

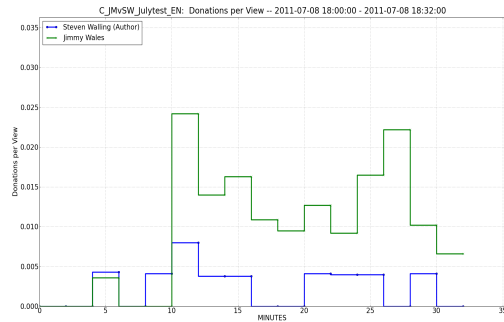
**C\_JMvSW\_Julytest\_EN: Test Report**

The winning banner is Jimmy Wales.

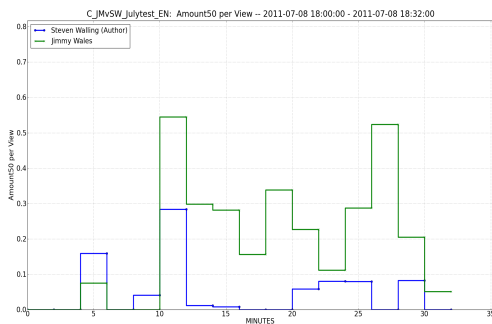
The winner, Jimmy Wales, had a 356.65% increase in donations / impression on average. Between 99.5% and 99.95% confident about the winner.  
 The winner, Jimmy Wales, had a 348.11% increase in amount50 / impression on average. Between 99.5% and 99.95% confident about the winner.  
 The winner, Jimmy Wales, had a 287.81% increase in donations / view on average. Between 99.5% and 99.95% confident about the winner.  
 The winner, Jimmy Wales, had a 369.73% increase in amount50 / view on average. Between 99.5% and 99.95% confident about the winner.  
 The winner, Jimmy Wales, had a 20.33% increase in click rate on average. Between 60.0% and 75.0% confident about the winner.

**C\_JMvSW\_Julytest\_EN – Test Results:**

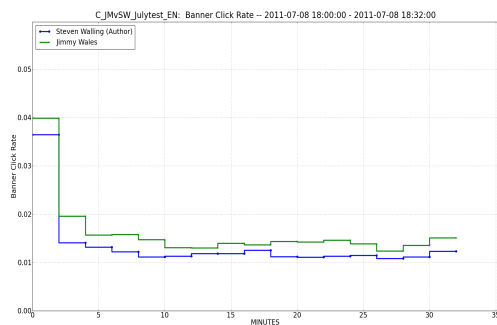
| bannerid                                      | impressions | views | donations | amount | amount50 | click_rate | don_per_imp | amt_per_imp | amt50_per_imp | don_per_view | amt_per_view | amt50_per_view |
|---|-------------|-------|-----------|--------|----------|------------|-------------|-------------|---------------|--------------|--------------|----------------|
| B_JMvSW_Julytest_SW1_EN-L11_JMvSW_Julytest_SW | 310542      | 3684  | 10        | 198.84 | 196.65   | 0.013391   | 0.000029    | 0.000592    | 0.000586      | 0.002513     | 0.050750     | 0.050203       |
| B_JMvSW_Julytest_JM2_EN-L11_JMvSW_Julytest_JM | 311095      | 4494  | 46        | 964.93 | 910.55   | 0.016113   | 0.000133    | 0.002782    | 0.002626      | 0.009744     | 0.206176     | 0.193661       |



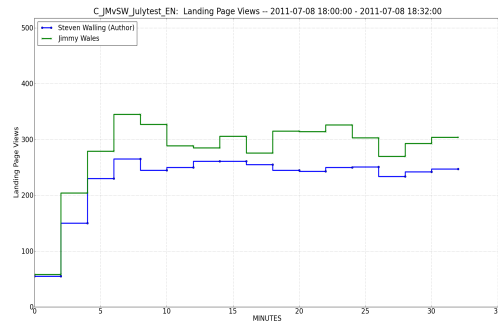
Donations per View measure over 2 minute intervals.



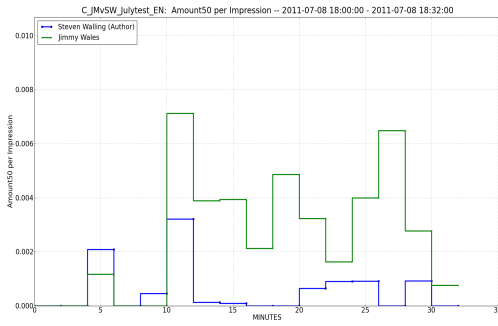
Amount50 per View measure over 2 minute intervals.



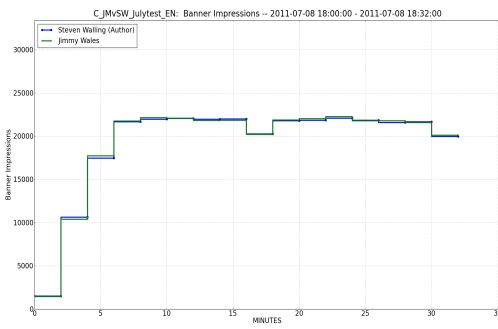
Banner Click Rate measure over 2 minute intervals.



