

Content-Type: text/html; charset=utf-8

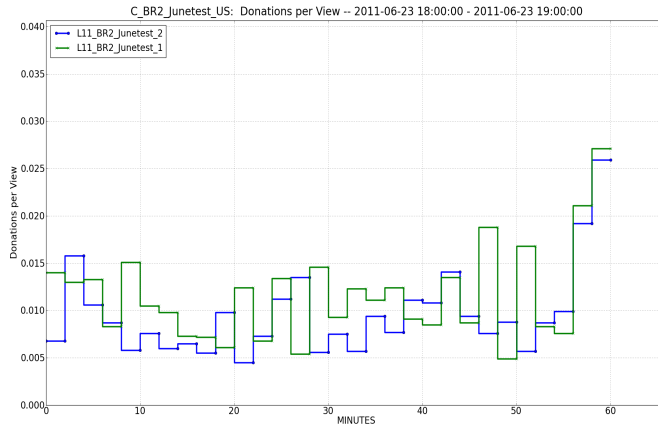
## C\_BR2\_Junetest\_US: Test Report

The winning banner is **L11\_BR2\_Junetest\_1**.

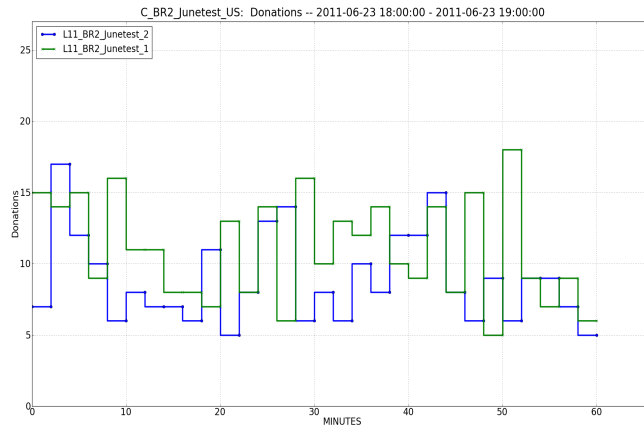
The winner, L11\_BR2\_Junetest\_1, had a 20.86% increase in donations / view on average. Between 99.5% and 99.95% confident about the winner. The winner, L11\_BR2\_Junetest\_1, had a 13.13% increase in amount50 / view on average. Between 99.5% and 99.95% confident about the winner.

### C\_BR2\_Junetest\_US -- Test Results:

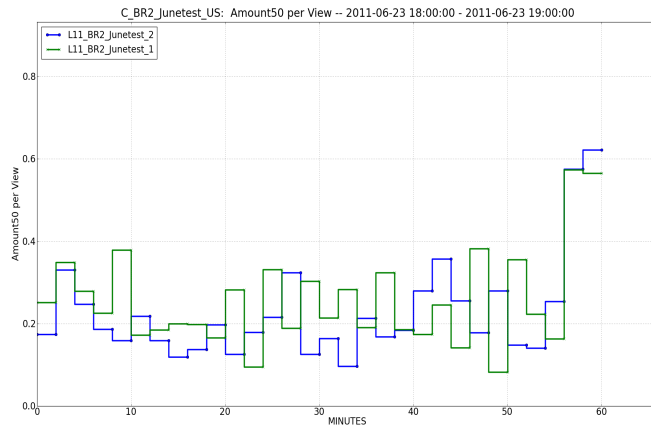
lp	views	donations	total_clicks	amount50	don_per_view	amt_per_view	amt50_per_view
L11_BR2_Junetest_2	30082	267	267	6236.36	0.009557	0.274863	0.227159
L11_BR2_Junetest_1	30433	330	330	7327.66	0.011557	0.282284	0.256993



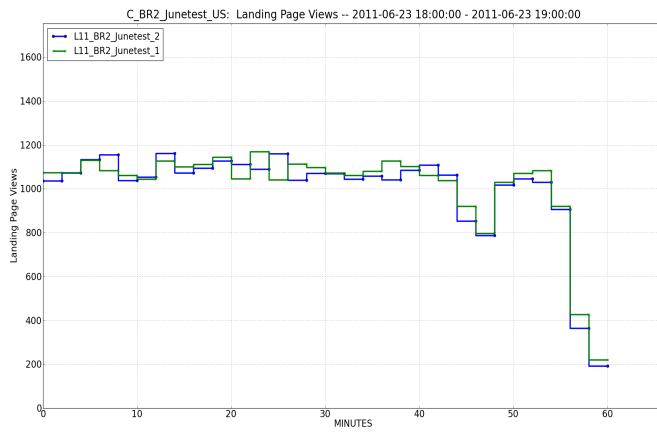
Donations per View measure over 2 minute intervals.



