

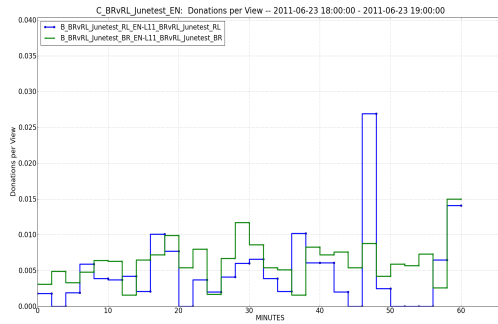
C_BRvRL_Junetest_EN: Test Report

The winning banner is B_BRvRL_Junetest_BR_EN-L11_BRvRL_Junetest_BR.

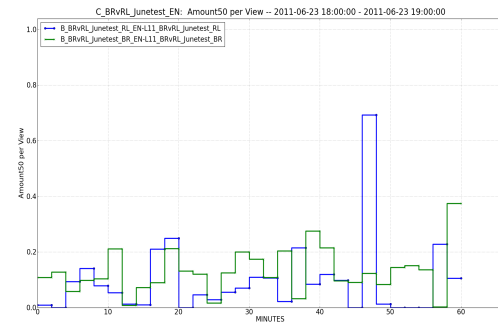
The winner, B_BRvRL_Junetest_BR_EN-L11_BRvRL_Junetest_BR, had a 52.72% increase in donations / impression on average. Between 99.5% and 99.95% confident about the winner.
 The winner, B_BRvRL_Junetest_BR_EN-L11_BRvRL_Junetest_BR, had a 60.83% increase in amount50 / impression on average. Between 99.5% and 99.95% confident about the winner.
 The winner, B_BRvRL_Junetest_BR_EN-L11_BRvRL_Junetest_BR, had a 19.66% increase in click rate on average. Between 99.5% and 99.95% confident about the winner.

C_BRvRL_Junetest_EN -- Test Results:

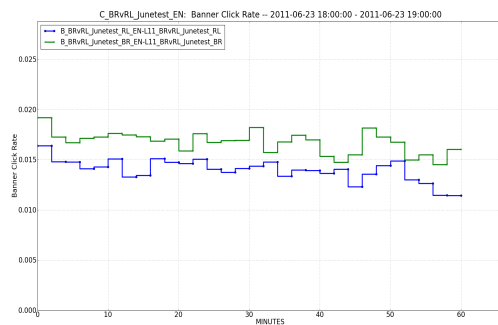
bannerlp	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view
B_BRvRL_Junetest_RL_EN-L11_BRvRL_Junetest_RL	1001035	14063	61	1240.53	1235.21	0.013981	0.000066	0.001324	0.001318	0.004803	0.095644	0.095194
B_BRvRL_Junetest_BR_EN-L11_BRvRL_Junetest_BR	1003366	16792	101	2371.15	2113.23	0.016730	0.000104	0.002417	0.002175	0.006207	0.145325	0.130058



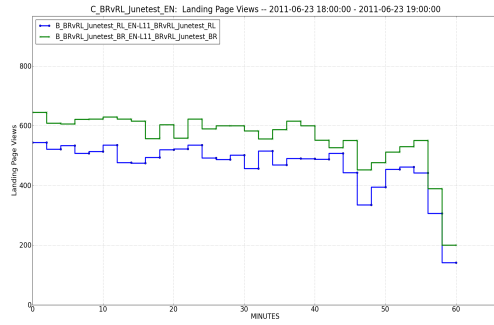
Donations per View measure over 2 minute intervals.



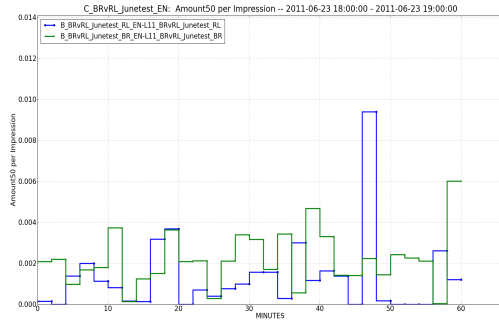
Amount50 per View measure over 2 minute intervals.



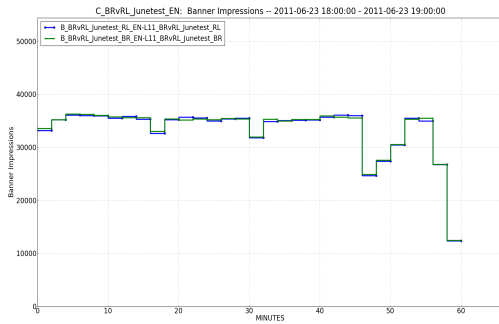
Banner Click Rate measure over 2 minute intervals.



