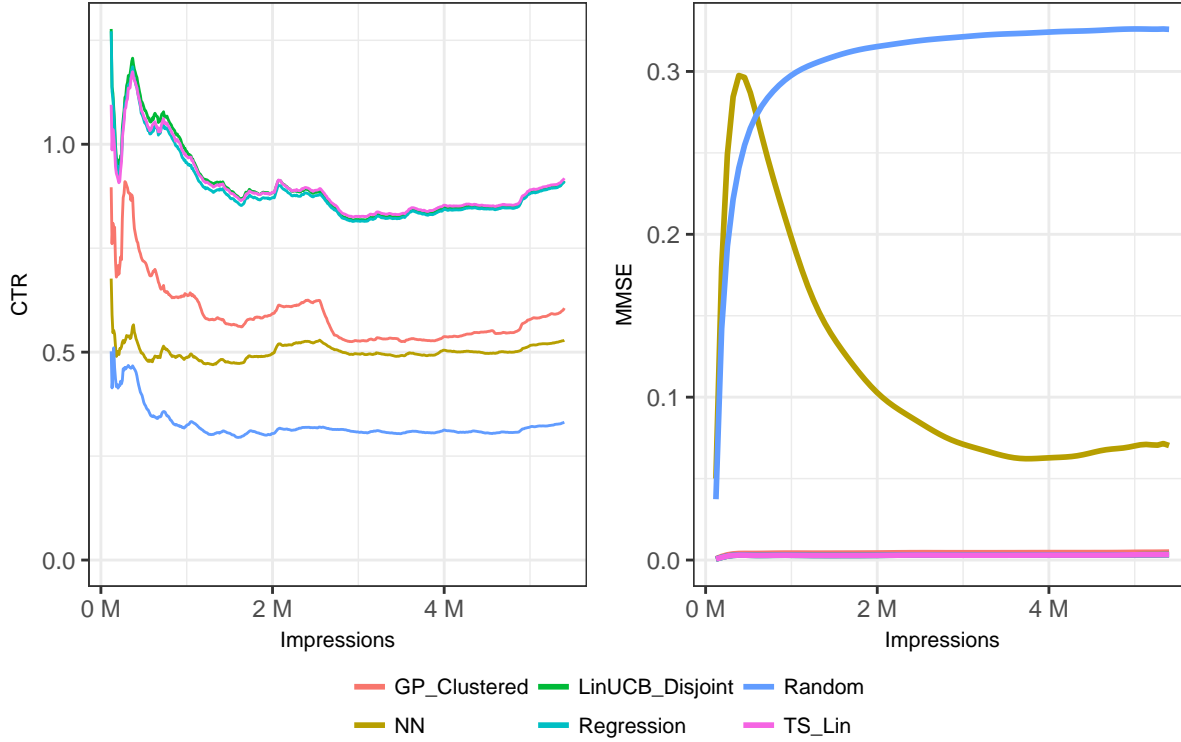# 1PlusX - Campaign 837817

Ana Dimitrova
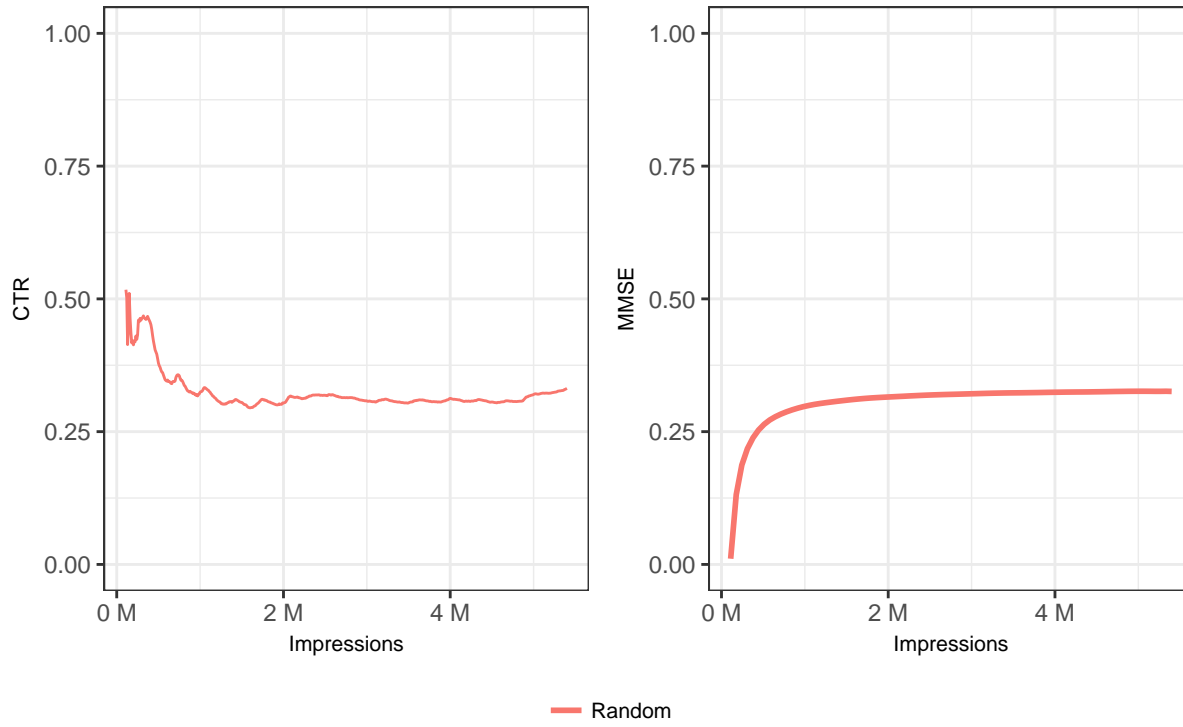
Best performance per algorithm for 20% recommendation size

Best of all (Rec: 20%)

