UCL RTB CTR Estimation Challenge 2016
Data Description

Both training and test data files are in a record-per-line format. Each line of the file contains the bid request and ad features, divided by '\t'. In the training file, the column 0 is the binary click label: '0' means no click, '1' means click. In the test file, the column 0 is removed. Detailed column description is as follows. For any questions, please contact TA Bin Zou (b.zou@cs.ucl.ac.uk).

Column	Name	Example
0	Click	0 (only in data_train.txt)
1	Weekday	4
2	Hour	22
3	Timestamp	20130218134701883
4	Log Type	1
5	User ID	dF_5qwD1UDI
6	User-Agent	windows_chrome
7	IP	119.163.222.*
8	Region	146
9	City	147
10	Ad Exchange	2
11	Domain	e80f4ec7f5bfbc9ca416a8c01cd1a049
12	URL	hz55b000008e5a94ac18823d6f275121
13	Anonymous URL ID	null
14	Ad slot ID	973726_9023493
15	Ad slot width	300
16	Ad slot height	250
17	Ad slot visibility	2
18	Ad slot format	1
19	Ad slot floor price (RMB/CPM)	22
20	Creative ID	f80f4ec7f5bfbc9ca416a8c01cd1a049
21	Key Page URL	361e128affece850342293213691a043
22	Advertiser ID	3386
23	User Tags	10057,10063,10024,13800,13866,10110