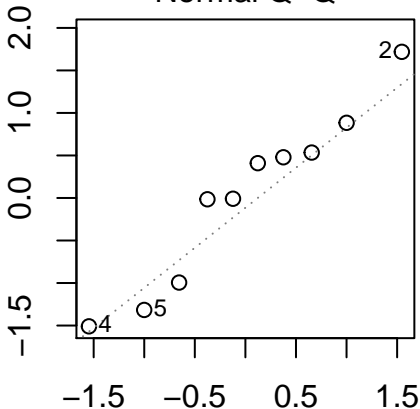


Standardized residuals

Normal Q-Q



Theoretical Quantiles
 $\ln(\text{clicks} \sim 1/(\text{distance}^2))$