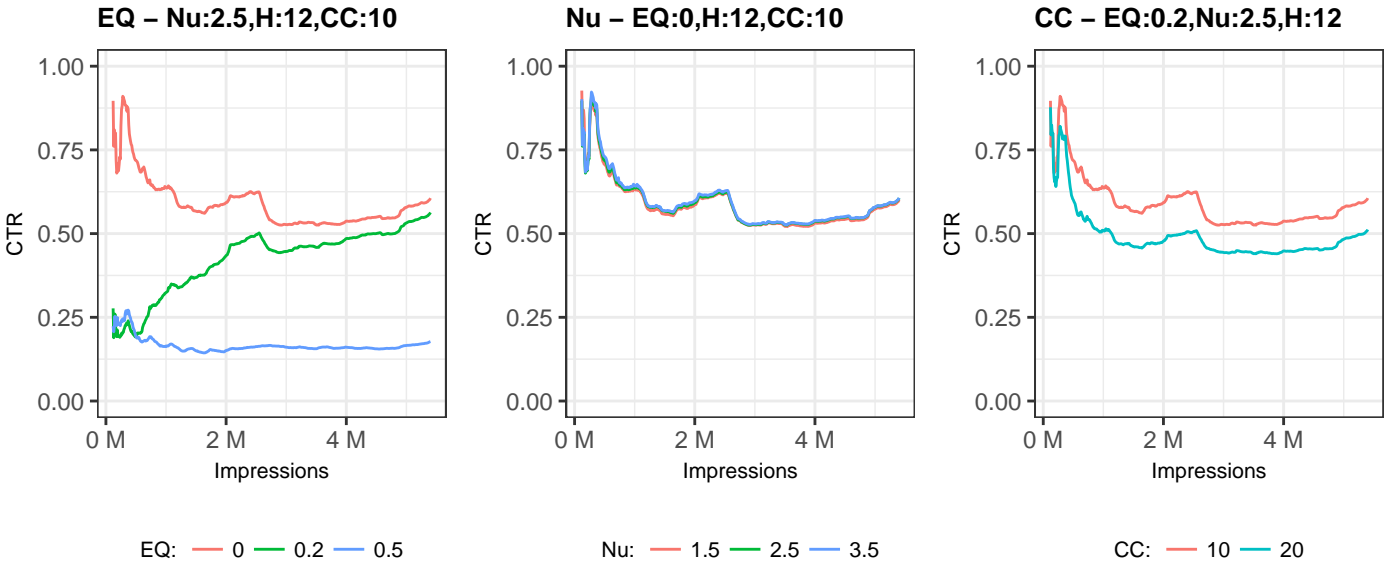# Random

Random
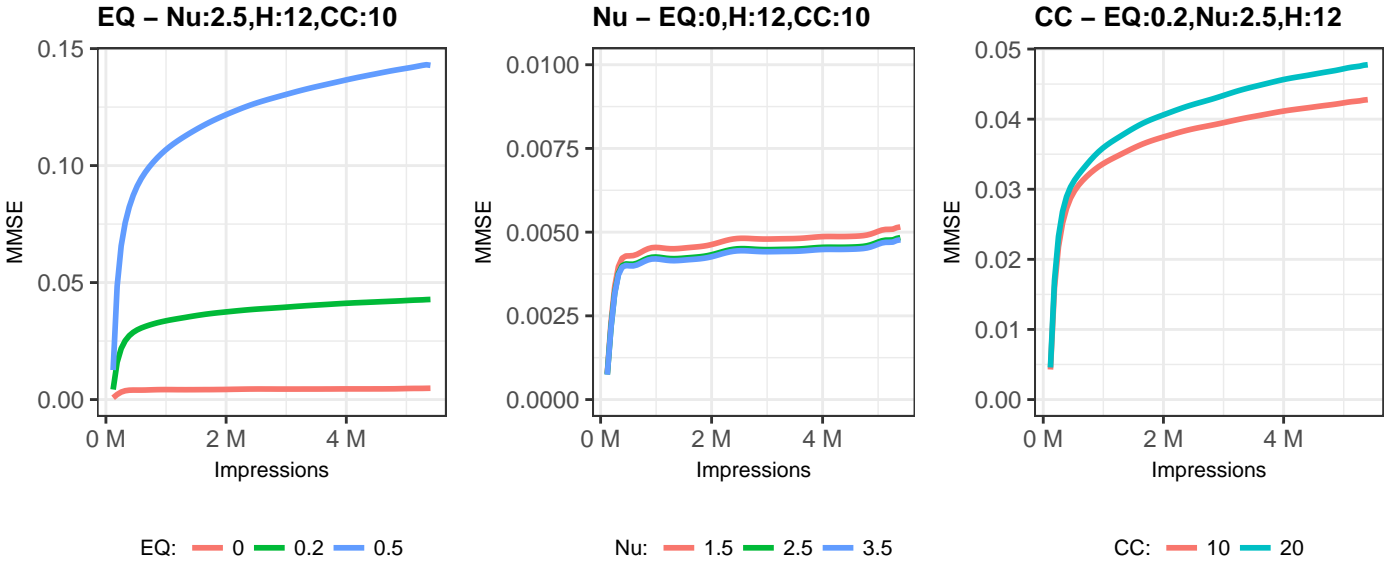
GP CTR and modified MSE

GP results

EQ – Nu:2.5,H:12,CC:10
Nu – EQ:0,H:12,CC:10
CC – EQ:0.2,Nu:2.5,H:12

EQ: — 0 — 0.2 — 0.5

Nu: — 1.5 — 2.5 — 3.5

CC: — 10 — 20

GP MMSE results

EQ – Nu:2.5,H:12,CC:10
Nu – EQ:0,H:12,CC:10
CC – EQ:0.2,Nu:2.5,H:12

EQ: — 0 — 0.2 — 0.5

Nu: — 1.5 — 2.5 — 3.5

CC: — 10 — 20

LinUCB CTR and modified MSE

LinUCB results

Alpha Change–EQ:0,Rec:0.2

Alpha: — 0.001 — 0.01 — 0.1

Rec. Change–Alpha:0.1

Rec: — 10% — 2% — 20% — 5% — !