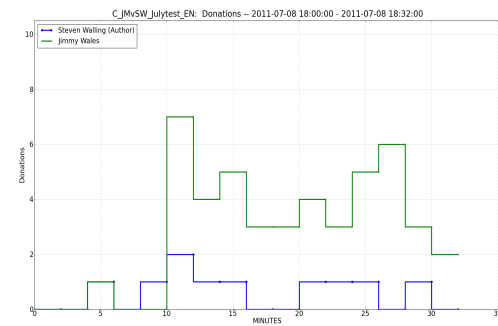
Landing Page Views measure over 2 minute intervals.



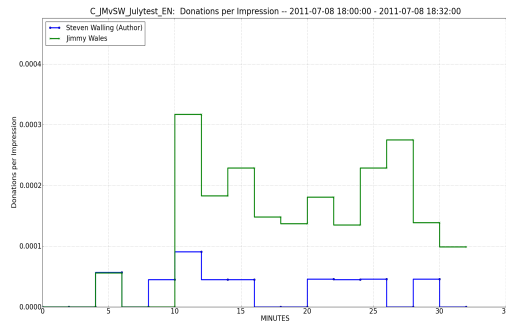
Amount50 per Impression measure over 2 minute intervals.



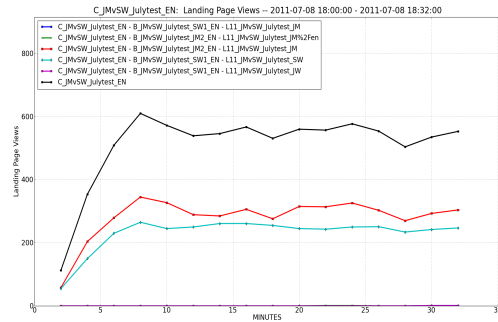
Banner Impressions measure over 2 minute intervals.



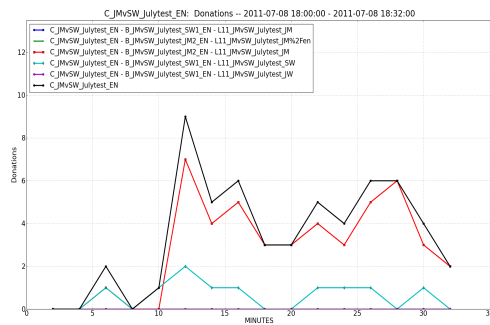
Donations measure over 2 minute intervals.



Donations per Impression measure over 2 minute intervals.

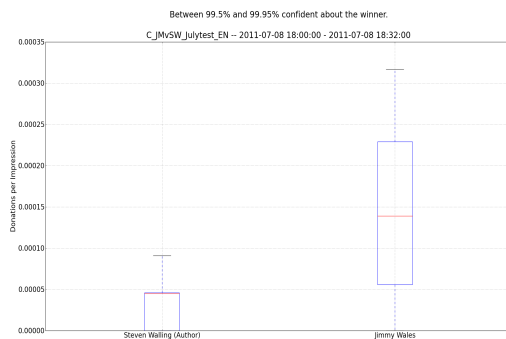


Campaign views / minute.

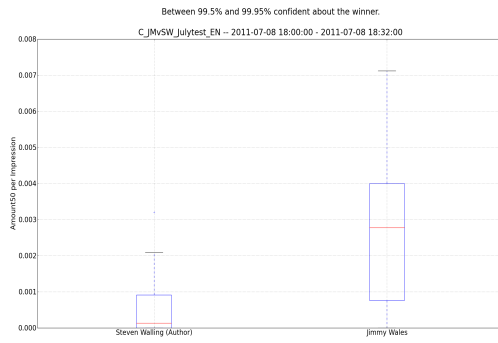


Campaign donations / minute.

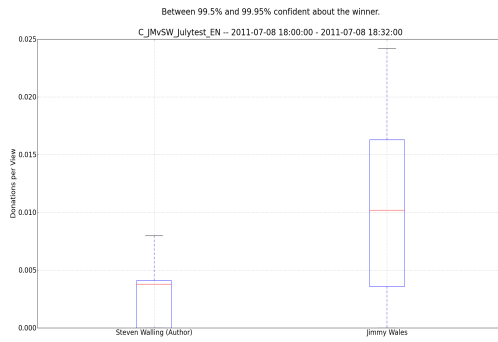
**Confidence Reporting**



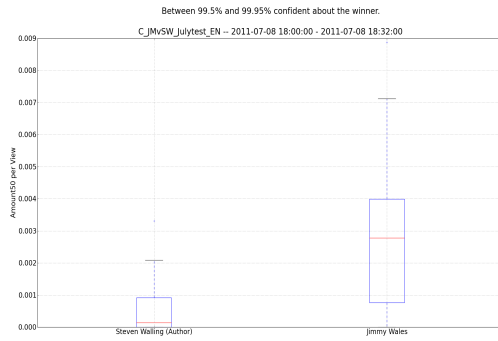
Student's T model, donations / impression.



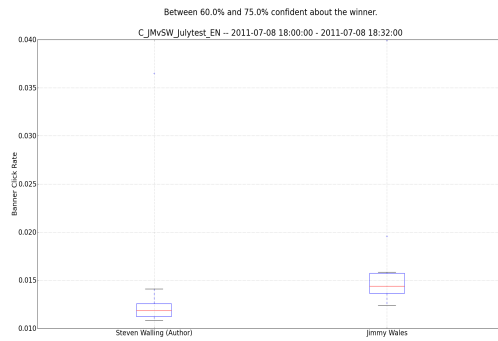
Student's T model, amount\$0 / impression.



Student's T model, donations / view.



Student's T model, amount\$0 / view.



Student's T model, click rate.

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