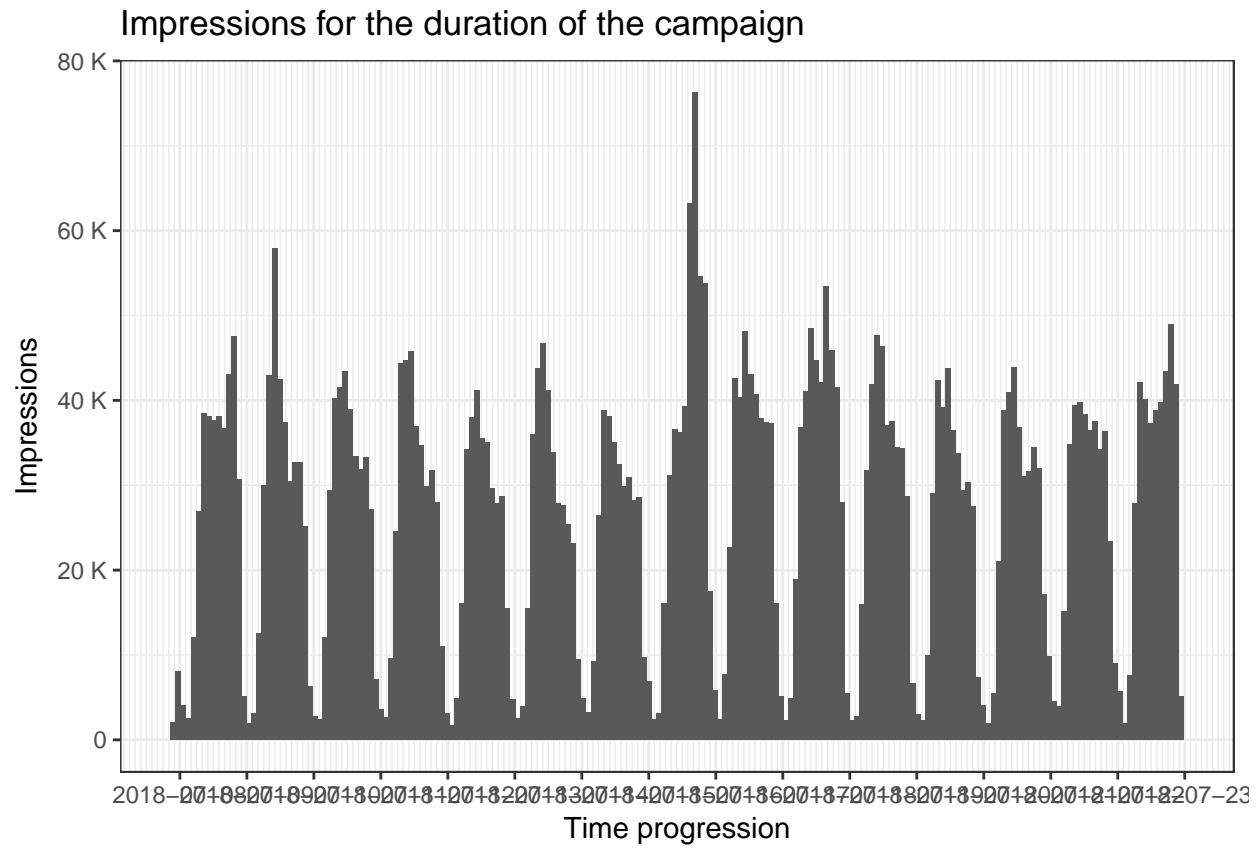