EQ Change–Alpha:0.1

EQ: — 0% — 20% — 50%

LinUCB MMSE results

Alpha Change–EQ:0,Rec:0.2

Alpha: — 0.001 — 0.01 — 0.1

Rec. Change–Alpha:0.1

Rec: — 10% — 2% — 20% — 5% —

EQ Change–Alpha:0.1

EQ: — 0% — 20% — 50%

4
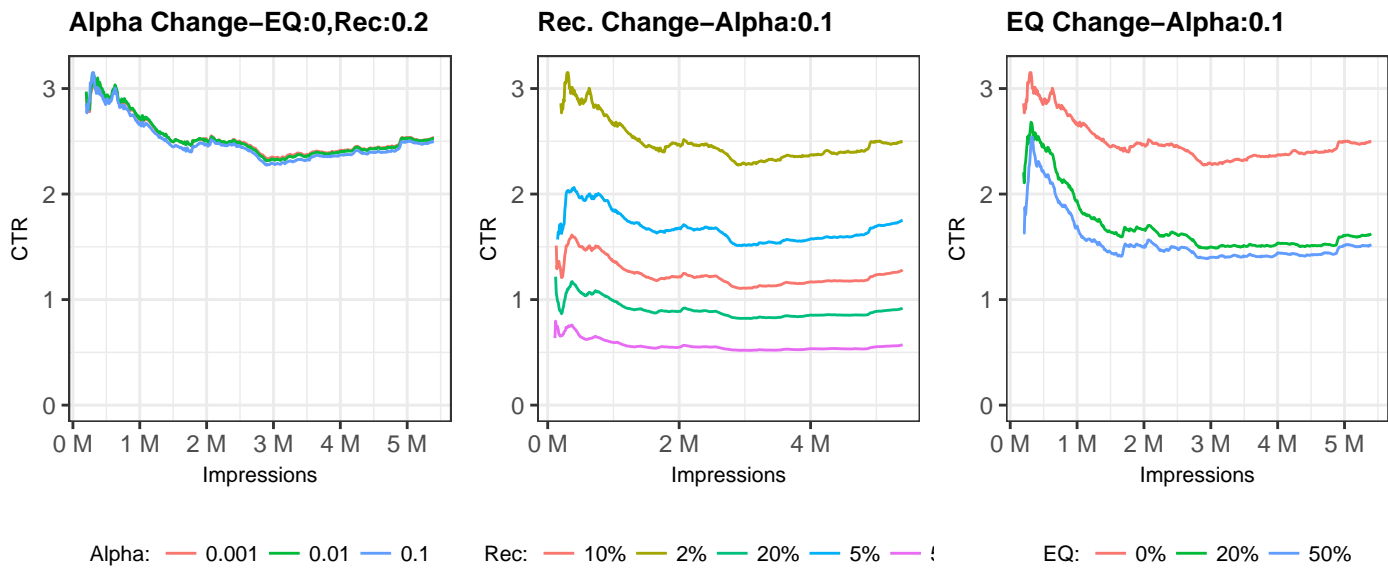
Regression CTR and modified MSE

Regression results

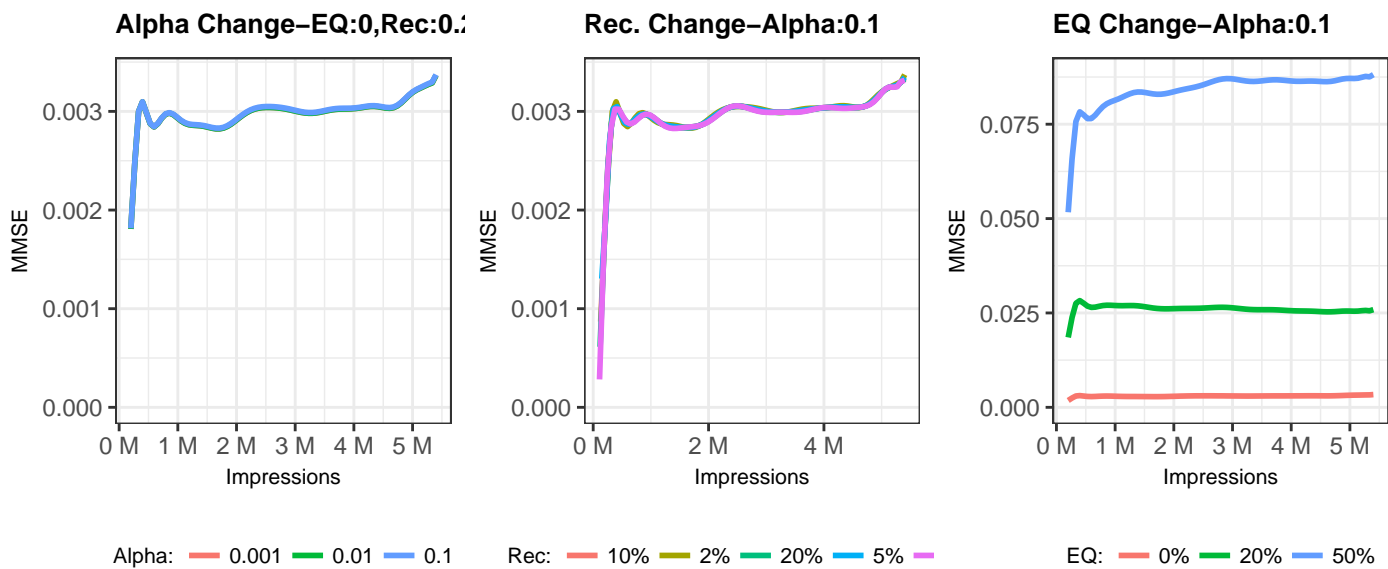