**Data Dictionary**

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| Column name | Description |
| search\_id | ID of search term |
| locale | Locale/Market where the search has been performed |
| device | Device on which the search has been performed - phone/desktop/tablet |
| theme | Broad category of the search term |
| match\_type | Search term match types as defined by the search engines.  EM: Exact match  BM: Broad match  BMM: Broad match modifier |
| week | This column is in the date format - with the date of the Monday of the week. yyyymmdd format |
| quality\_score | Quality score given by the search engines for the landing pages related to the search terms. This along with other factors determine the position of the advertisement. |
| ad\_position | The average position of trivago ad for this search term on the search engine result page |
| bid | The value that we bid  to enter the auction for every search that happens for this search term |
| num\_impressions | Impressions(views) on trivago ads for this search term |
| clicks | Total clicks for the search term for the week(target variable) |