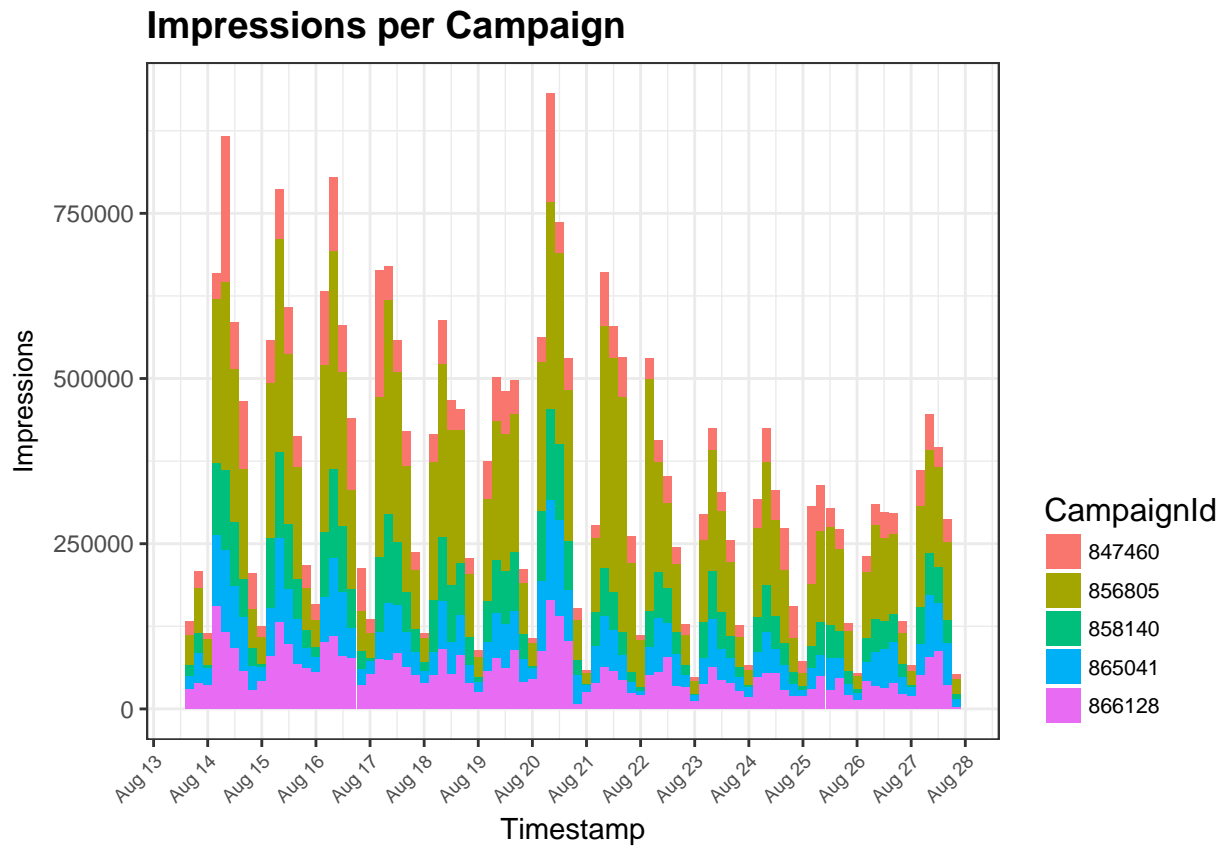
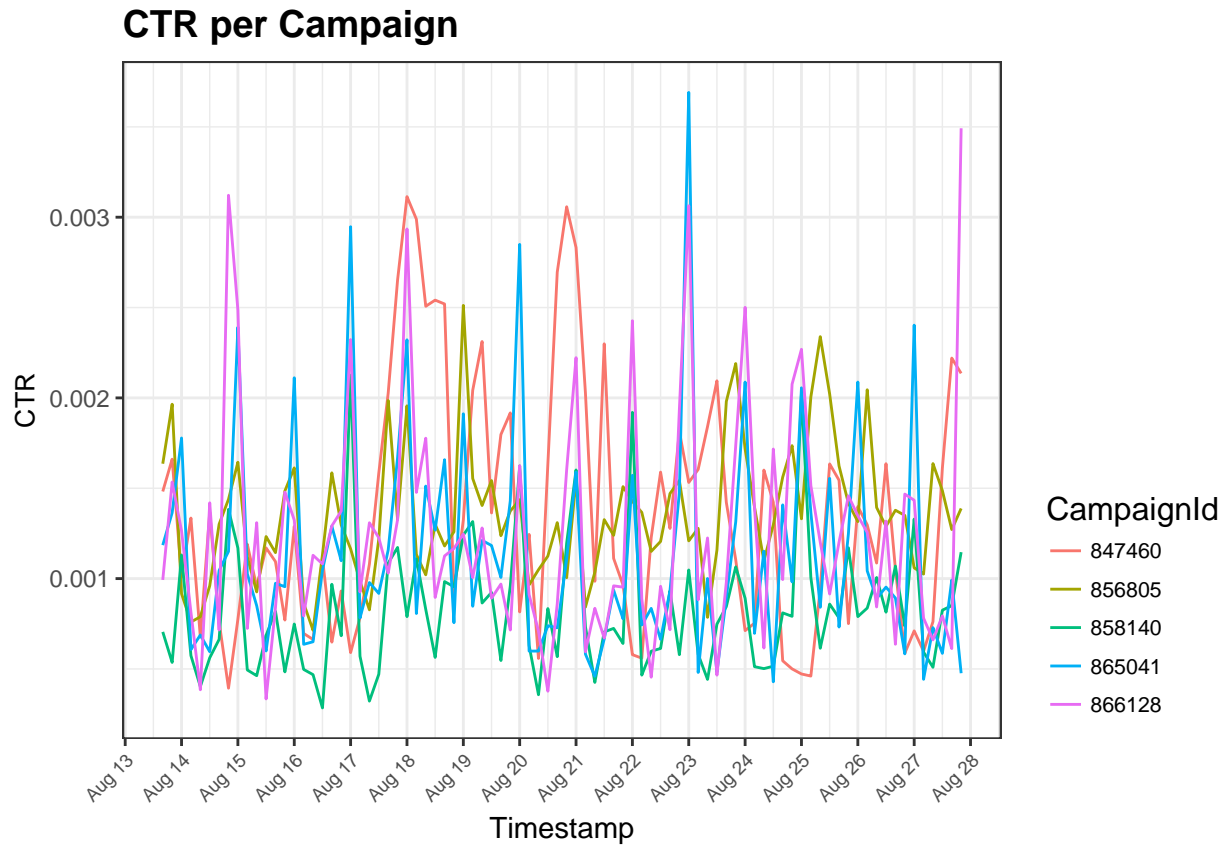