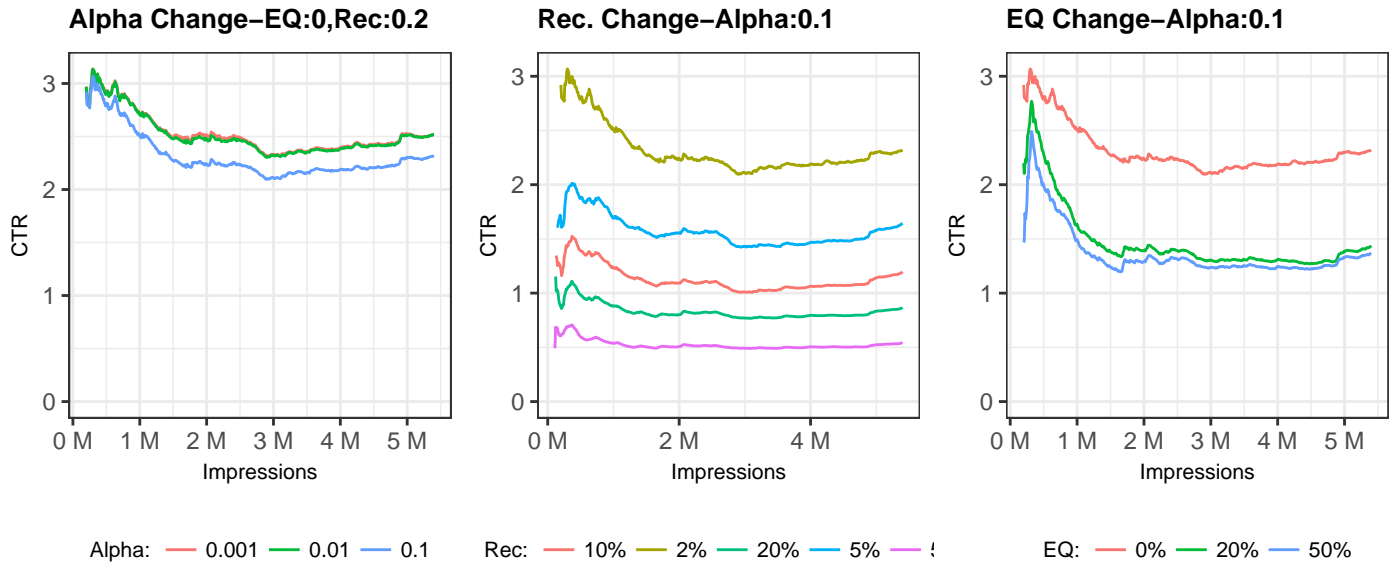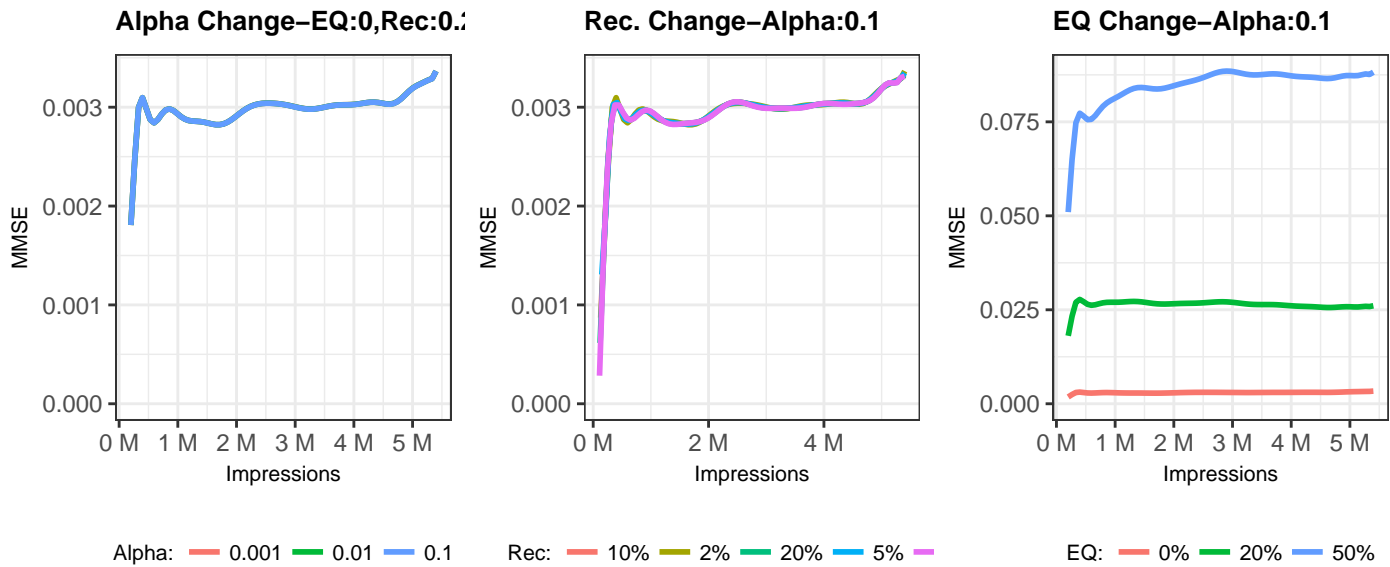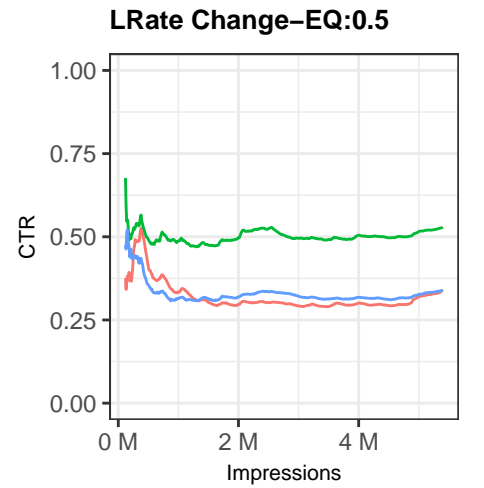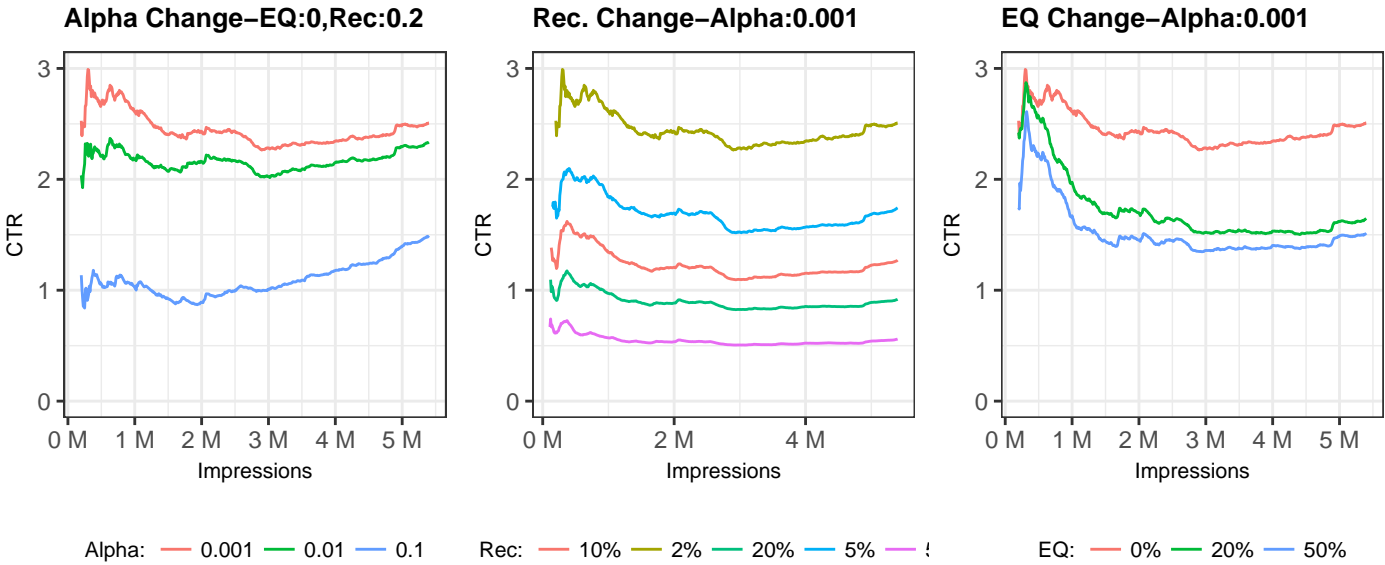## Regression MMSE results

