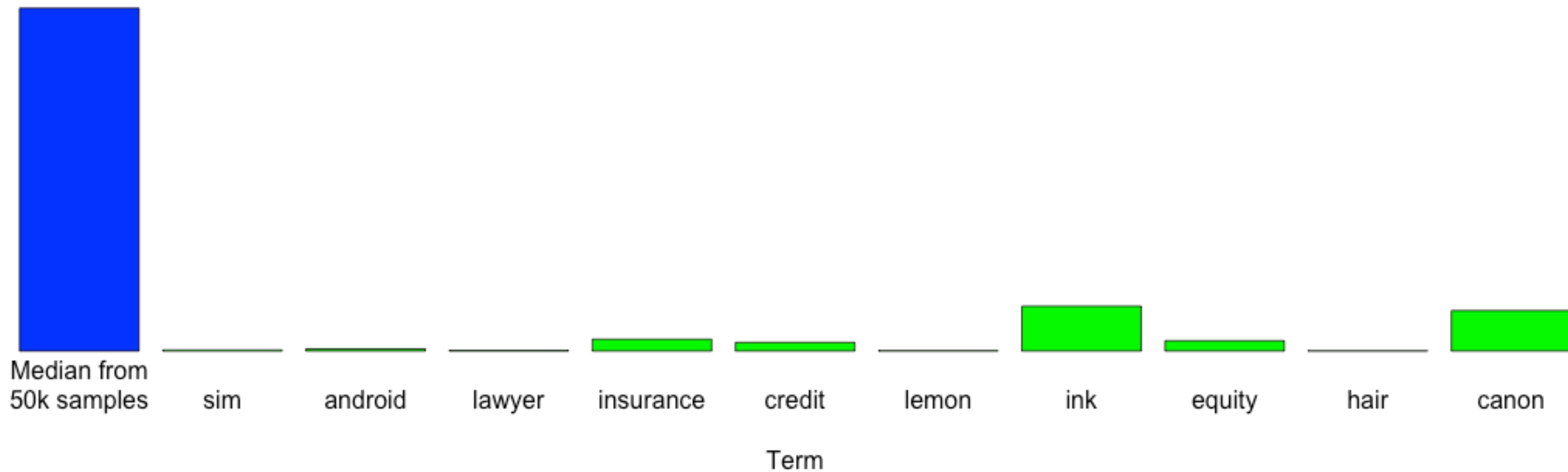# Similar Searches on Google AdWords

Tanner Prynn

Question: are similar terms grouped together?
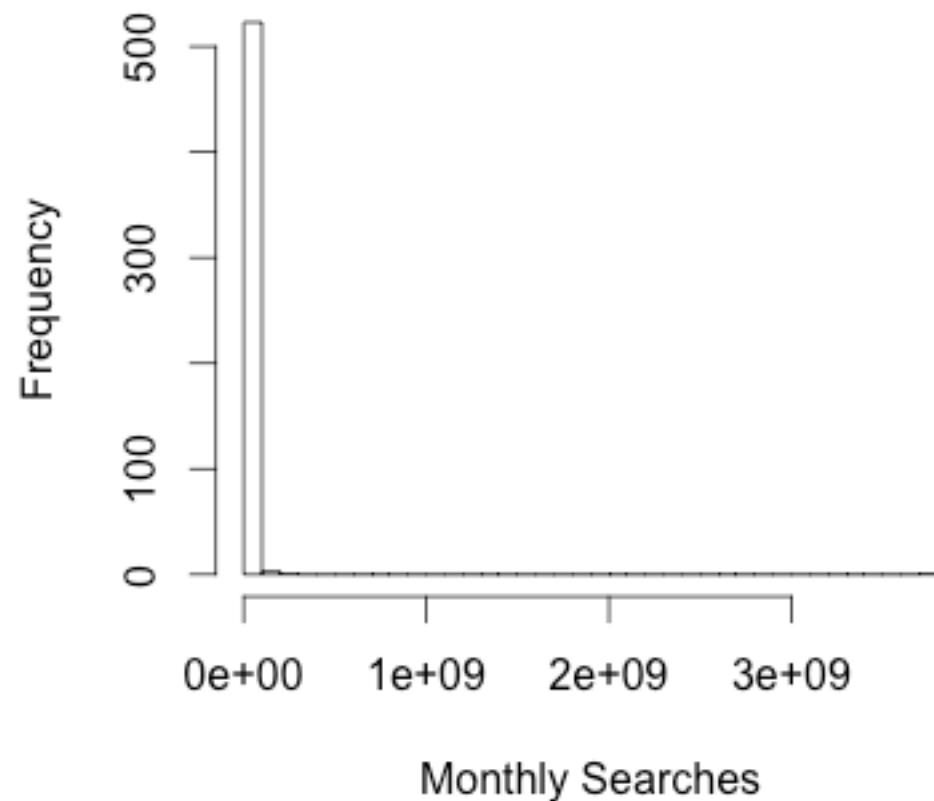
IQR values for selected bundles of terms