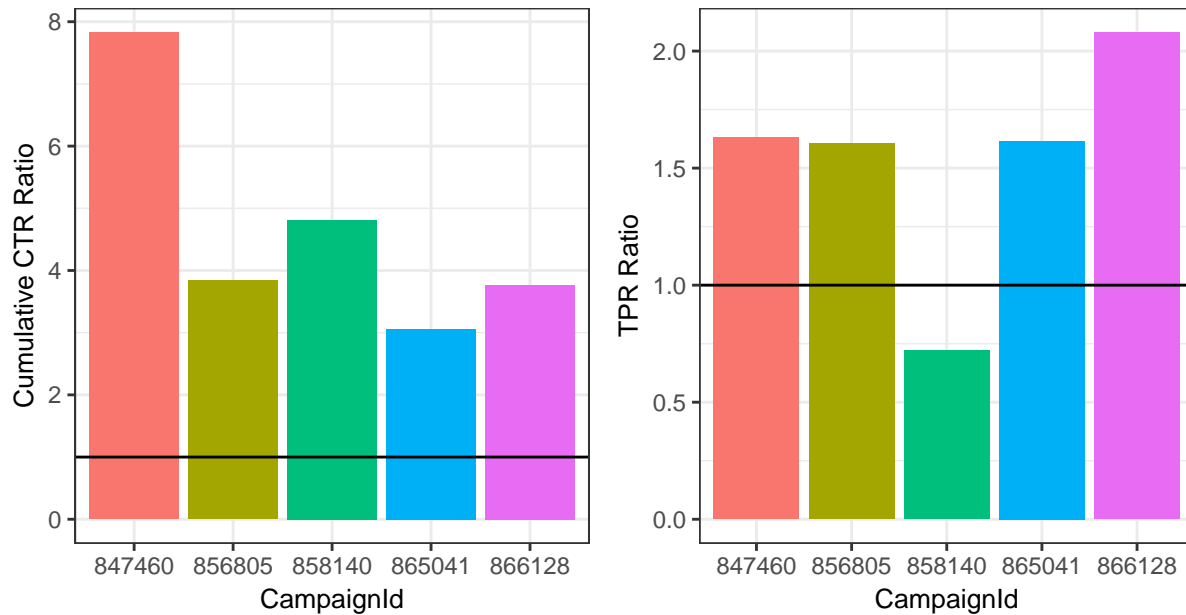