NN CTR and modified MSE

NN results

Rec Change−EQ:0.2

LRate Change

LRate Change−EQ:0.5

Rec: — 10% — 20% — 50%

LRate: — 0.001 — 0.01 — 1e−04

LRate: — 0.001 — 0.01 — 1e−04
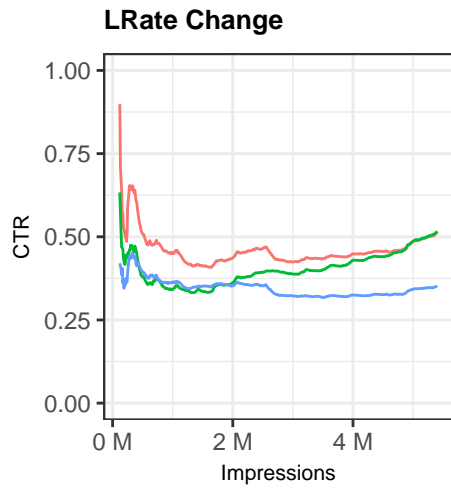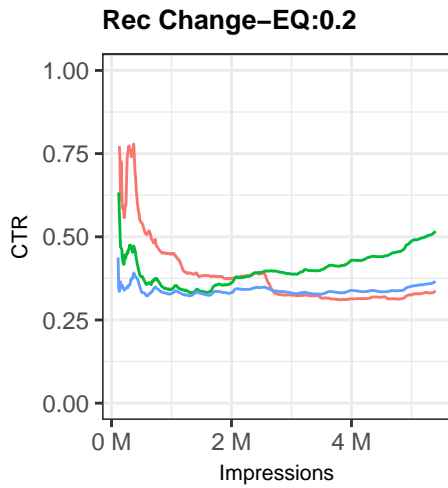
TS Lin CTR and modified MSE

TS_Lin results

Alpha Change−EQ:0,Rec:0.2

CTR vs Impressions

Alpha: — 0.001 — 0.01 — 0.1

Rec. Change−Alpha:0.001

CTR vs Impressions

Rec: — 10% — 2% — 20% — 5% — !

EQ Change−Alpha:0.001

CTR vs Impressions

EQ: — 0% — 20% — 50%

TS_Lin MMSE results

Alpha Change−EQ:0,Rec:0.2

MMSE vs Impressions

Alpha: — 0.001 — 0.01 — 0.1

Rec. Change−Alpha:0.1

MMSE vs Impressions

Rec: — 10% — 2% — 20% — 5% —

EQ Change−Alpha:0.1

MMSE vs Impressions

EQ: — 0% — 20% — 50%