Target Multi-Campaign Simulation Analysis

Simulation – Lower and Hindsight Results
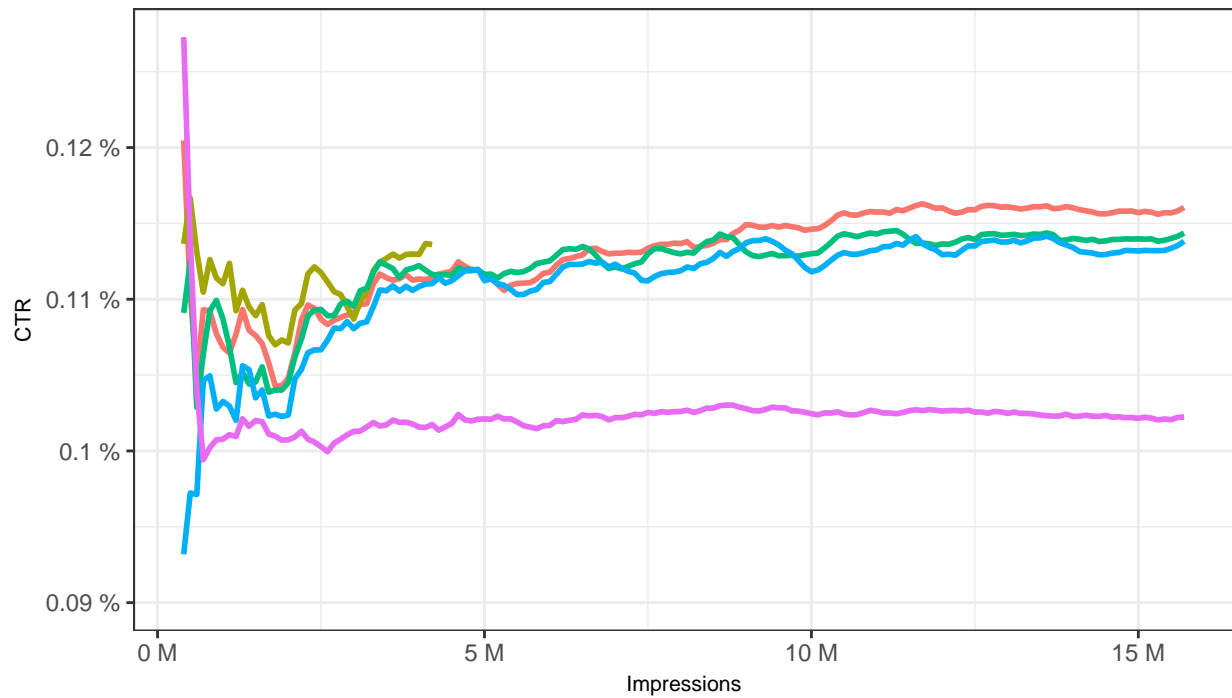

Legend:
- LinUCB Hindsight
- LinUCB Hindsight Target (80%)
- LinUCB Lower
- LinUCB Lower Target (80%)
- Random Hindsight
- Random Lower

