Wikimedia Foundation
Banner Test Data: 35k vs. 50k
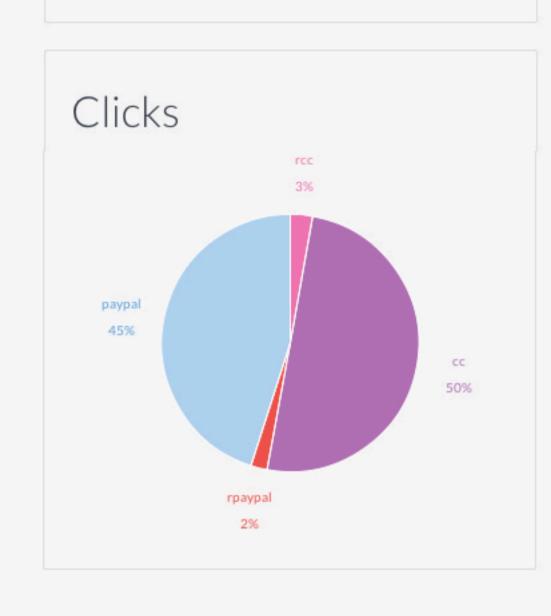
Test Comparisons

📊	50k	35k
# of Donations	302	358
Impressions	1,261,800	1,269,700
Clicks	1,439	1,537
Total Donation Amount	2,732.34	2,979.73
Avg Donation	9.05	8.32
Conversion Rate	.21%	.233%

Winner:
35k

Test Stats for 35k

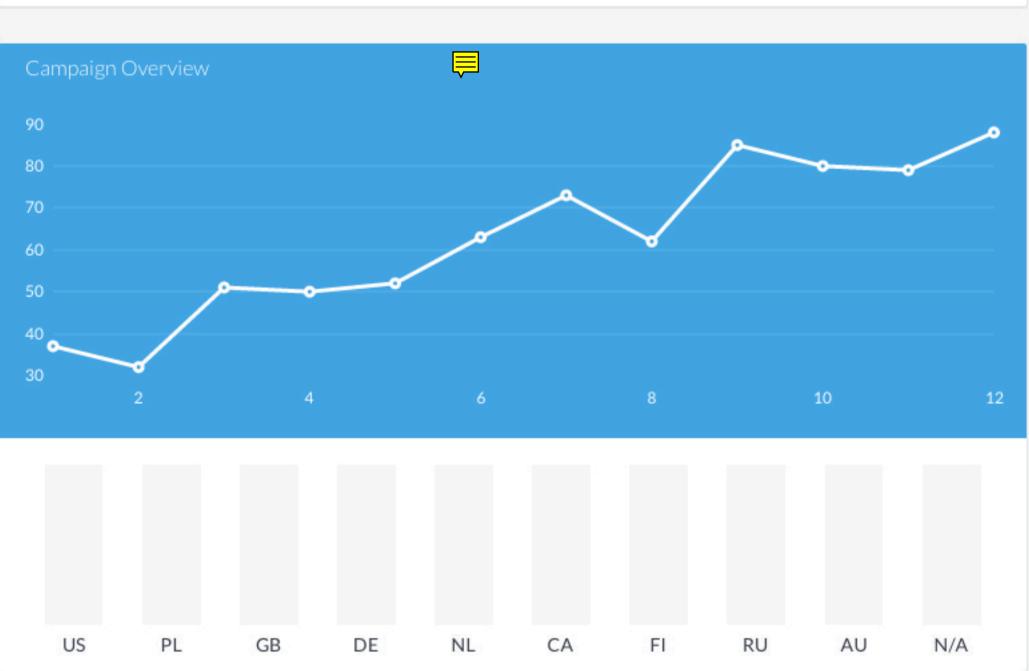|		
92	Donations per Impression	
15	Donation increase / 1000bi	
36	$/impression	
45	Dollar increase / 1000bi	
112	Impression Anomaly	
31	amt20diff	
93	upper 95% confidence (donation)	
254	lower 95% confidence (donation)	
93	upper 95% confidence ($)	
254	lower 95% confidence ($)	

35k:

50k:

Test	don/K bi	$/K bi	Amount20/K bi	Avg20	Median	Max	Mode	Mode_s
50k	.24	2.17	1.9	7.94	$5	$55	$5	$3
35k	.28	2.35	1.94	6.88	$4.39	$120	$5	$3

Amount Performance

AMOUNT $3		AMOUNT $5		AMOUNT $10		AMOUNT $50	
35k	50k	35k	50k	35k	50k	35k	50k
$2.96/avg	$2.95/avg	$4.52/avg	$4.06/avg	$6.32/avg	$5.53/avg	$8.98/avg	$8.07/avg
14 clicks	9 clicks	72 clicks	19 clicks	28 clicks	20 clicks	114 clicks	43 clicks
data point	data point	data point	data point	data point	data point	data point	data point
data point	data point	data point	data point	data point	data point	data point	data point

📊 Donation Per Amountsource for ID

Campaign Overview

Banner Impressions Over Time

Visitors

69 per minute

Errors

78 average

Timers

31

Alerts

44

Events

20

Donations

Clicks