

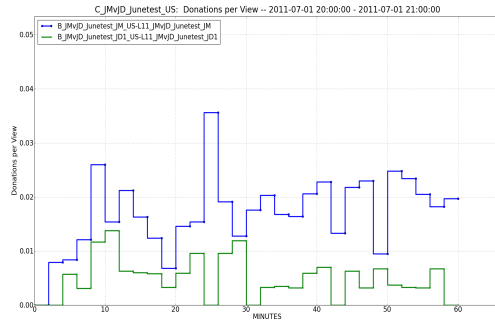
C_JMvJD_Junetest_US: Test Report

The winning banner is B_JMvJD_Junetest_JM_US-L11_JMvJD_Junetest_JM.

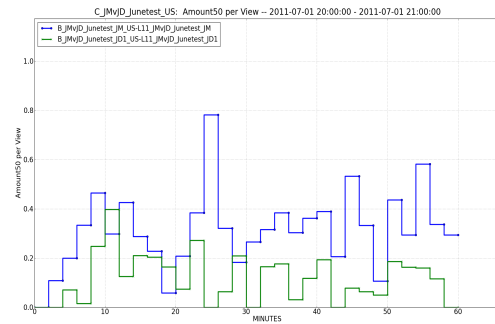
The winner, B_JMvJD_Junetest_JM_US-L11_JMvJD_Junetest_JM, had a 392.39% increase in donations / impression on average. Between 99.5% and 99.95% confident about the winner.
 The winner, B_JMvJD_Junetest_JM_US-L11_JMvJD_Junetest_JM, had a 282.83% increase in amount50 / impression on average. Between 99.5% and 99.95% confident about the winner.
 The winner, B_JMvJD_Junetest_JM_US-L11_JMvJD_Junetest_JM, had a 244.79% increase in donations / view on average. Between 99.5% and 99.95% confident about the winner.
 The winner, B_JMvJD_Junetest_JM_US-L11_JMvJD_Junetest_JM, had a 296.06% increase in amount50 / view on average. Between 99.5% and 99.95% confident about the winner.
 The winner, B_JMvJD_Junetest_JM_US-L11_JMvJD_Junetest_JM, had a 41.47% increase in click rate on average. Between 75.0% and 90.0% confident about the winner.

C_JMvJD_Junetest_US -- Test Results:

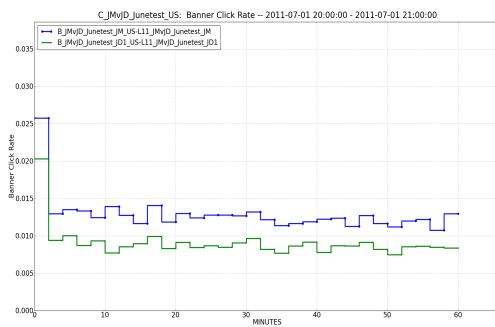
bannerlp	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view
B_JMvJD_Junetest_JM_US-L11_JMvJD_Junetest_JM	1053752	13193	229	5022.00	4222.00	0.012855	0.000211	0.004616	0.003884	0.017090	0.376204	0.314495
B_JMvJD_Junetest_JD2_US-L11_JMvJD_Junetest_JD2	1056063	11811	40	931.95	831.95	0.011601	0.000037	0.000852	0.000761	0.003257	0.076293	0.067843
B_JMvJD_Junetest_JD1_US-L11_JMvJD_Junetest_JD1	1054341	9266	47	1260.00	1110.00	0.009086	0.000043	0.001153	0.001015	0.004957	0.134264	0.118722



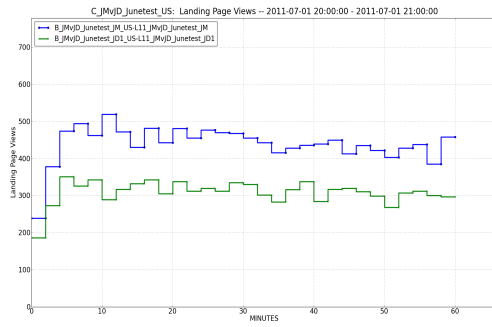
Donations per View measure over 2 minute intervals.



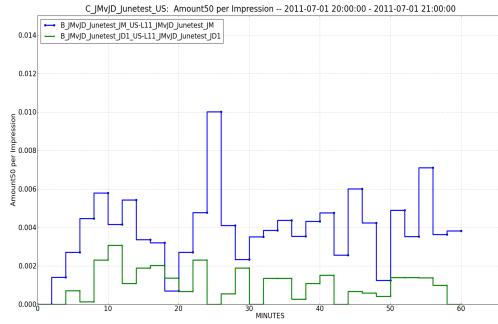
Amount50 per View measure over 2 minute intervals.



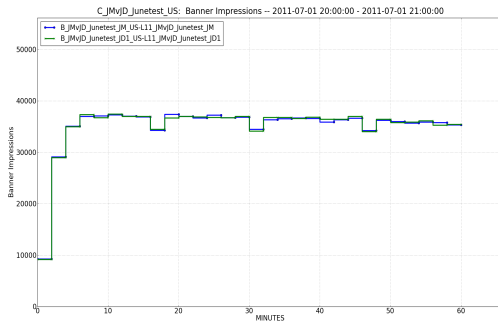
Banner Click Rate measure over 2 minute intervals.



