

C_0916_WebitectsvControl2_US: Test Report

The winning banner is cc33.

The winner, cc33, had a 8.35% increase in donations / impression on average. Between 60.0% and 75.0% confident about the winner.
 The winner, cc33, had a 0.51% increase in amount50 / impression on average. Between 0% and 60.0% confident about the winner.
 The winner, Control, had a 0.24% increase in donations / view on average. Between 0% and 60.0% confident about the winner.
 The winner, Control, had a 8.16% increase in amount50 / view on average. Between 60.0% and 75.0% confident about the winner.
 The winner, cc33, had a 9.83% increase in click rate on average. Between 99.5% and 99.95% confident about the winner.

C_0916_WebitectsvControl2_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
cc33	845788	16878	262	5798.00	4948.00	0.01995535	0.000310	0.0068551415	0.0058501624	0.0155	0.343524	0.293163	22.129771	18.885496
Control	901214	16426	255	6877.00	5177.00	0.01822652	0.000283	0.0076308157	0.0057444722	0.0155	0.418666	0.315171	26.968627	20.301961

Payment Method Data

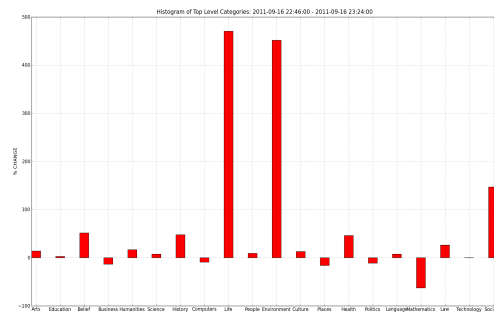
Banner	Payment Method	Portion of Donations
B_BR_0916_control_US	Credit Card	37.65
B_BR_0916_control_US	Paypal	62.35
B_BR_0916_US	Credit Card	100.00

Landing Page	Payment Method	Portion of Donations
cc33	Credit Card	100.00
L11_BR_0916_control	Credit Card	37.65
L11_BR_0916_control	Paypal	62.35

Conversion Rates by Language:

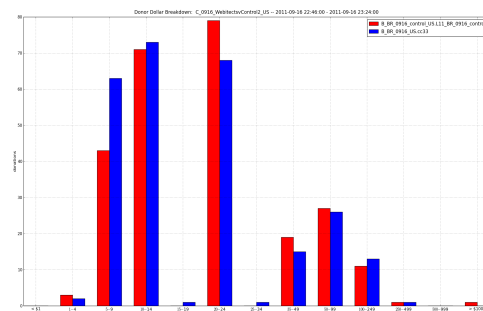
banner	landing_page	language	conversion
B_BR_0916_control_US	L11_BR_0916_control	en	0.0230
Total		en	0.0230

Category Distribution

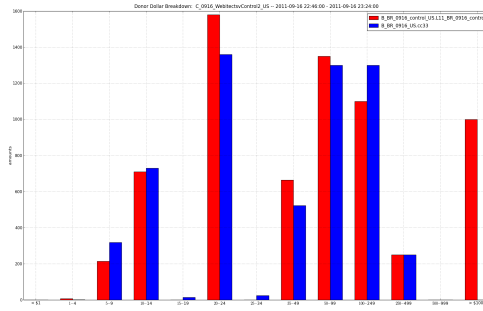


Category distribution of readers that clicked on the banner.

Donations Breakdown

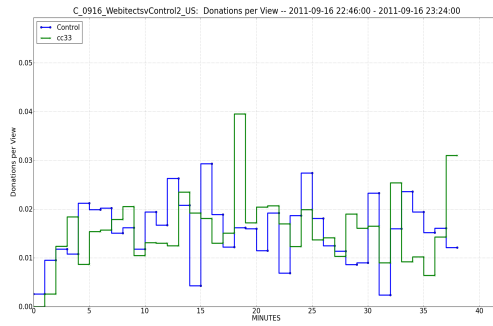


Donation counts broken out by donor amount.