Multi-Campaign Analysis





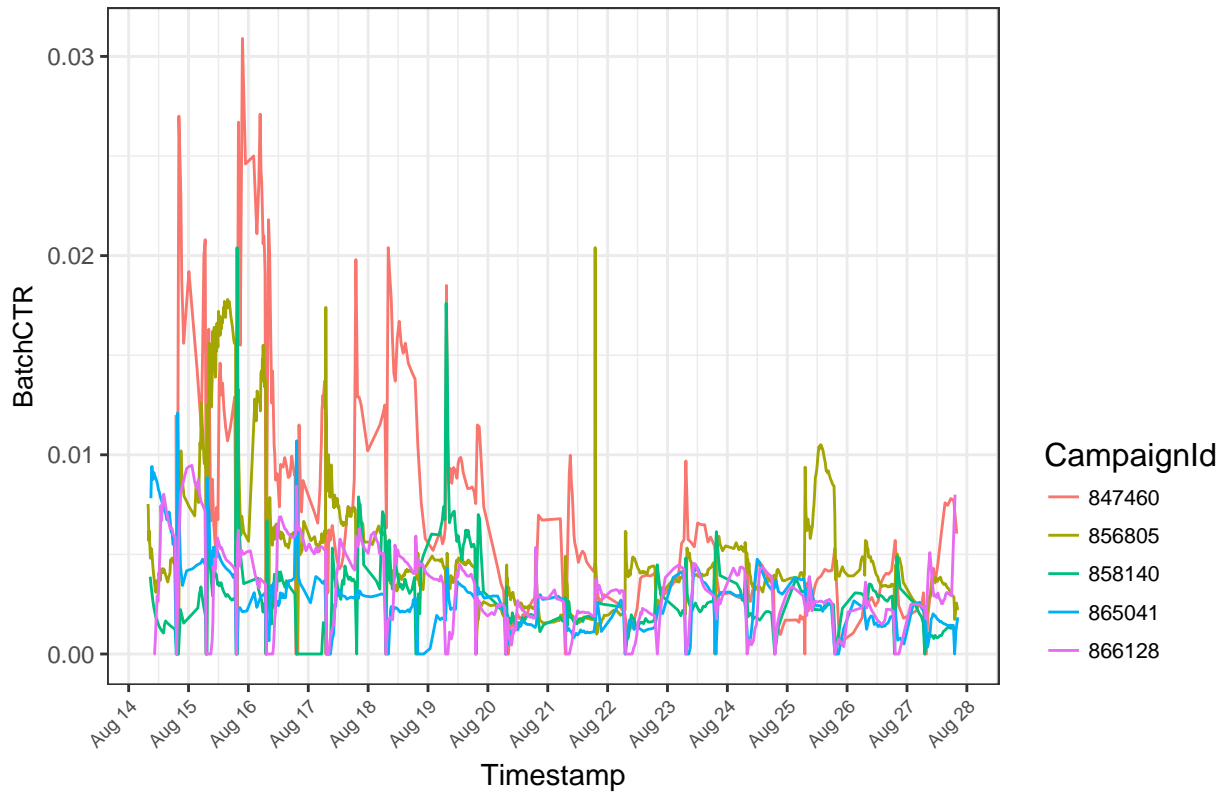
CTR and TPR Ratio for Campaigns from Multi-Campaign List



```
## TableGrob (2 x 2) "arrange": 3 grobs
##   z      cells      name      grob
## 1 1 (2-2,1-1) arrange      gtable[layout]
## 2 2 (2-2,2-2) arrange      gtable[layout]
```