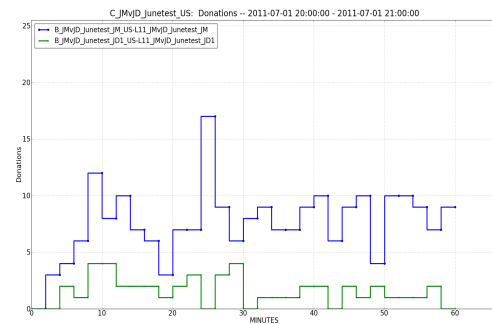
Landing Page Views measure over 2 minute intervals.



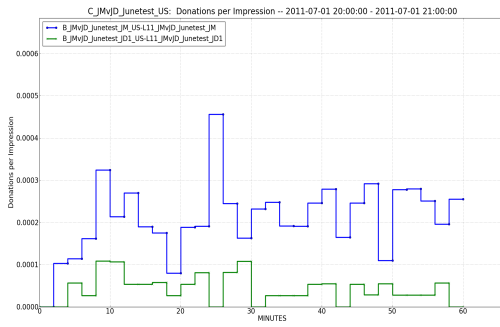
Amount50 per Impression measure over 2 minute intervals.



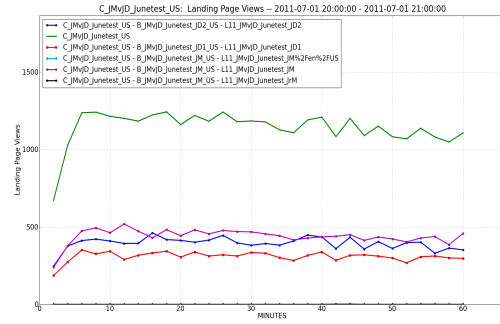
Banner Impressions measure over 2 minute intervals.



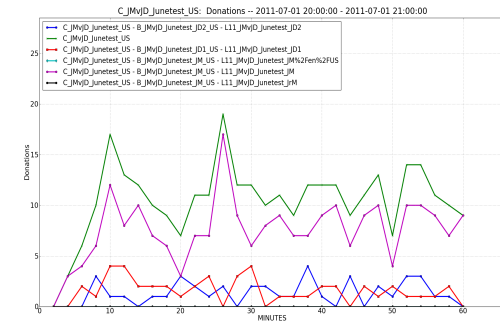
Donations measure over 2 minute intervals.



Donations per Impression measure over 2 minute intervals.

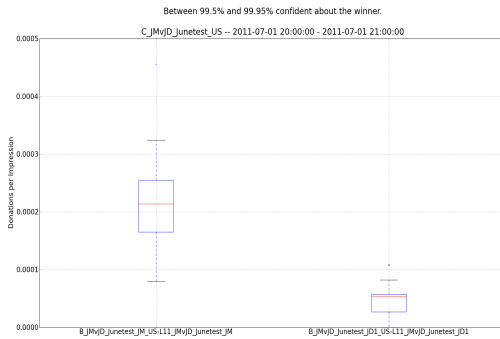


Campaign views / minute.

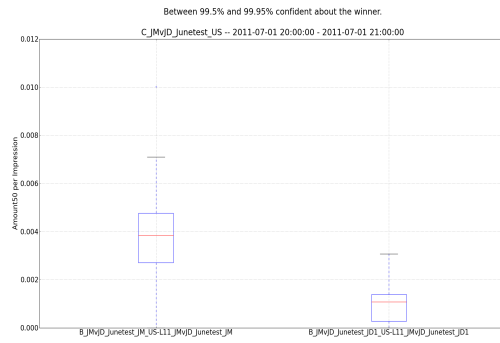


Campaign donations / minute.

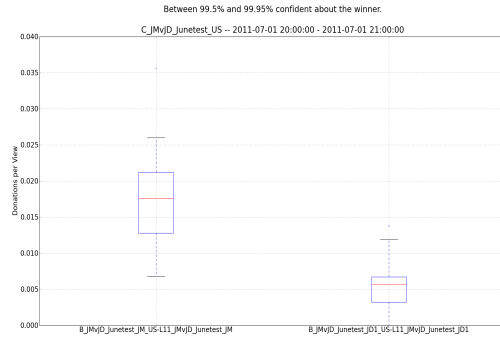
Confidence Reporting



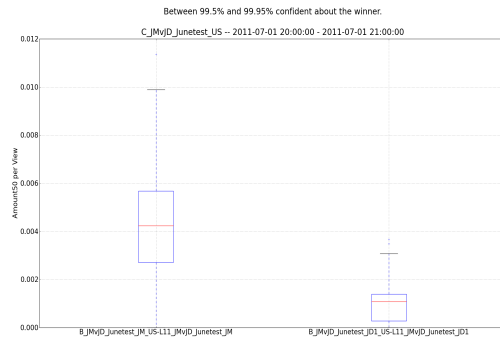
Student's T model, donations / impression.



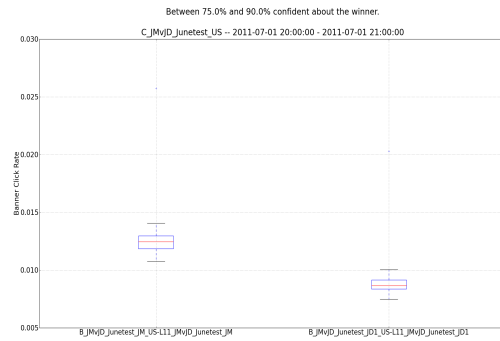
Student's T model, amount50 / impression.



Student's T model, donations / view.



Student's T model, amount50 / view.



Student's T model, click rate.

Additional Comments

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