

C_JMvSW2_0805_US: Test Report

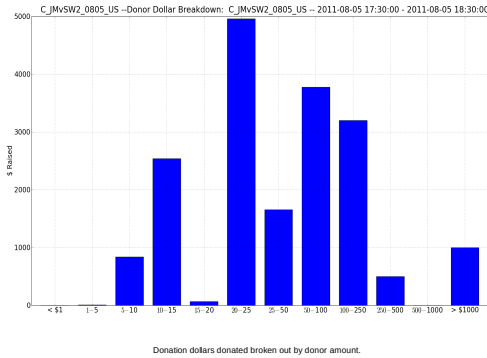
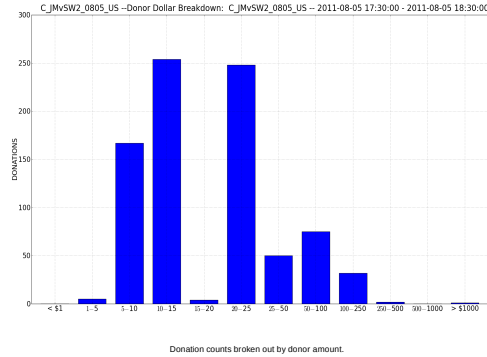
The winning banner is Jimmy.

The winner, Jimmy, had a 25.56% increase in donations / impression on average. Between 75.0% and 90.0% confident about the winner.
 The winner, Jimmy, had a 3.86% increase in amount50 / impression on average. Between 0% and 60.0% confident about the winner.
 The winner, Jimmy, had a 51.96% increase in donations / view on average. Between 90.0% and 95.0% confident about the winner.
 The winner, Jimmy, had a 25.54% increase in amount50 / view on average. Between 75.0% and 90.0% confident about the winner.
 The winner, Walling (191 articles), had a 21.24% increase in click rate on average. Between 75.0% and 90.0% confident about the winner.

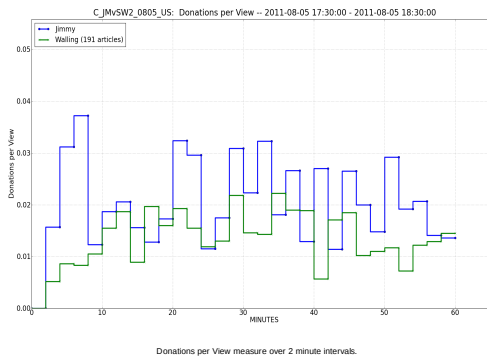
C_JMvSW2_0805_US -- Test Results:

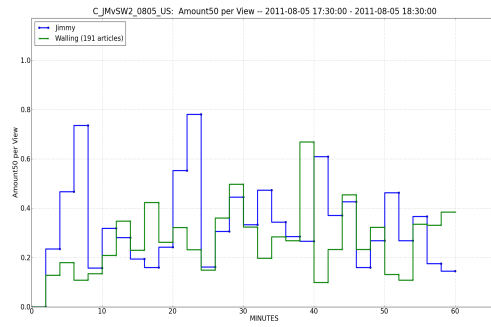
banner/tp	impressions	views	donations	amount	amount50	click_rate	don_per_imp	amt_per_imp	amt50_per_imp	don_per_view	amt_per_view	amt50_per_view
Jimmy	1170738	15890	327	6238.54	5338.54	0.013777	0.000274	0.005221	0.004477	0.020400	0.389744	0.333350
Walling (plan)	1171567	15577	249	6441.00	5041.00	0.013478	0.000207	0.005345	0.004191	0.015740	0.408168	0.318220
Walling (191 articles)	1171721	19286	262	5863.00	5188.00	0.016704	0.000218	0.004874	0.004310	0.013430	0.300300	0.265530

