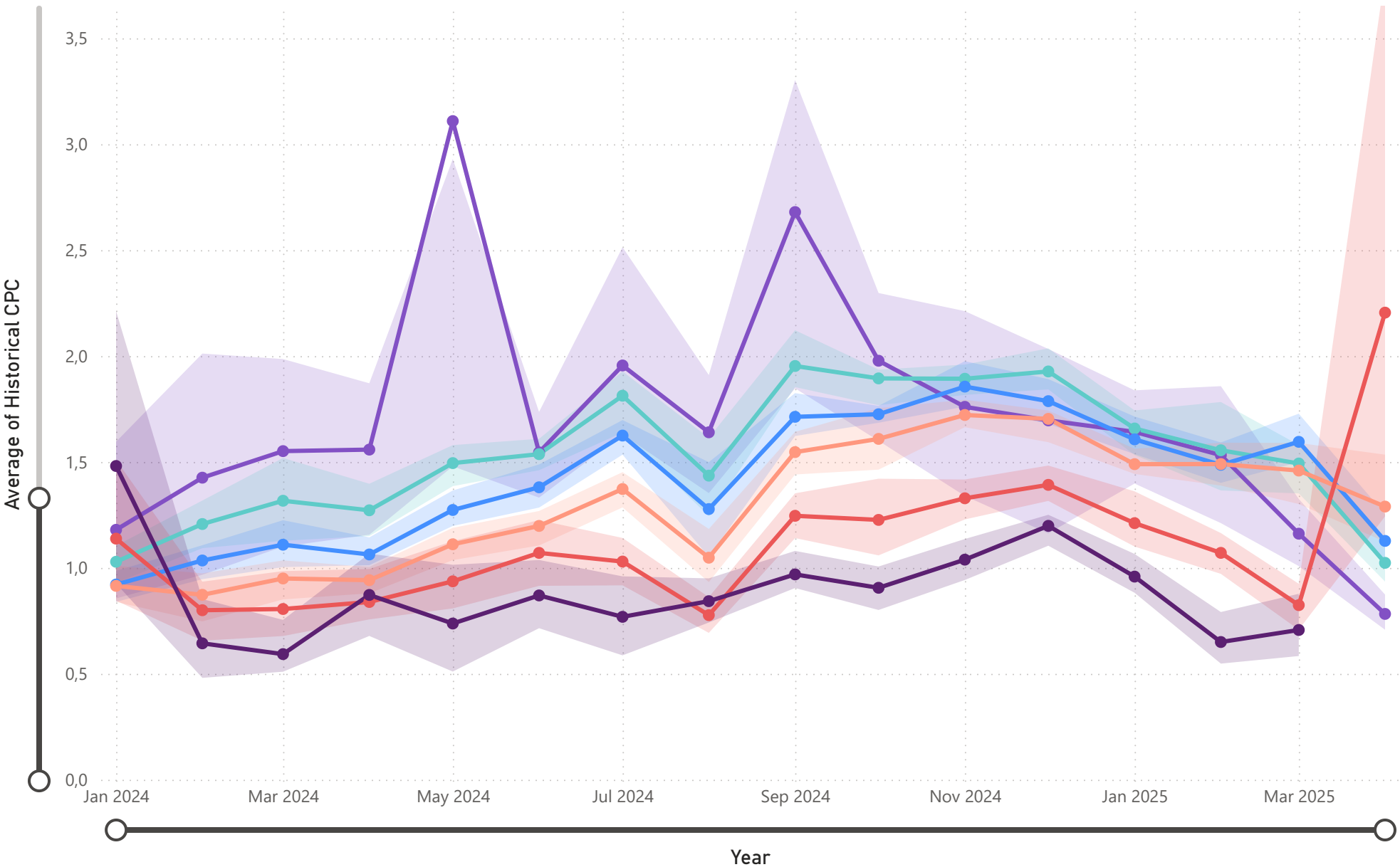


Average of Historical CPC by Year, Quarter, Month, Day and Age

Age 18-24 25-34 35-44 45-54 55-64 65+



Legend

Age

Model Type, Variable

factor\_table (Model Type) + ...