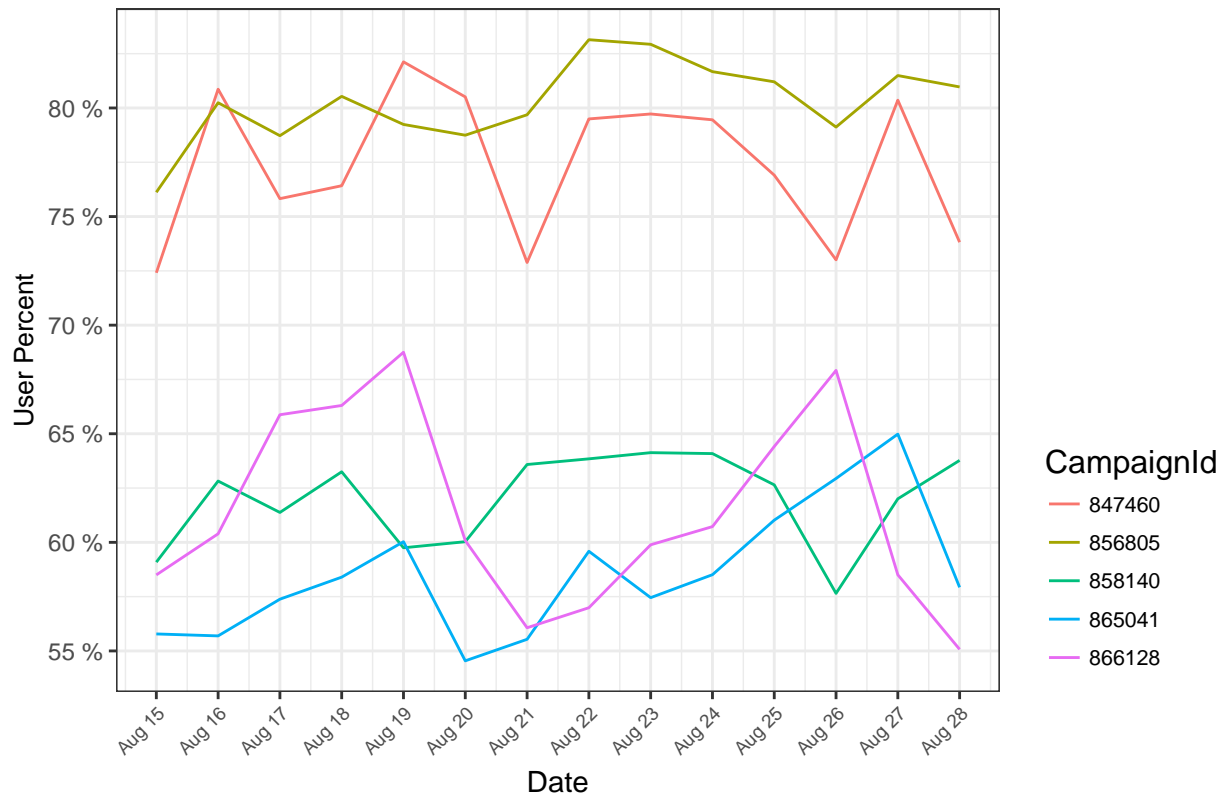
```
## 3 3 (1-1,1-2) arrange text[GRID.text.385]
```

