The winning banner is B C1 1021 STAFF HZP.
Test Period: 2011-10-21 15:46:00 – 2011-10-21 16:46:00

For \( \text{don per imp} \): B C1 1021 STAFF HZP had a 35.16% increase over B A1 1021 STAFF. Between 90.0% and 95.0% confident about the winner.
For \( \text{amt norm per imp} \): B C1 1021 STAFF HZP had a 45.34% increase over B A1 1021 STAFF. Between 97.5% and 99.0% confident about the winner.
For \( \text{click rate} \): B C1 1021 STAFF HZP had a 19.13% increase over B A1 1021 STAFF. Between 99.5% and 99.95% confident about the winner.

### Metrics Legend:

<table>
<thead>
<tr>
<th>Metric Name</th>
<th>Amount per View</th>
<th>Banner Click Rate</th>
<th>Amount per Impression</th>
<th>Banner Impressions</th>
<th>Average Donation Normal</th>
<th>Landing Page Views</th>
<th>Average Donation</th>
<th>Banner</th>
<th>Donations per View</th>
<th>Amount Normal per View</th>
<th>Donations per Impression</th>
<th>Amount Normal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Name</td>
<td>Campaign</td>
<td>A / LPI</td>
<td>LPI / Bi</td>
<td>A / Bi</td>
<td>Bi</td>
<td>AVG An</td>
<td>LPI</td>
<td>AVG A</td>
<td>B</td>
<td>D / LPI</td>
<td>An / LPI</td>
<td>D / Bi</td>
</tr>
<tr>
<td><strong>Confidence Legend for Hypothesis Testing:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confidence Level</td>
<td>0% – 60.00%</td>
<td>60.00% – 75.00%</td>
<td>75.00% – 90.00%</td>
<td>90.00% – 95.00%</td>
<td>95.00% – 97.50%</td>
<td>97.50% – 99.00%</td>
<td>99.00% – 99.50%</td>
<td>99.50% – 99.95%</td>
<td>Winner</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Payment Method Data

<table>
<thead>
<tr>
<th>Landing Page</th>
<th>Payment Method</th>
<th>Portion of Donations (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>L11_1021_EN2</td>
<td>Credit Card</td>
<td>40.69</td>
</tr>
<tr>
<td>L11_1021_EN2</td>
<td>Paypal</td>
<td>59.31</td>
</tr>
</tbody>
</table>

### Conversion Rates by Language:

<table>
<thead>
<tr>
<th>banner</th>
<th>landing_page</th>
<th>language</th>
<th>conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>B A1 1021 STAFF</td>
<td>L11_1021 EN2</td>
<td>en</td>
<td>0.0391</td>
</tr>
<tr>
<td>B B1 1021 STAFF</td>
<td>L11_1021 EN2</td>
<td>en</td>
<td>0.0345</td>
</tr>
<tr>
<td>B C1 1021 STAFF_HZP</td>
<td>L11_1021 EN2</td>
<td>en</td>
<td>0.0341</td>
</tr>
</tbody>
</table>
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
Fundraiser Reporting

![Graph of Amount Normal per Impression measure over 1 minute intervals.]

![Graph of Banner Impressions measure over 1 minute intervals.]
Donations per Impression measure over 1 minute intervals.

Donations measure over 1 minute intervals.
Banner Click Rate measure over 1 minute intervals.

Campaign views / minute.
Fundraiser Reporting

Campaign donations / minute.

Confidence Reporting

Between 90.0% and 95.0% confident about the winner.

Student's T model, donations / impression.

Student's T model, amount50 / impression.
Fundraiser Reporting
Between 99.5% and 99.95% confident about the winner.

Student's T model, click rate.

Additional Comments
Enter your comments here...

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