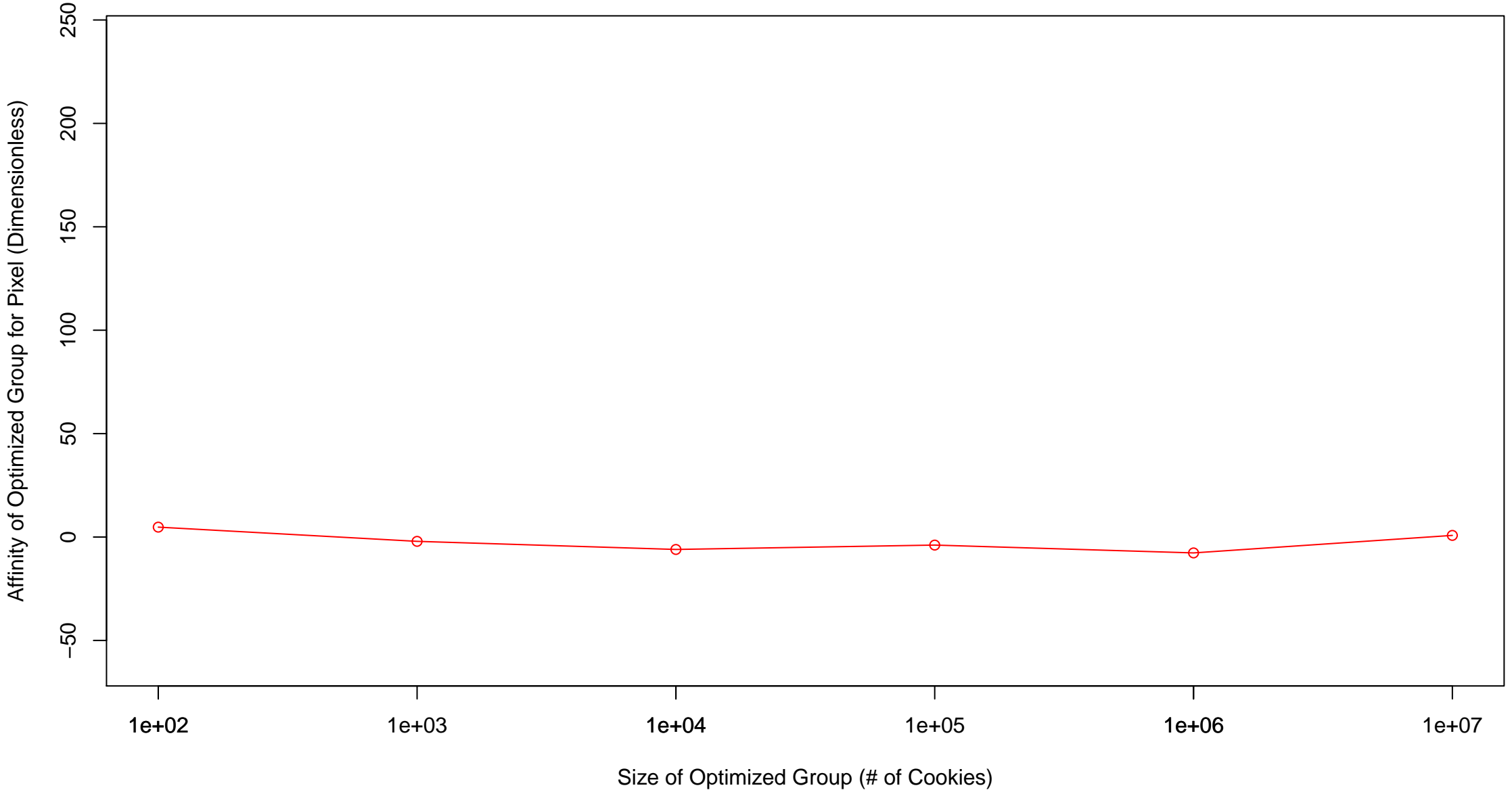**Affinity as a Function of Optimized Group Size**
AMP Conversion : Care.com : Care.com July–Sept '14 : Conversion Page 2014–07–16 cm.bbfz Gender Male

Size of Optimized Group (# of Cookies)

Affinity of Optimized Group for Pixel (Dimensionless)

Margin of Error as a Function of Optimized Group Size, alpha = .05
AMP Conversion : Care.com : Care.com July–Sept '14 : Conversion Page 2014–07–16 cm.bbfz Gender Male