Batch CTR per Campaign

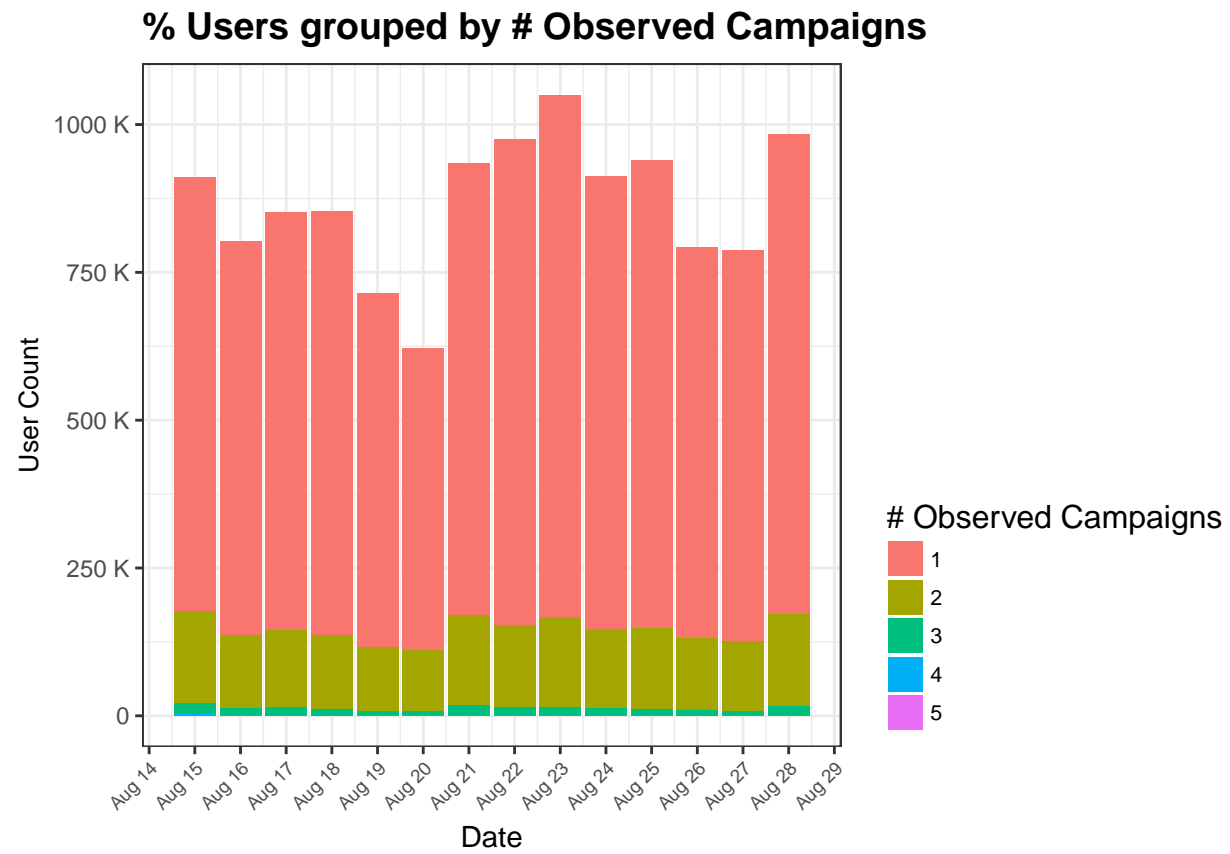


For each campaign there are users that observed only that campaign and ones that are shared between multiple campaigns. Below is the breakdown of the percentage of users per campaign that have seen only that campaign.