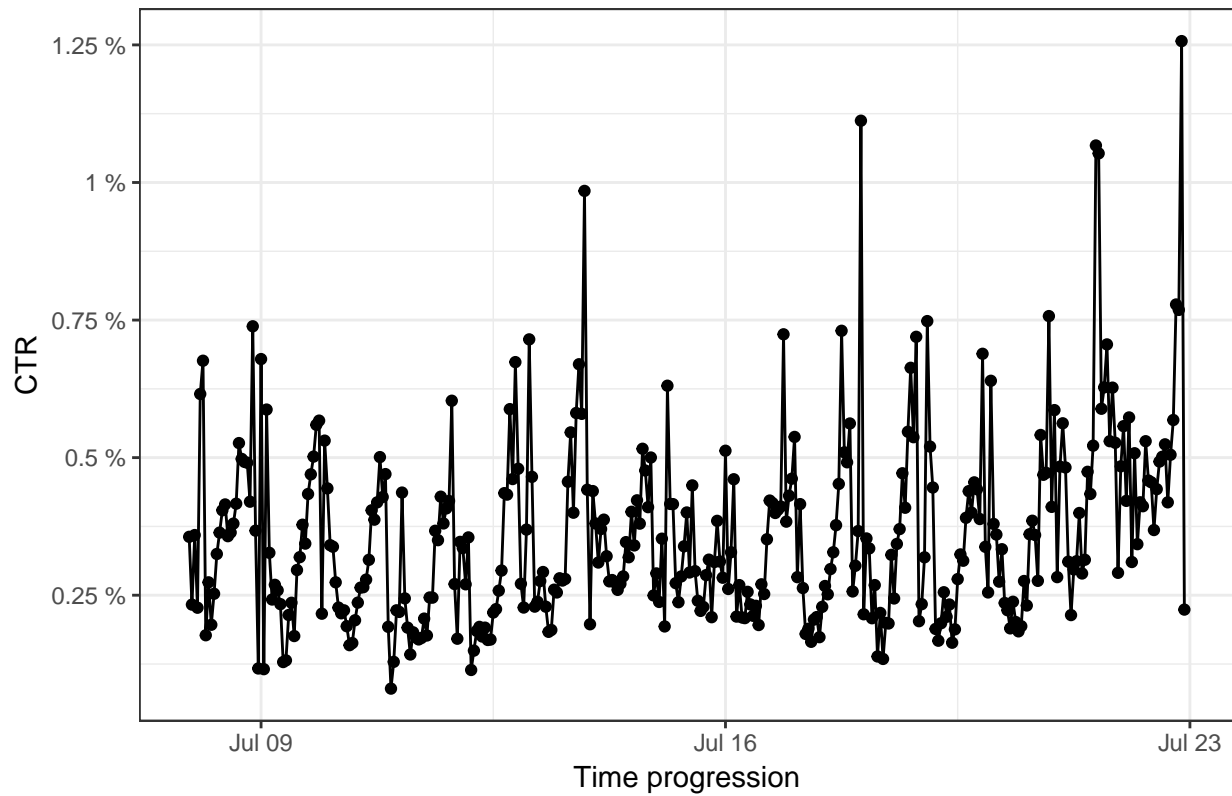