Weighted vs Unweighted

False

Train-Test Split

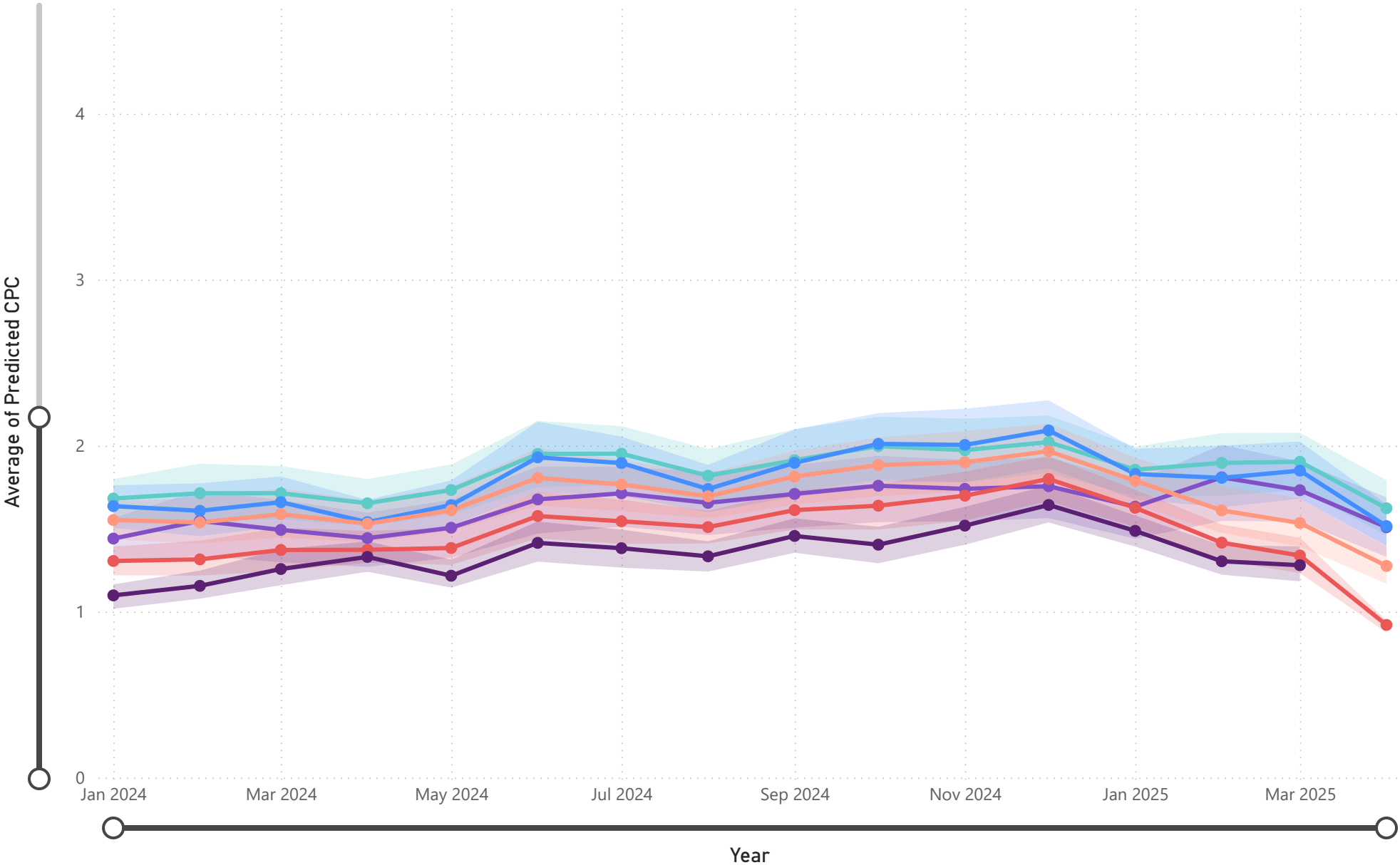
All

Platform

Multiple selections

Average of Predicted CPC and Average of Historical CPC by Year, Quarter, Month, Day and Age

Age 18-24 25-34 35-44 45-54 55-64 65+



Legend

Age

Model Type, Variable

factor\_table (Model Type) + ...