Percentage of Users Uniquely Seen by Campaign per Day

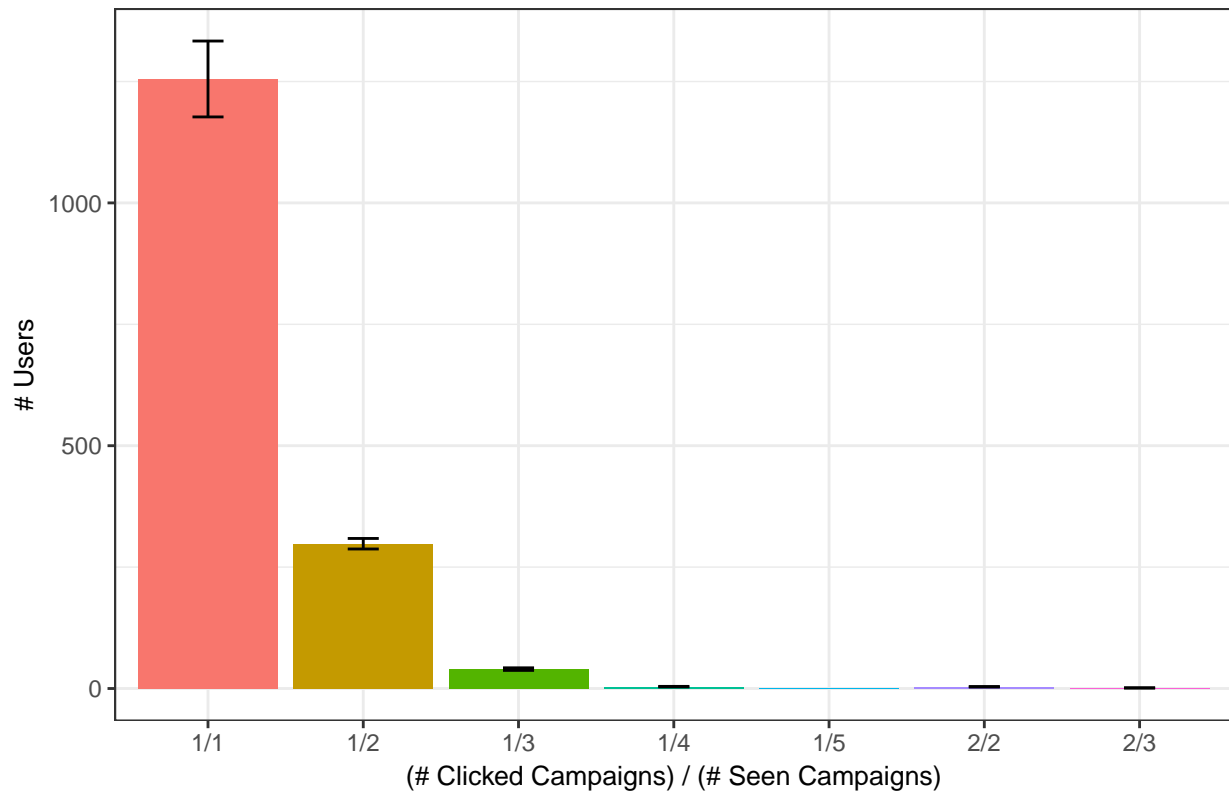


A breakdown of users per how many campaigns per day have they seen. Majority of the users have seen a single unique campaign per day.

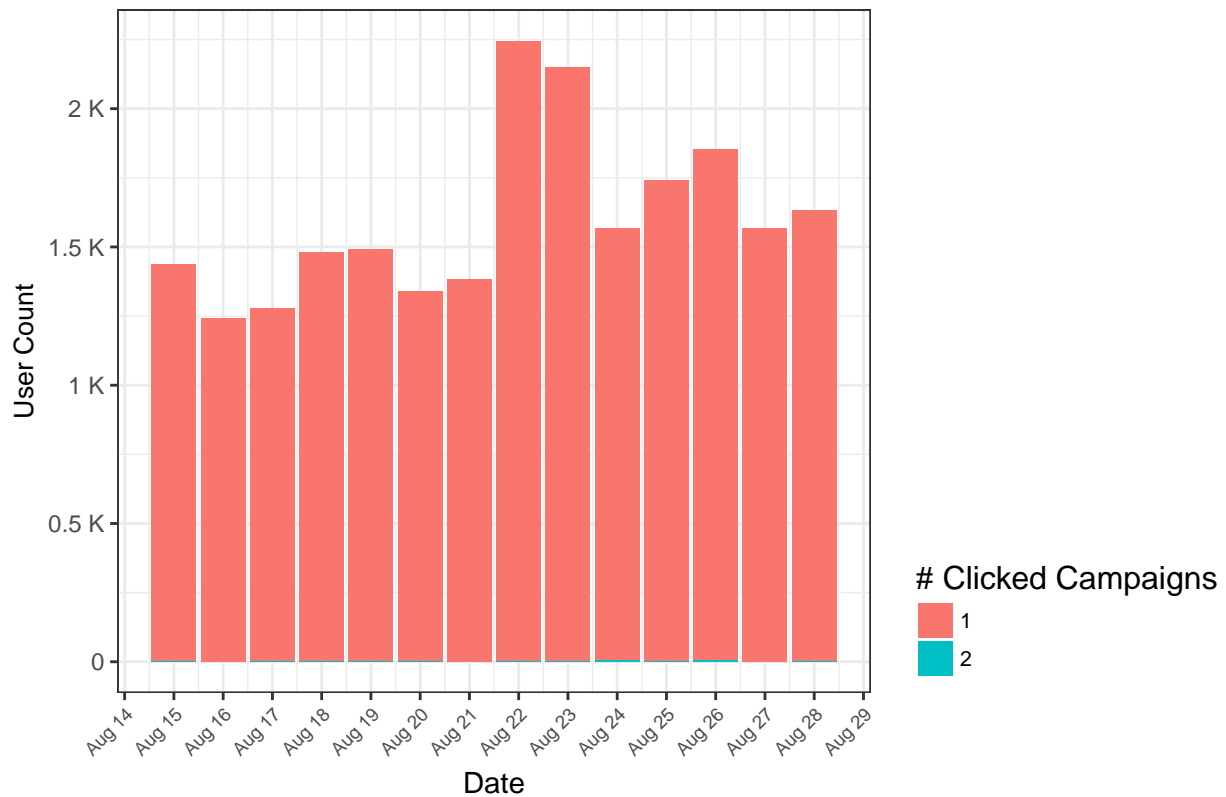


The question to answer with the following two graphics is: Can we identify “click users”?

Daily Click Users: ($\# \text{ Clicked Campaigns}$) / ($\# \text{ Seen Campaigns}$)



Click Users grouped by # Campaigns they have clicked on



Achieved CTR when training each one of the campaigns separately: 0.00478399381221703

Combined Campaign Data (Hindsight CTR – Learn Each Campaign