R Notebook



CTR for the duration of the campaign



Total Users 1825946

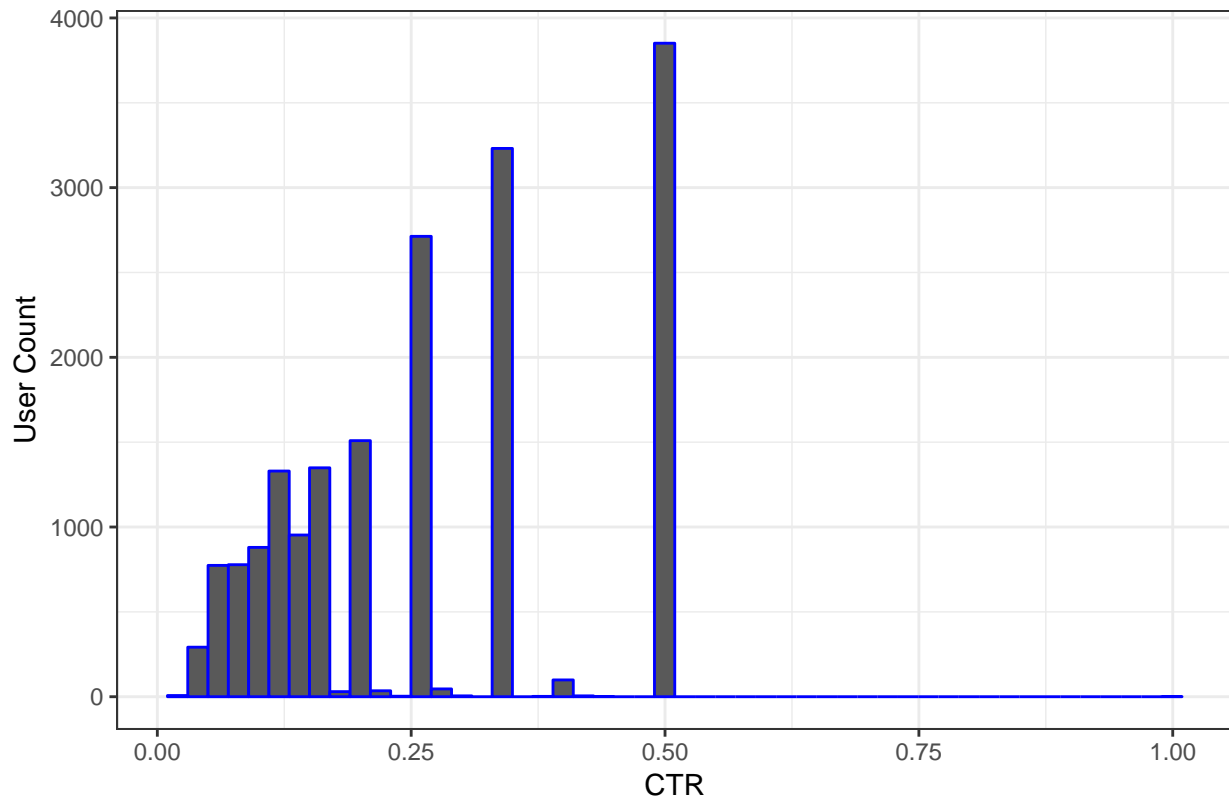
Total Impressions 5409623

Number of unique users that have clicks: 17894

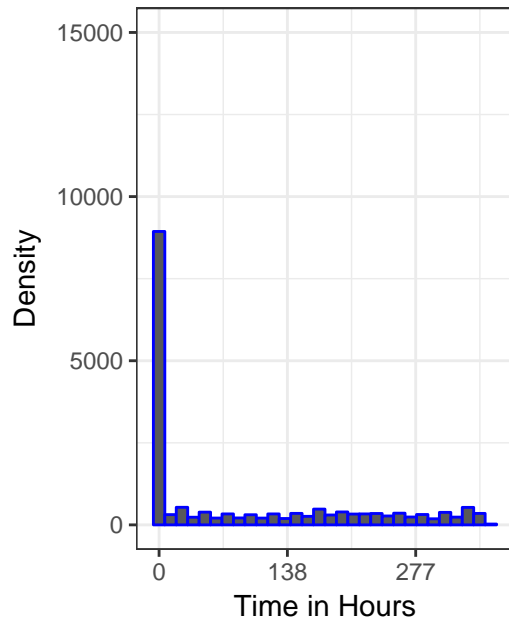
Total number of impressions for the users that have clicks: 105693

Total number of impressions that could be discarded past first clicks: 51684

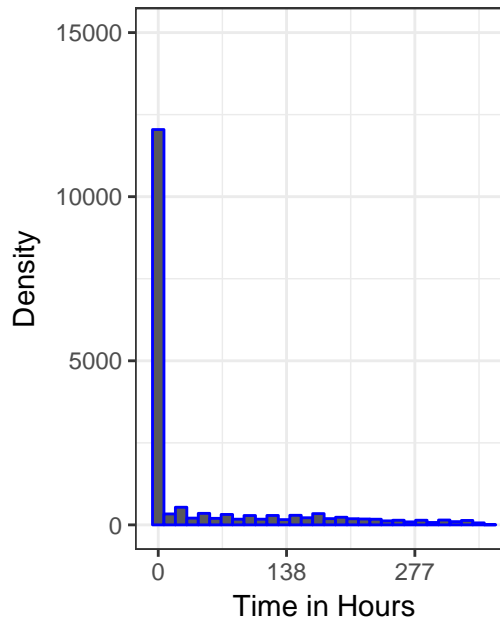
CTR for the users that have click activity.