Donations Breakdown

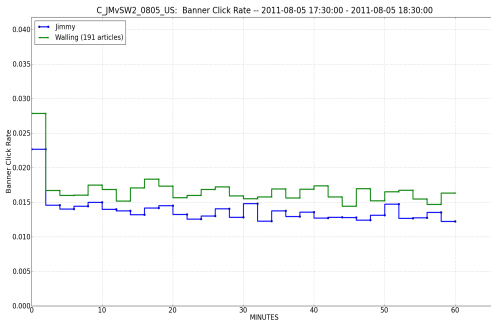


Data Tracking

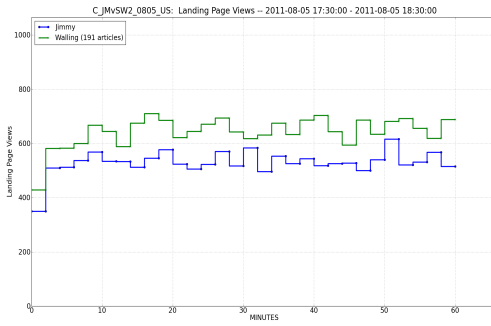




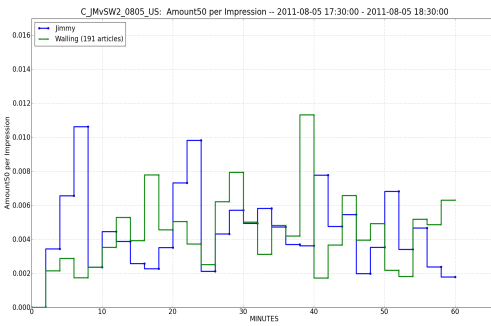
Amount50 per View measure over 2 minute intervals.



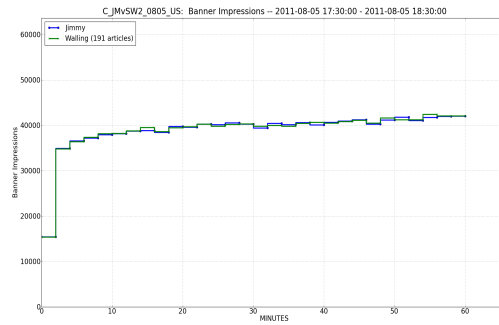
Banner Click Rate measure over 2 minute intervals.



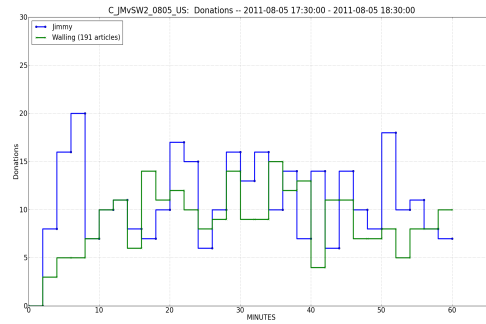
Landing Page Views measure over 2 minute intervals.



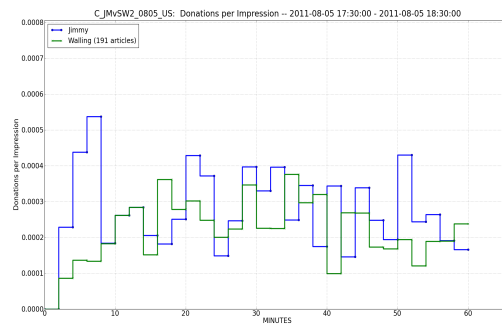
Amount50 per Impression measure over 2 minute intervals.



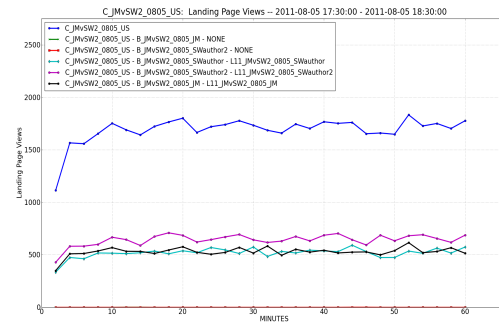
Banner Impressions measure over 2 minute intervals.