Axes: CTR (vertical), Impressions (horizontal)
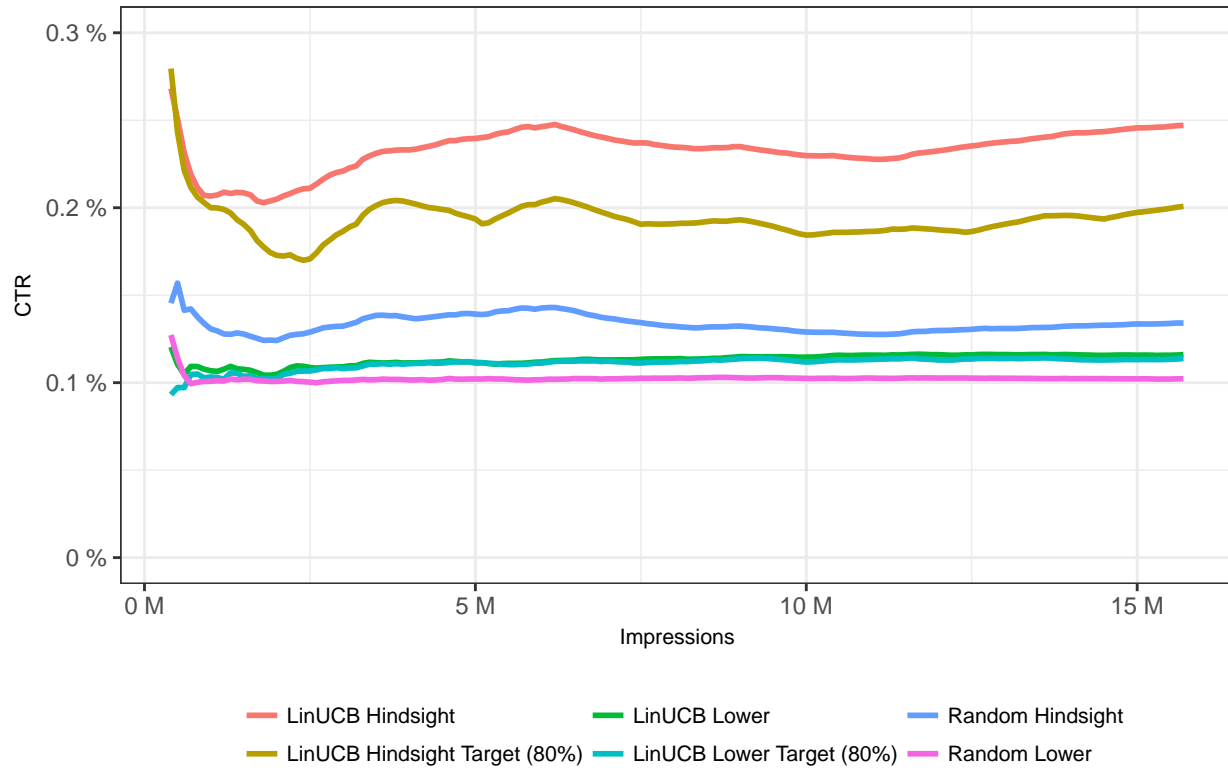
Hindsight Simulation Results
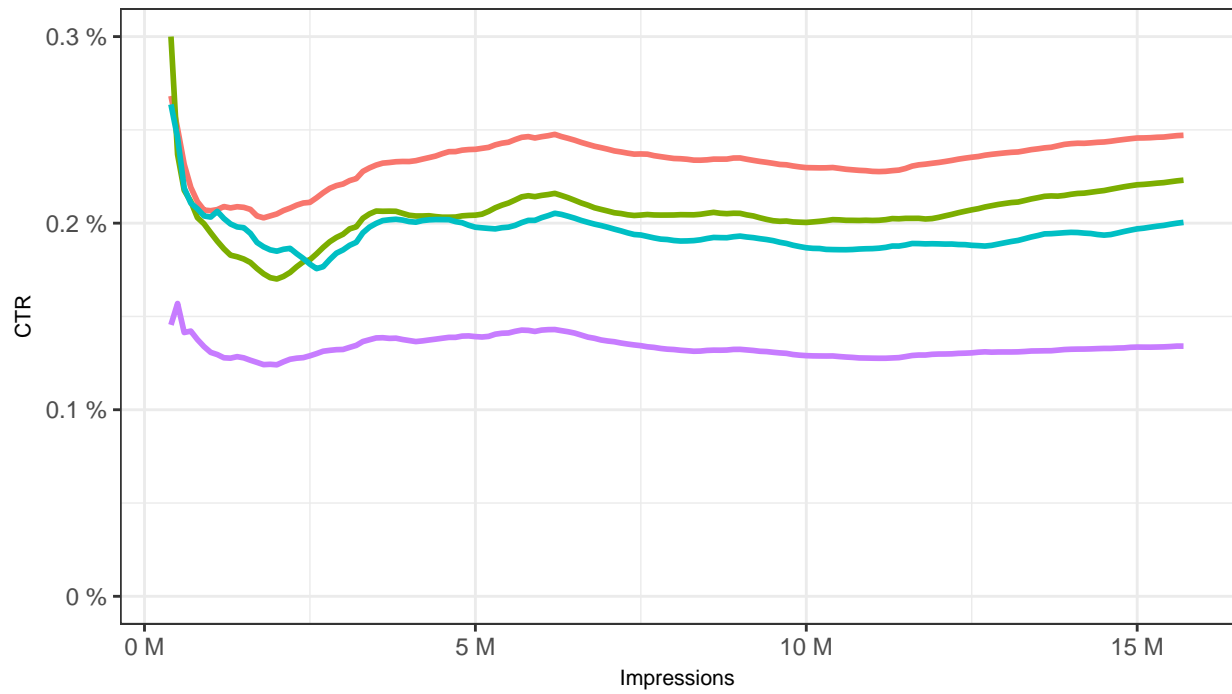
Legend: LinUCB — LinUCB Target (60%) — LinUCB Target (80%) — Random

Lower Simulation Results

Legend: LinUCB — LinUCB Target (100%) — LinUCB Target (60%) — LinUCB Target (80%) — Random