Median from 50k samples | sim | android | lawyer | insurance | credit | lemon | ink | equity | hair | canon
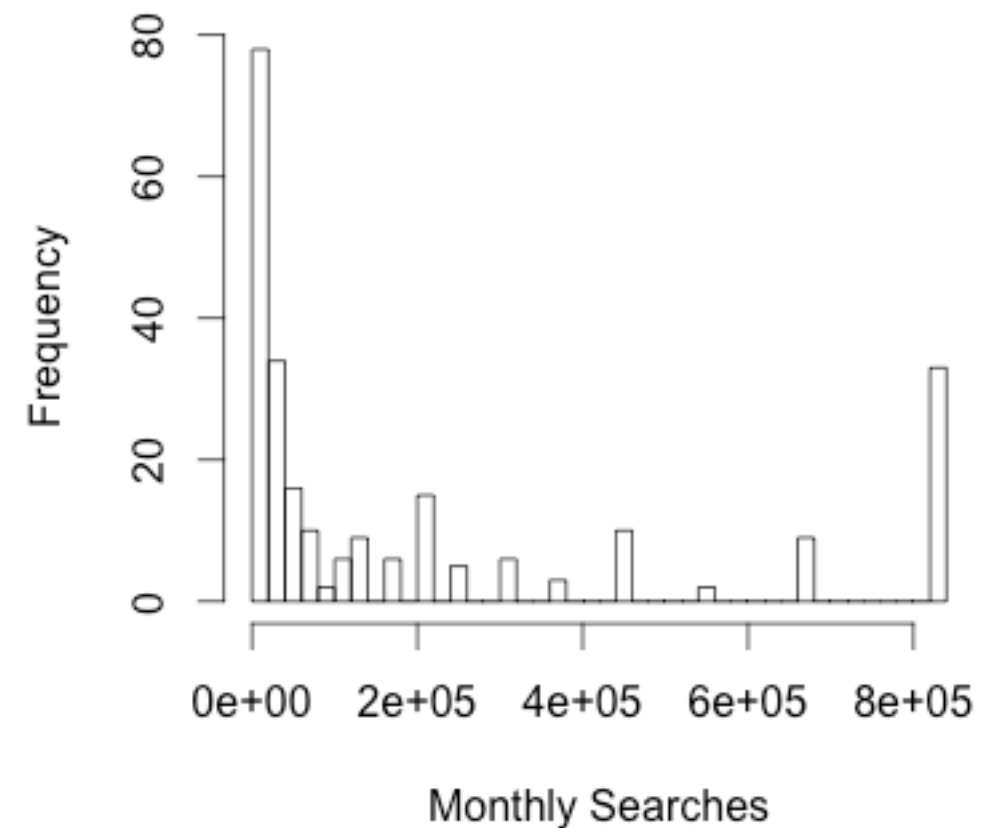
Term

- H_0 : bundles of terms will have the same or larger IQR than a sample from the population

- H_1 : bundles of terms will have a smaller IQR than a sample from the population