Weighted vs Unweighted

False

Train-Test Split

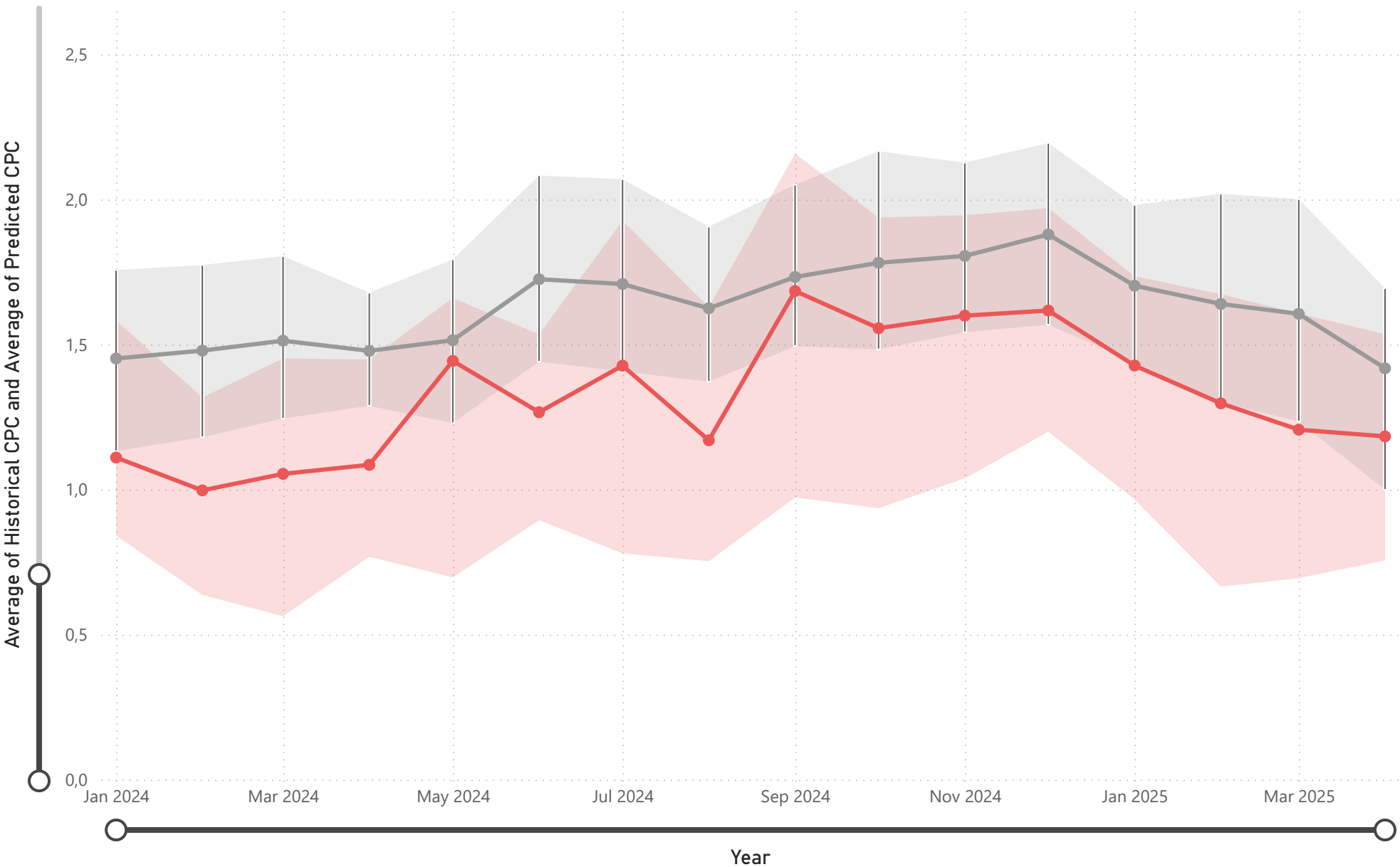
All

Platform

Multiple selections

Average of Historical CPC, Average of Predicted CPC and Average of Historical CPC by Year, Quarter, Month and Day

● Average of Historical CPC ● Average of Predicted CPC



Legend

Age

Model Type, Variable

factor\_table (Model Type) + ...

