

Targeting using augmented data in
database marketing: Decision factors
for evaluating external sources

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Colored graphics

Figure 5.4: Design of the data augmentation case study

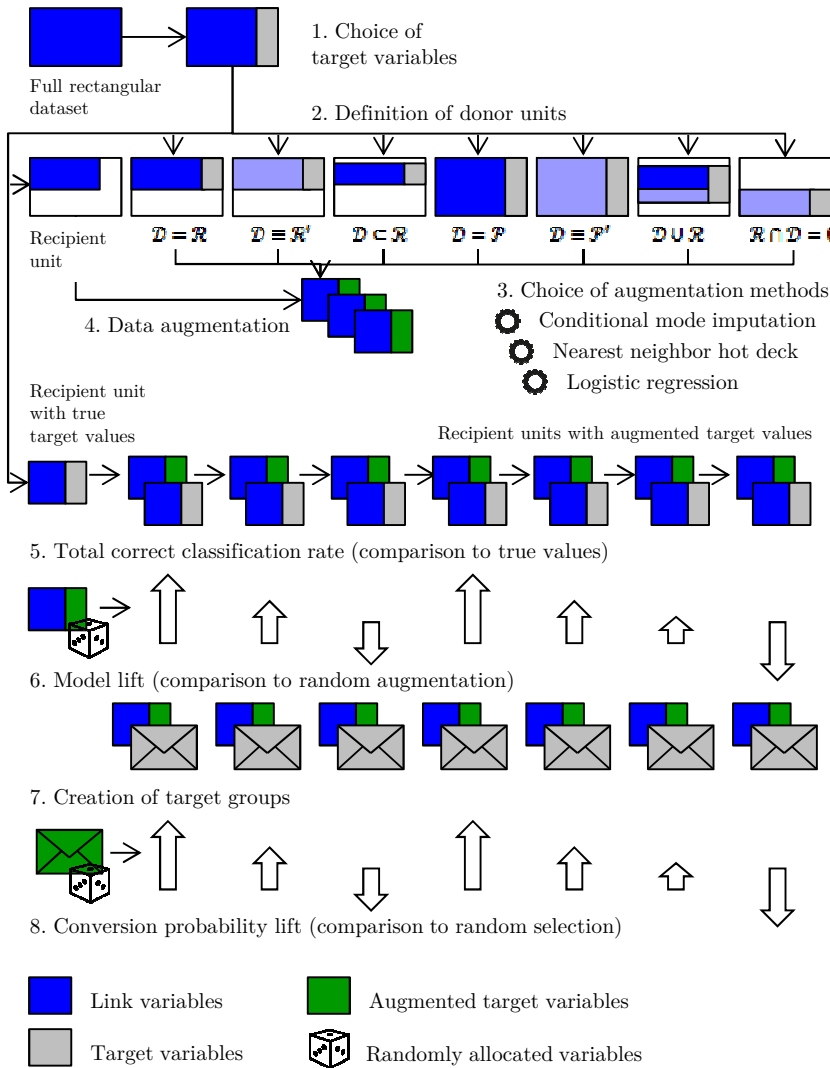


Figure 5.9: Sources by overlap, size, and representation

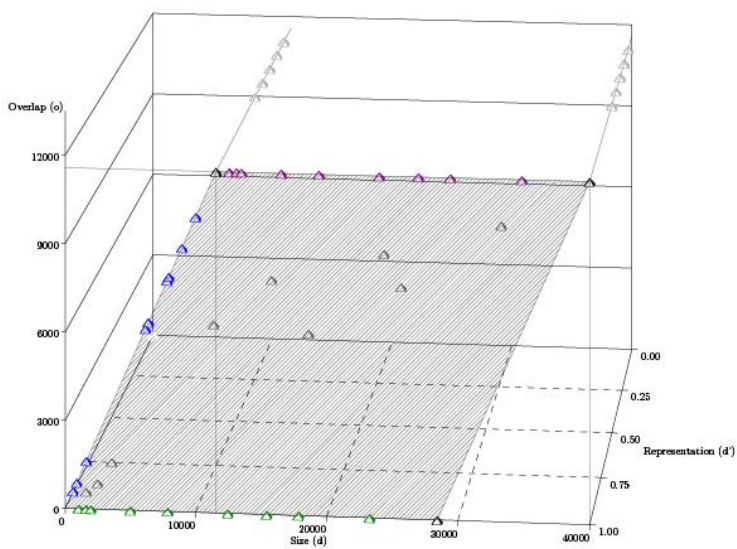


Figure 6.3: Distribution of all $TCCR_{model}$ values by number of target values k and index of qualitative variance IQV