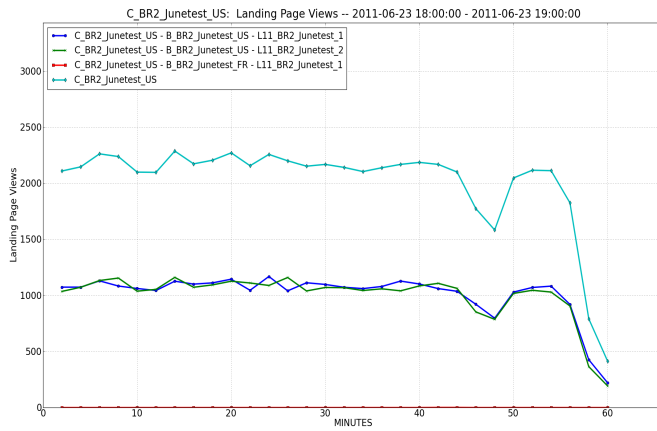
Donations measure over 2 minute intervals.



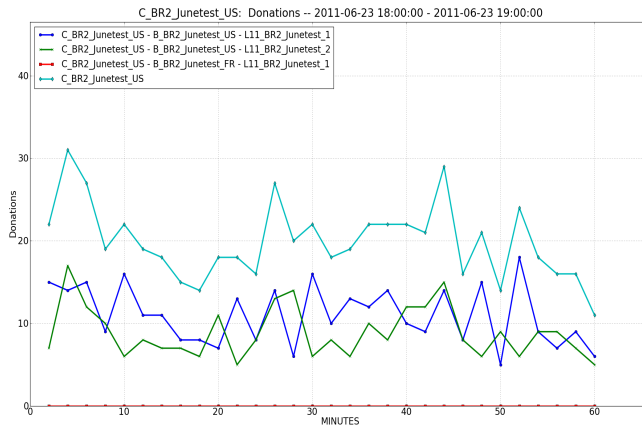
Amount50 per View measure over 2 minute intervals.



Landing Page Views measure over 2 minute intervals.

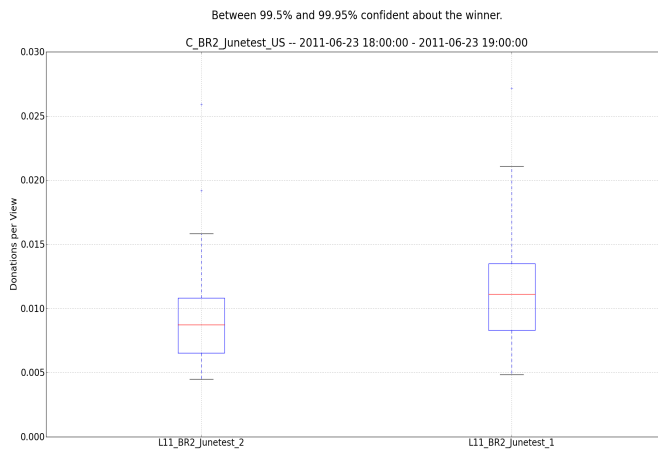


Campaign views / minute.

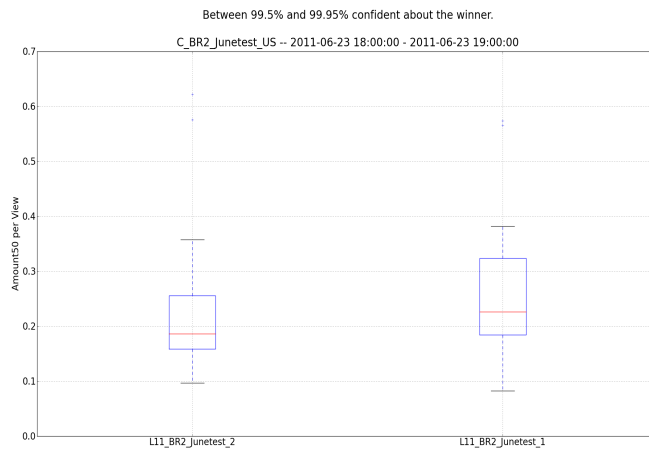


Campaign donations / minute.

**Confidence Reporting**



Student's T model, donations / view.



Student's T model, amount50 / view.

**Additional Comments**

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