Weighted vs Unweighted

False

Train-Test Split

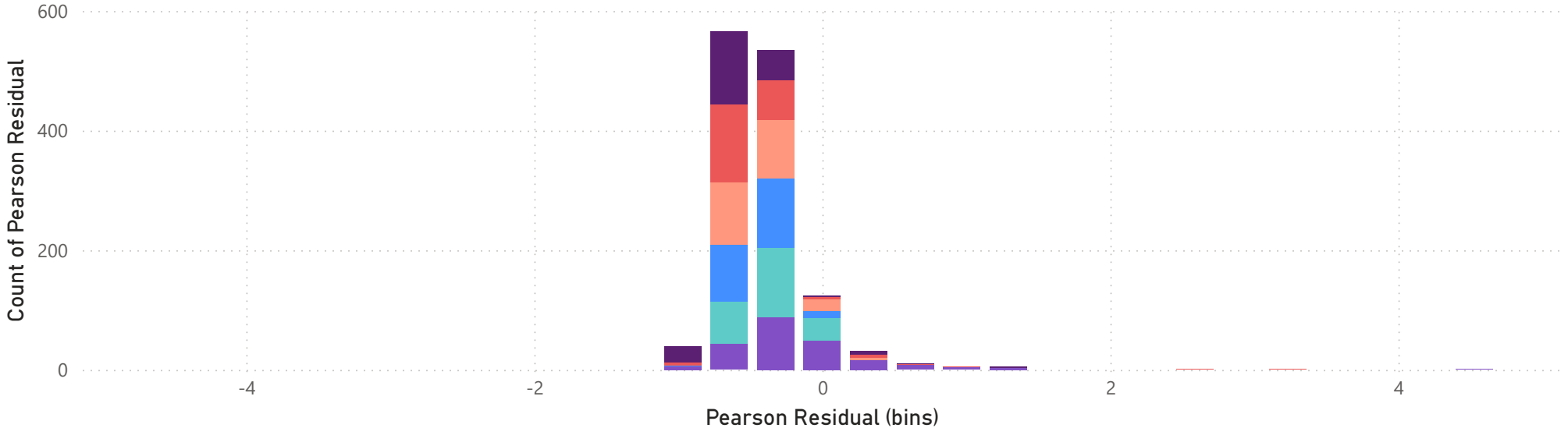
All

Platform

Multiple selections

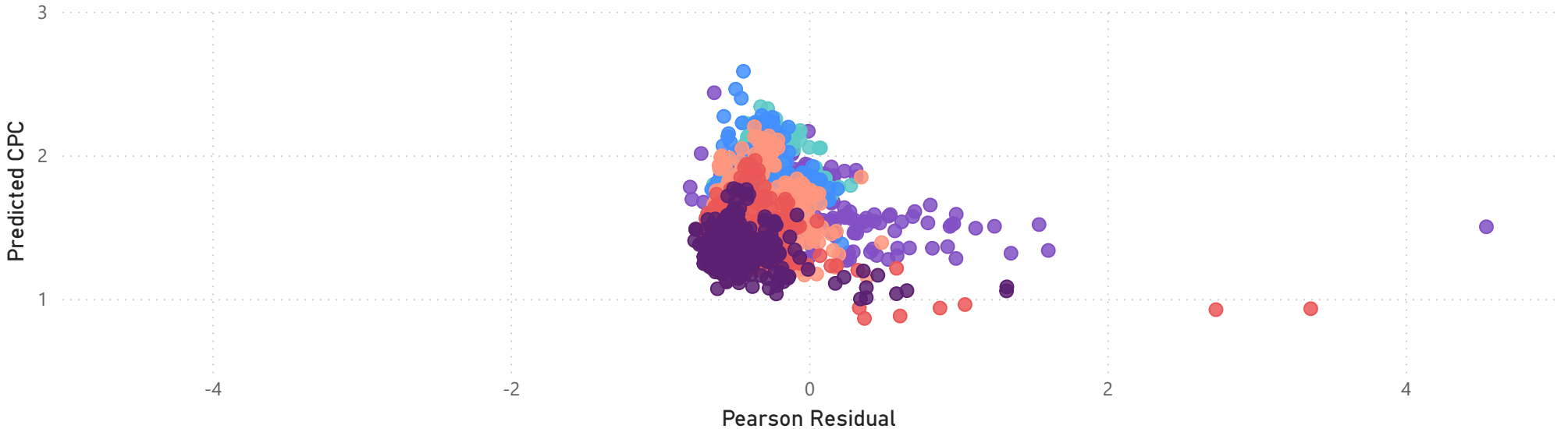
Count of Pearson Residual by Pearson Residual (bins) and Age

Age 18-24 25-34 35-44 45-54 55-64 65+



Age, Pearson Residual and Predicted CPC

Age 18-24 25-34 35-44 45-54 55-64 65+



Legend

Age

Model Type, Variable

factor\_table (Model Type) + ...