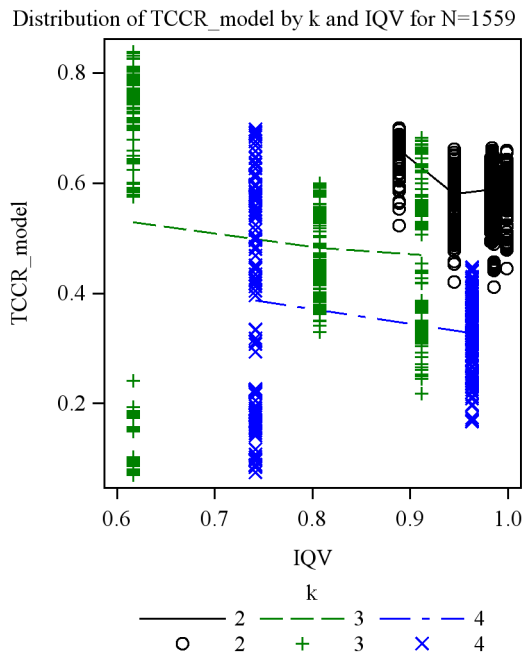


Figure 6.8: Distribution of all ML_{chance} values by number of target values k and index of qualitative variance IQV

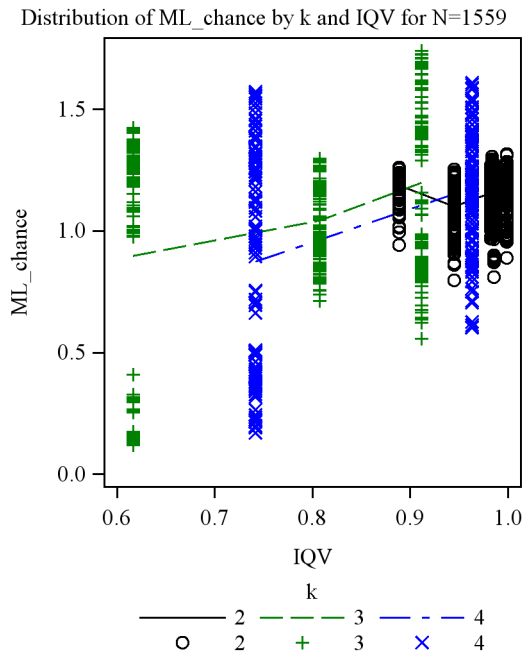


Figure 6.16: Conversion probability plot for a source with a 87% overlap rate

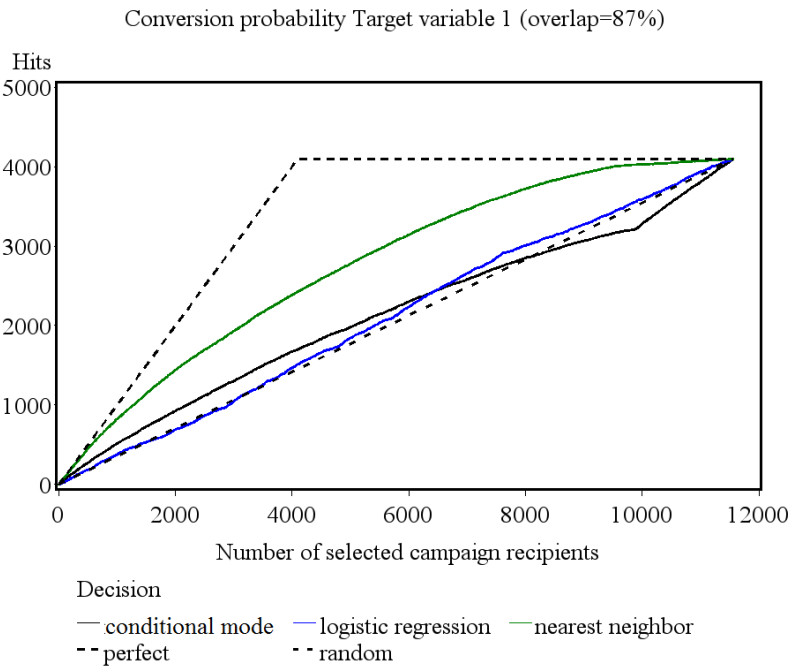


Figure 6.17: Conversion probability plot for a source with a 8% overlap rate

