



**UNC**

# **Customer Attraction and Retention -ADs**

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**Data Miners**

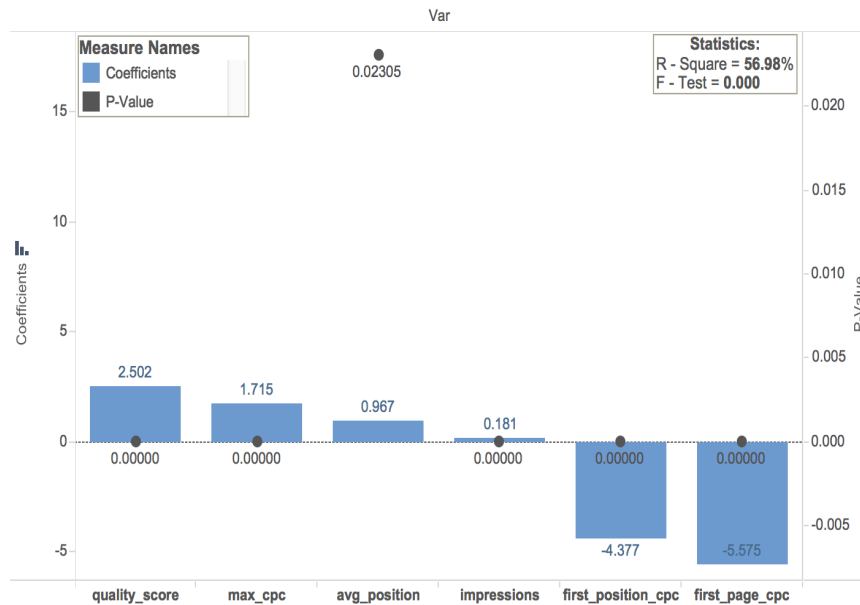
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# Customer Attraction

Linear Model:

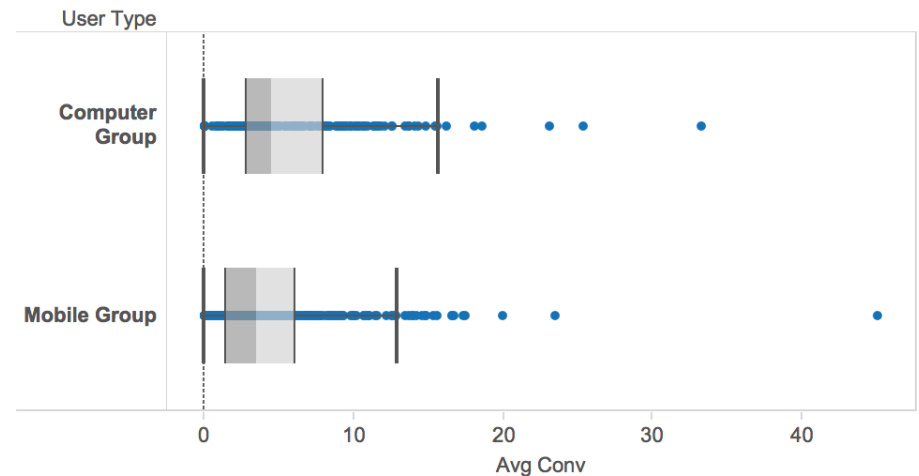
clicks ~ quality\_score, max\_cpc, avg\_position, impressions, first\_position\_cpc, first\_page\_cpc

Variable Coefficient and P - Value



- Quality of Ads
- Investment in keywords with high estimate bits

Converted Click Rate by User Type



- Drive mobile users to app or website

**Welch T-Test Statistics:**

Mobile Group Mean: 4.46  
Computer Group Mean: 5.83

t = -3.262  
p - value = 0.001

# Customer Retention

## - Artist Network

