

# 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%

35k:

DEAR WIKIPEDIA READERS: To protect our independence, we'll never run ads. We take no government funds. We survive on donations averaging about \$15. Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. We're a small non-profit with costs of a top 5 website: servers, staff and programs. Wikipedia is something special. It is like a library or a public park where we can all go to think and learn. If Wikipedia is useful to you, take one minute to keep it online and ad-free another year. Thank you.

One-time

\$3

\$5

\$10

\$20

\$30

\$50

\$100

\$

Monthly\*

\$

Credit Card

PayPal

Amazon

50k:

DEAR WIKIPEDIA READERS: To protect our independence, we'll never run ads. We take no government funds. We survive on donations averaging about \$15. Now is the time we ask. If everyone reading this right now gave Rp 50000, our fundraiser would be done within an hour. We're a small non-profit with costs of a top 5 website: servers, staff and programs. Wikipedia is something special. It is like a library or a public park where we can all go to think and learn. If Wikipedia is useful to you, take one minute to keep it online and ad-free another year. Thank you.

One-time

\$3

\$5

\$10

\$20

\$30

\$50

\$100

\$

Monthly\*

\$

Credit Card

PayPal

Amazon

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

Search Tests

Recently Viewed Tests

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 (\$)

Visitors

69

per minute

Timers

31

Errors

78

average

Alerts

44

Events

20

### Donations

### Clicks