

# Table Summary for C11\_1114\_AvsB\_SE:

## Metrics Legend:

Metric Name	no such metric	Amount per View	Banner Click Rate	Amount per Impression	Banner Impressions	Average Donation Normal	Landing Page Views	Average Donation	Banner
Standard Name	Campaign	A / LPi	LPi / Bi	A / Bi	Bi	AVG An	LPi	AVG A	B

## Confidence Legend for Hypothesis Testing:

Confidence Level	0% - 60.00%	60.00% - 75.00%	75.00% - 90.00%	90.00% - 95.00%	95.00% - 97.50%	97.50% - 99.00%	99.00% - 99.50%	99.50% - 99.95%	Winner
Colour Code									

Campaign	B	LP	D	A
C11_1114_AvsB_SE	B11_Donate_BrandonAccept_AvsB	default~default~Brandon~default~control	21	465.91
C11_1114_AvsB_SE	B11_Donate_BrandonAccept_AvsB	default~default~Brandon~default~variable1	26	409.00
C11_1114_AvsB_SE	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~control	20	426.00
C11_1114_AvsB_SE	B11_Donate_BrandonAccept_EN	default~default~Brandon~newgreenbox~variable1	14	325.41
C11_1114_AvsB_SE	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~control	15	199.70
C11_1114_AvsB_SE	B11_Donate_SusanAccept_EN	default~default~Susan~newgreenbox~variable1	24	362.40
C11_1114_AvsB_SE	B11_Donate_SusunAccept_AvsB	default~default~Susan~default~control	22	316.63
C11_1114_AvsB_SE	B11_Donate_SusunAccept_AvsB	default~default~Susan~default~variable1	32	1983.42

Campaign	D	A	An
Totals	174	4488.47	2354.50

## Payment Methods Breakdown:

Banner	Payment Method	Portion of Donations
B11_Donate_BrandonAccept_EN	Credit Card	61.76
B11_Donate_BrandonAccept_EN	Paypal	38.24
B11_Donate_SusanAccept_EN	Credit Card	53.85
B11_Donate_SusanAccept_EN	Paypal	46.15
B11_Donate_BrandonAccept_AvsB	Credit Card	65.96
B11_Donate_BrandonAccept_AvsB	Paypal	34.04
B11_Donate_SusunAccept_AvsB	Credit Card	62.96

Landing Page	Payment Method	Portion of Donations
default~default~Brandon~newgreenbox~variable1	Credit Card	64.29
default~default~Brandon~newgreenbox~variable1	Paypal	35.71
default~default~Brandon~newgreenbox~control	Credit Card	60.00
default~default~Brandon~newgreenbox~control	Paypal	40.00
default~default~Susan~default~variable1	Credit Card	59.38
default~default~Susan~default~variable1	Paypal	40.62
default~default~Susan~newgreenbox~control	Credit Card	66.67
default~default~Susan~newgreenbox~control	Paypal	33.33
default~default~Brandon~default~control	Credit Card	66.67
default~default~Brandon~default~control	Paypal	33.33
default~default~Susan~default~control	Credit Card	68.18
default~default~Susan~default~control	Paypal	31.82
default~default~Brandon~default~variable1	Credit Card	65.38
default~default~Brandon~default~variable1	Paypal	34.62
default~default~Susan~newgreenbox~variable1	Credit Card	45.83
default~default~Susan~newgreenbox~variable1	Paypal	54.17

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