

category	all features	content only	address only	behavioral only	no burst	no body
shopping	0.971	0.966	0.912	0.645	0.973	0.967
financial	0.970	0.967	0.899	0.686	0.968	0.964
travel	0.989	0.987	0.932	0.722	0.989	0.986
career	0.985	0.976	0.872	0.647	0.977	0.969
social	0.936	0.918	0.821	0.614	0.922	0.910
human	0.987	0.971	0.948	0.982	0.983	0.987
avg	0.973	0.964	0.897	0.716	0.973	0.971