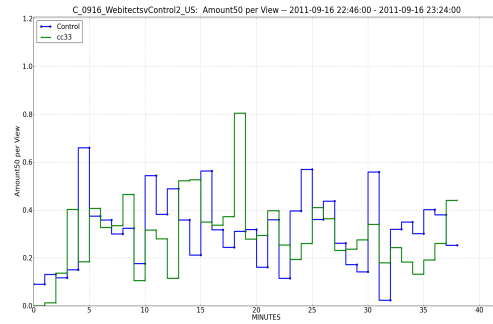


Donation dollars donated broken out by donor amount.

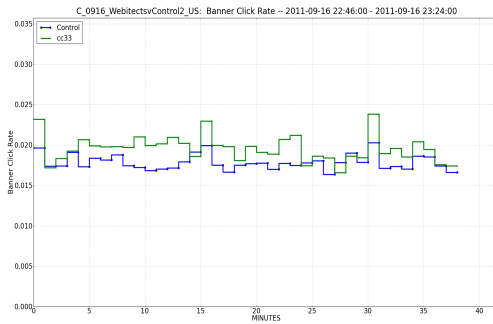
Data Tracking



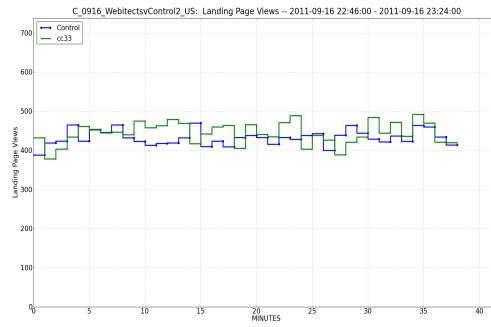
Donations per View measure over 1 minute intervals.



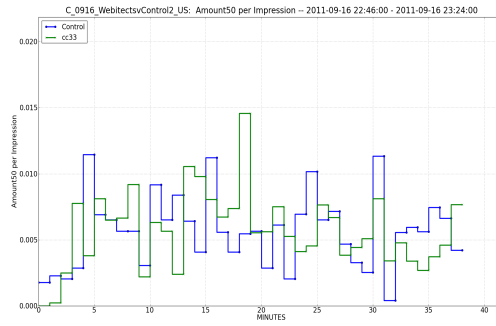
Amount\$0 per View measure over 1 minute intervals.



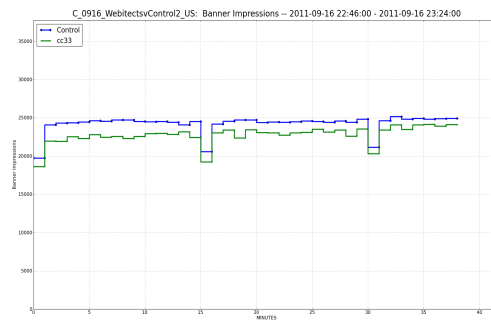
Banner Click Rate measure over 1 minute intervals.



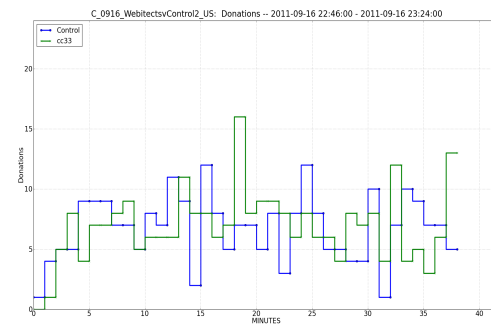
Landing Page Views measure over 1 minute intervals.



