Affinity as a Function of Optimized Group Size
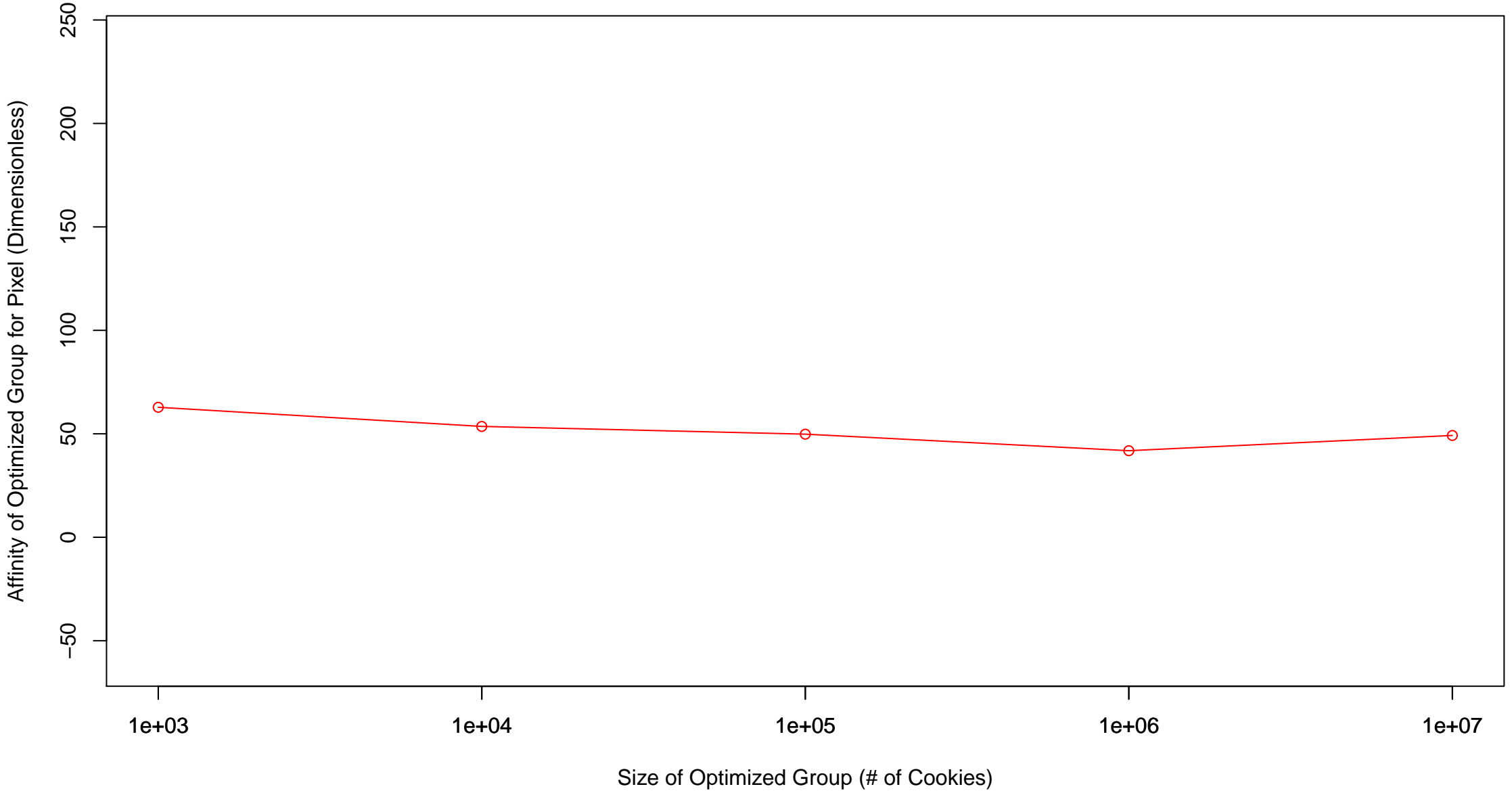## AMP Conversion : CD : Allstate Milwaukee Q114 324825 2014−07−16 cm.2x00 Income $250,000 +

Affinity of Optimized Group for Pixel (Dimensionless)

Size of Optimized Group (# of Cookies)

Margin of Error as a Function of Optimized Group Size, alpha = .05
AMP Conversion : CD : Allstate Milwaukee Q114 324825 2014−07−16 cm.2x00 Income $250,000 +