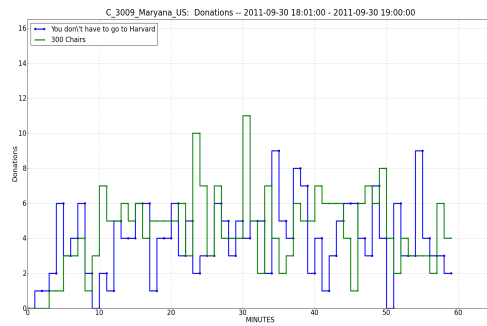


Donation dollars donated broken out by donor amount.

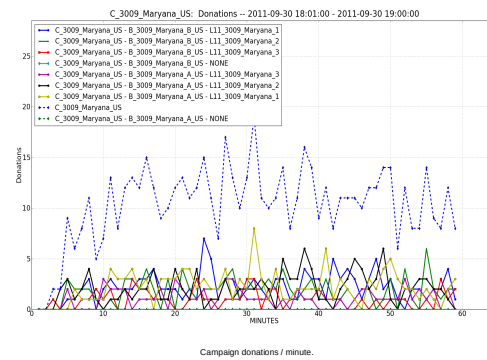
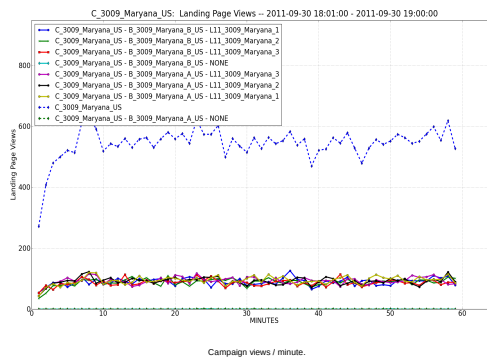
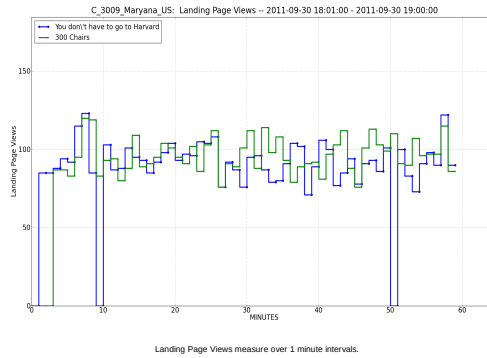
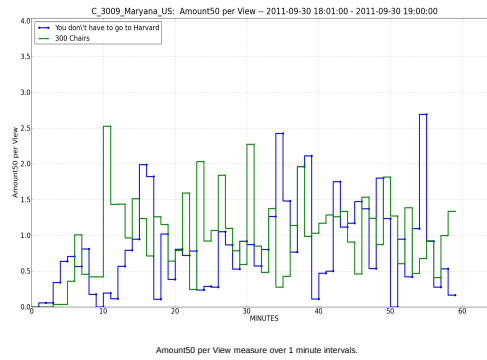
Data Tracking



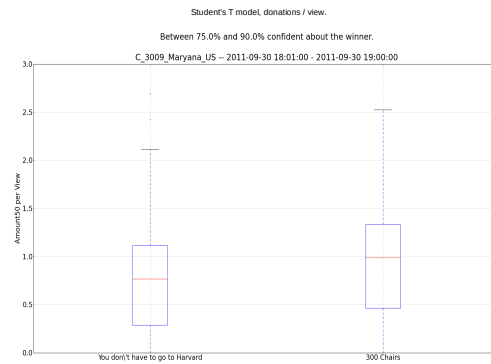
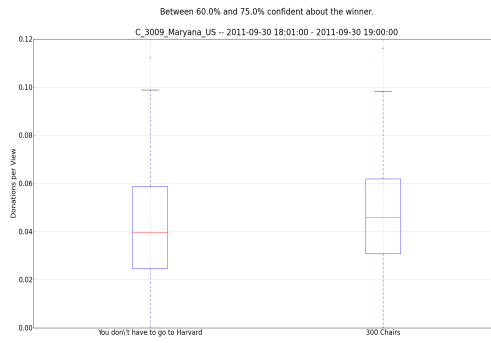
Donations per View measure over 1 minute intervals.



Donations measure over 1 minute intervals.



Confidence Reporting



Student's T model, amount50 / view.

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