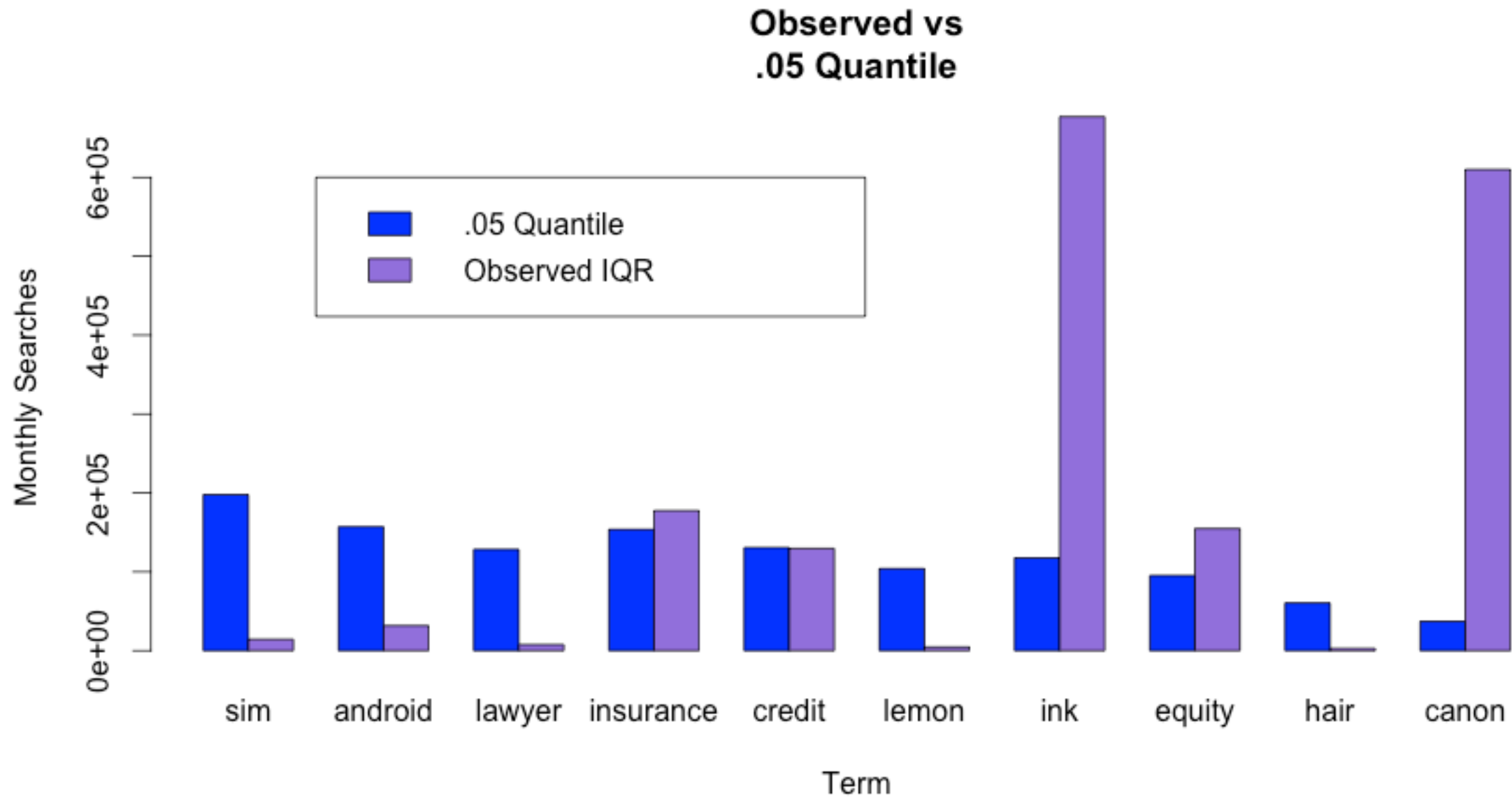- Why IQR?

Watch out for outliers

(A) Histogram of all search terms

(B) Middle 50% of all search terms

Permutation Test

Observed vs
.05 Quantile

Conclusion

- Median p-value: .0288

- Reject H_0 - bundled terms are grouped more closely than the overall sample