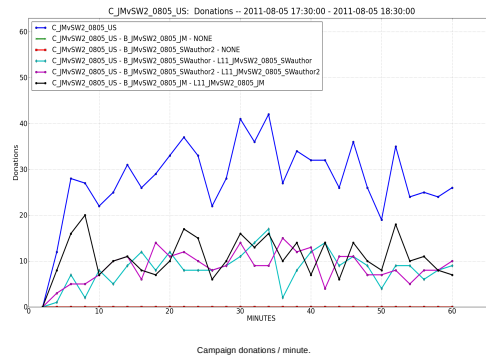
Donations measure over 2 minute intervals.



Donations per Impression measure over 2 minute intervals.

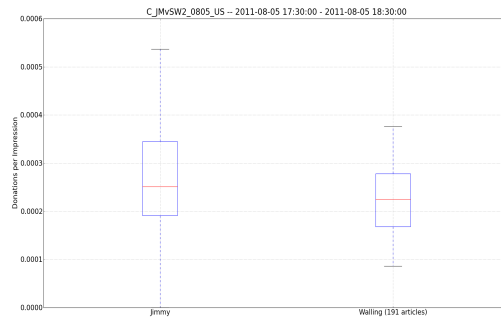


Campaign views / minute.



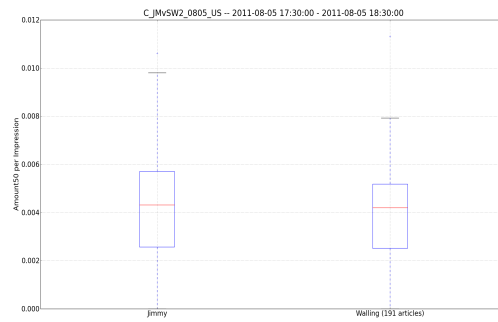
Confidence Reporting

Between 75.0% and 90.0% confident about the winner.



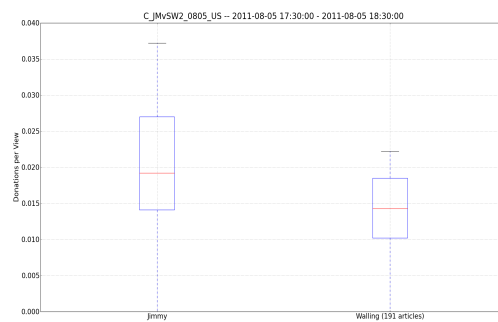
Student's T model, donations / impression.

Between 0% and 60.0% confident about the winner.

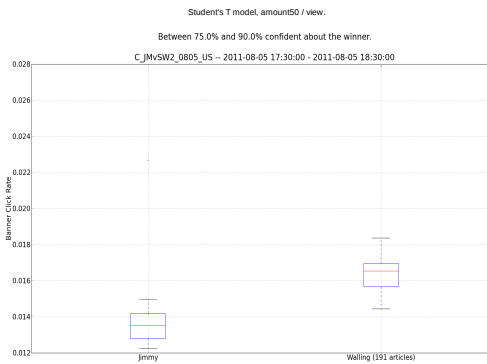
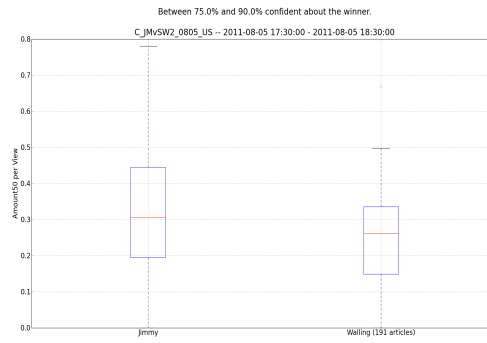


Student's T model, amount50 / impression.

Between 90.0% and 95.0% confident about the winner.



Student's T model, donations / view.



Student's T model, click rate.

Additional Comments
Enter your comments here...

Comments:

[Return to](#)
[Latest Campaigns](#)
[Test Generation](#)
[Home](#)