Weighted vs Unweighted

False

Train-Test Split

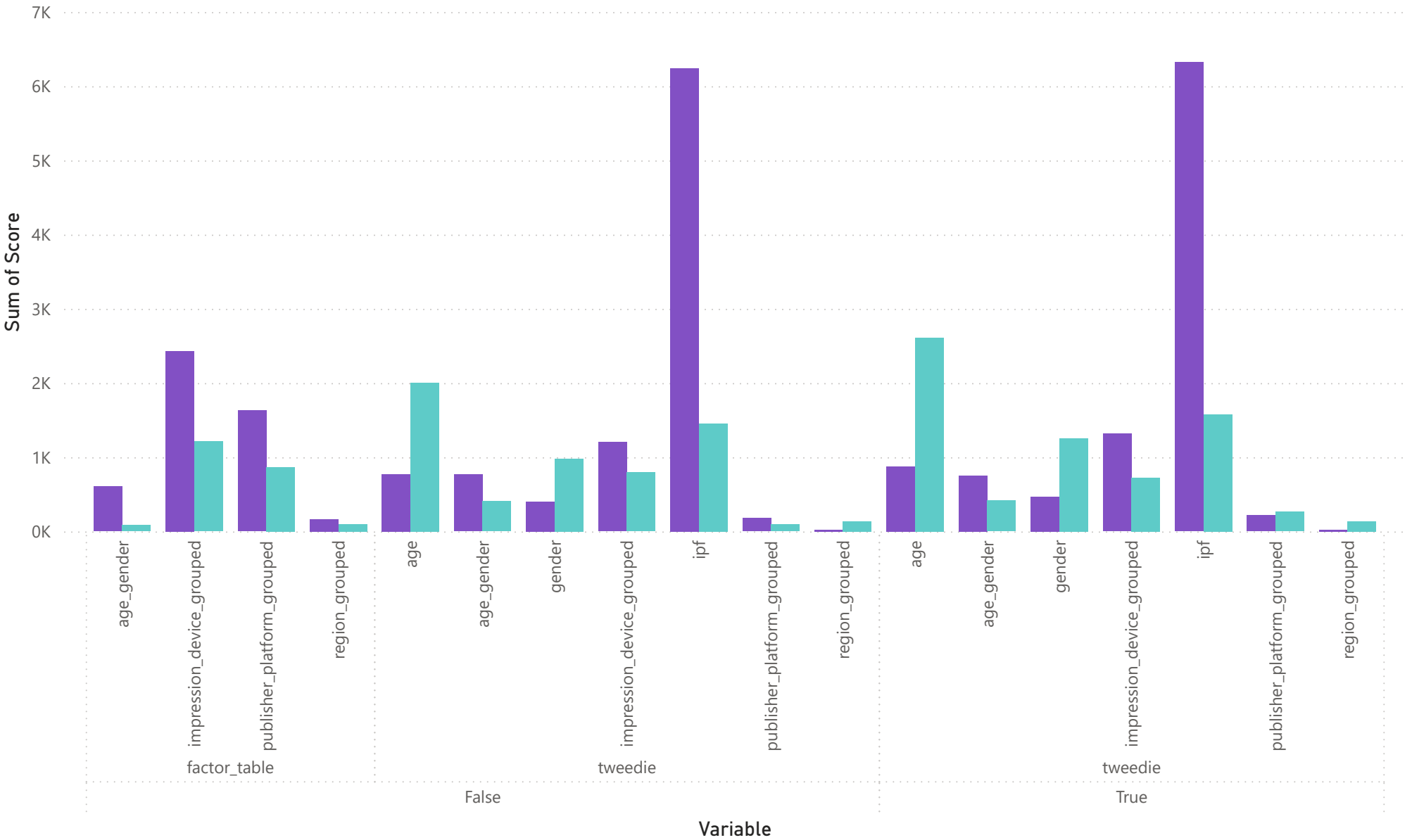
All

Platform

Multiple selections

Sum of Score by Weighted vs Unweighted, Model Type, Variable and Train-Test Split

Train-Test Split ●Train ●Test



Goodness-of-Fit Test ▼

SSR ▼

Platform ▼

Multiple selections ▼