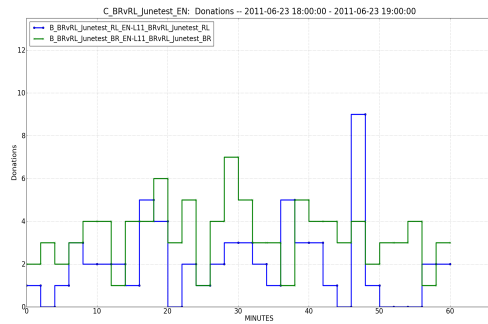
Landing Page Views measure over 2 minute intervals.



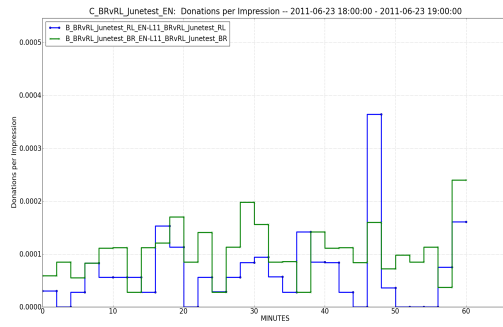
Amount50 per Impression measure over 2 minute intervals.



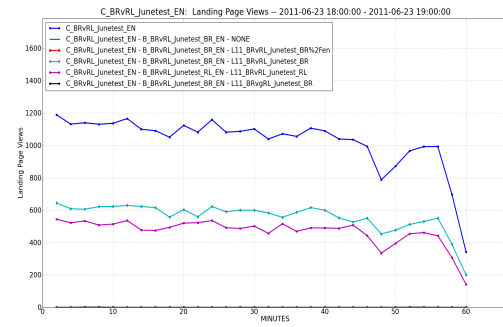
Banner Impressions measure over 2 minute intervals.



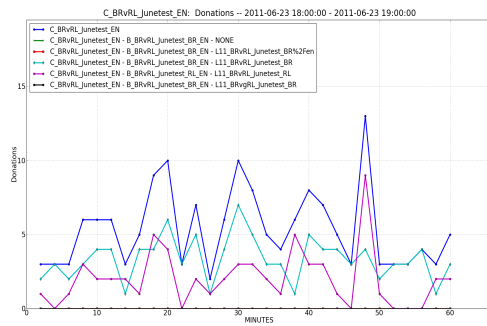
Donations measure over 2 minute intervals.



Donations per Impression measure over 2 minute intervals.

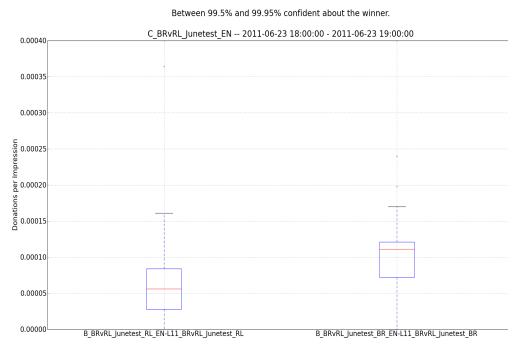


Campaign views / minute.

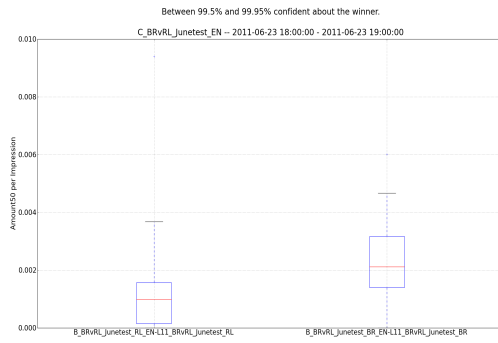


Campaign donations / minute.

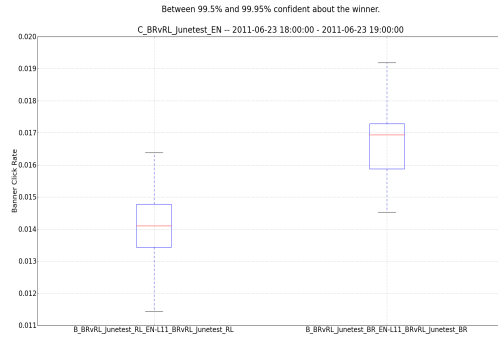
Confidence Reporting



Student's T model, donations / impression.



Student's T model, amount50 / impression.



Student's T model, click rate.

Additional Comments

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