**Recommended Actions**

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| **Action Recommended** | **Rationale for the action** |
| Determine why users click on ads | The data shows who click on more ads produce more revenue. Therefore, we want to determine the root cause as to why users click ads in order to produce more clicks.  Examples of why users may click ads:   * The ad is for a resource they are lacking. For example, time, diamonds, power, etc. * The ad is a deep discount. * The ad is funny or likeable. |
| Show more relevant ads to users when they are more likely to click on them. | Once we understand why users click the ads they do, we can better target advertising to users.  Examples of more relevant ads:   * Ads the users have clicked on in the past, but did not complete the purchase. * Ads that play to an emotion – like the ability to help their team or their morale. |