Total Active Time

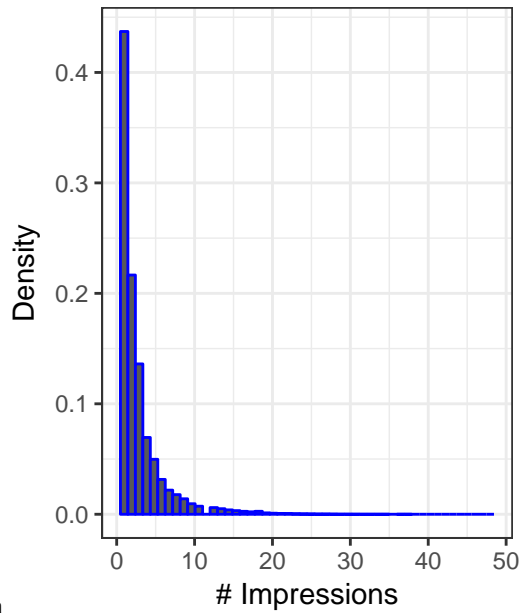


Active Time before First Click

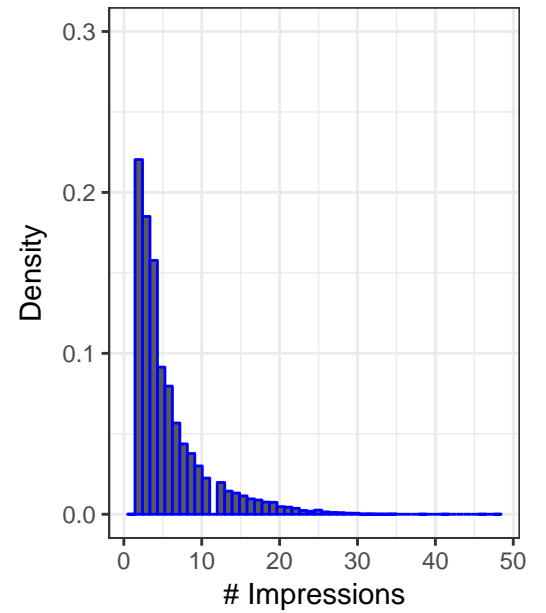


Clearly the total active time is more evenly distributed compared to the time of the time until first click. The time until first

Density per #Impressions for I

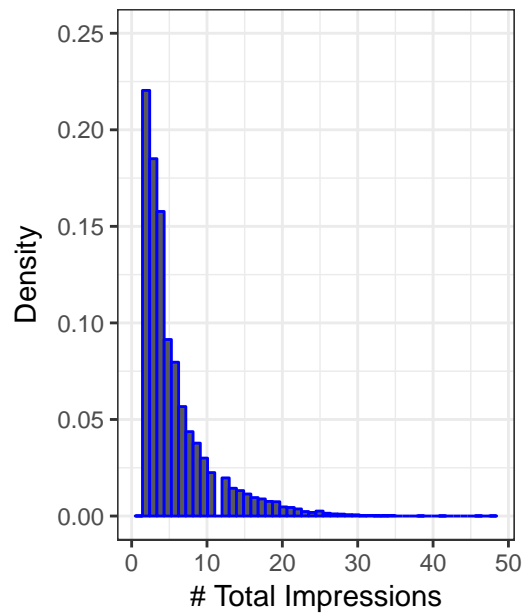


Density for #Impressions for Click U



click is almost always within

Density for #Impressions (Click U)



Density for First Click Index (Click U)