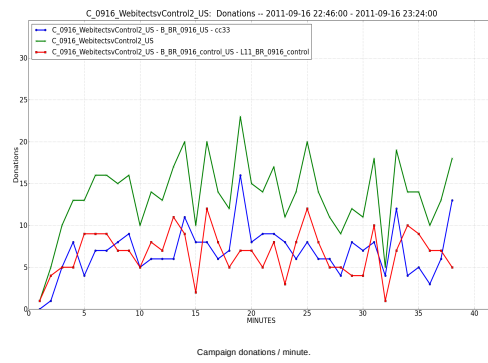
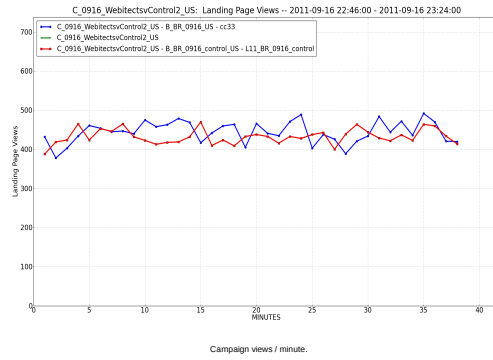
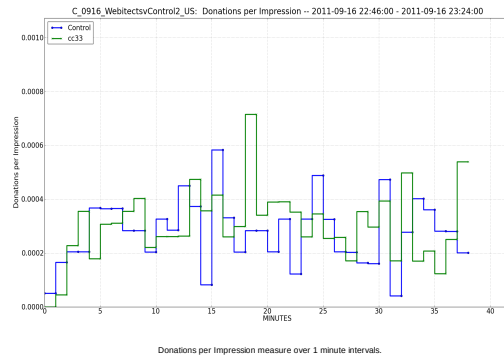
Amount50 per Impression measure over 1 minute intervals.



Banner Impressions measure over 1 minute intervals.

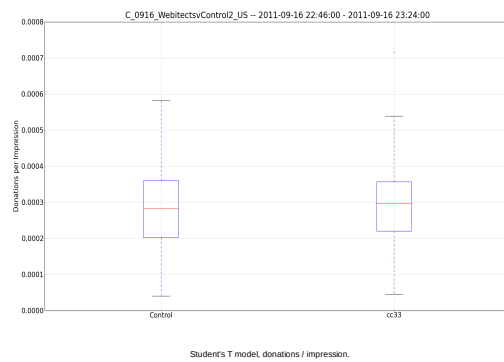


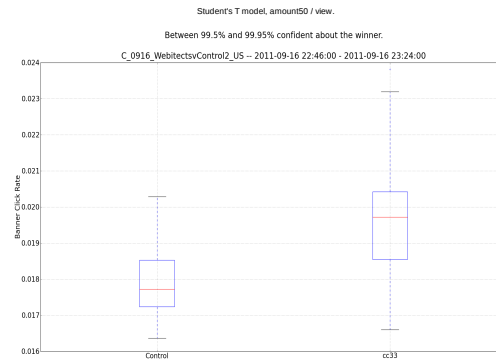
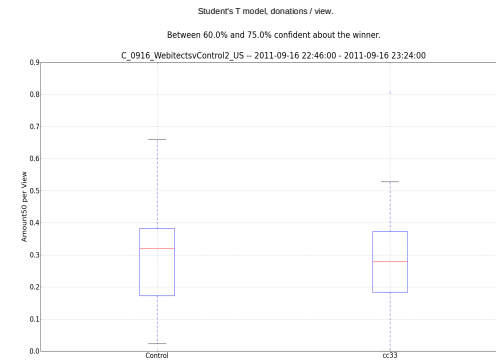
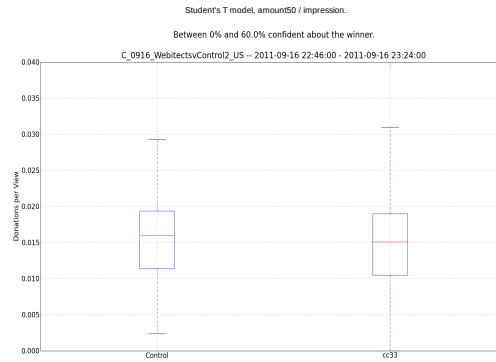
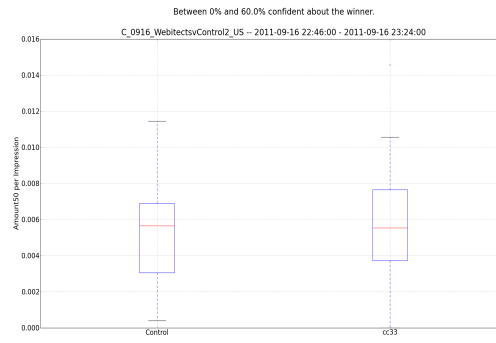
Donations measure over 1 minute intervals.



Confidence Reporting

Between 60.0% and 75.0% confident about the winner.





Student's T model, click rate.

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