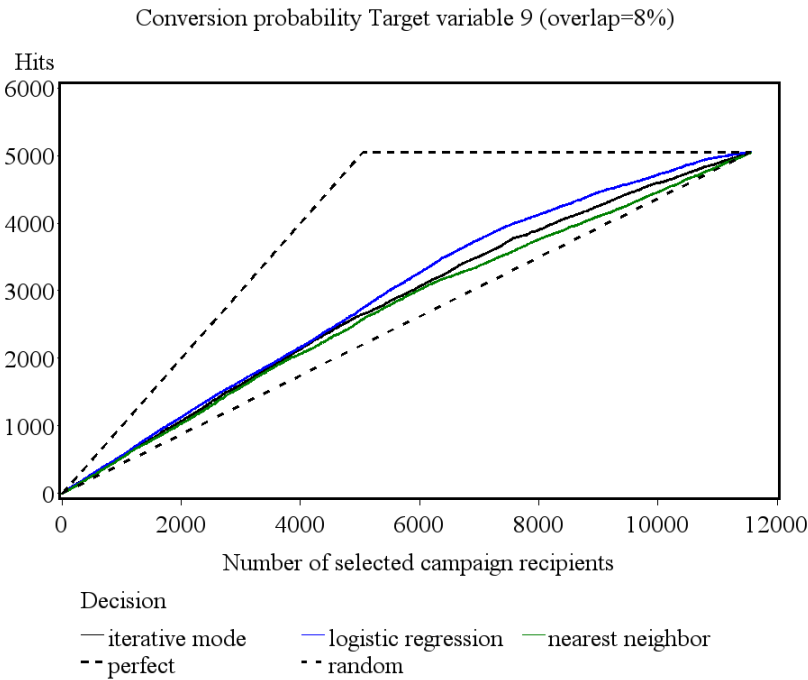


Figure 6.18: Scatter plot for conversion uplift by augmentation method used and optimal number of customers to be selected

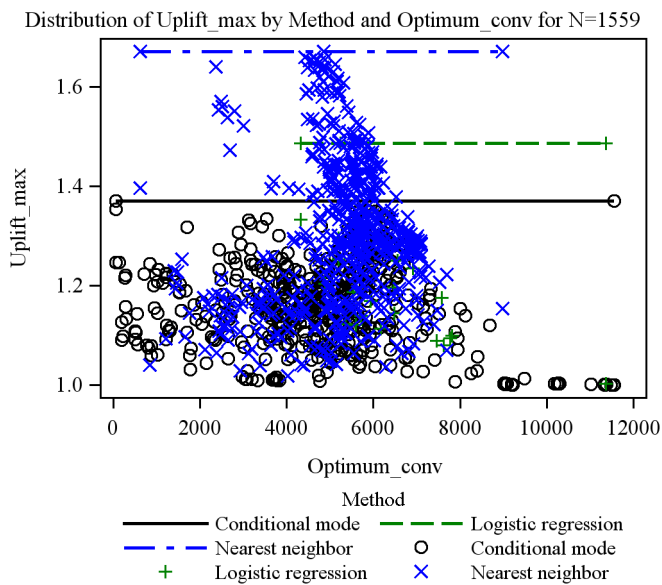


Figure 7.3: Distribution of all ML_{chance} values by overlap and applied augmentation method with representative MCAR sources

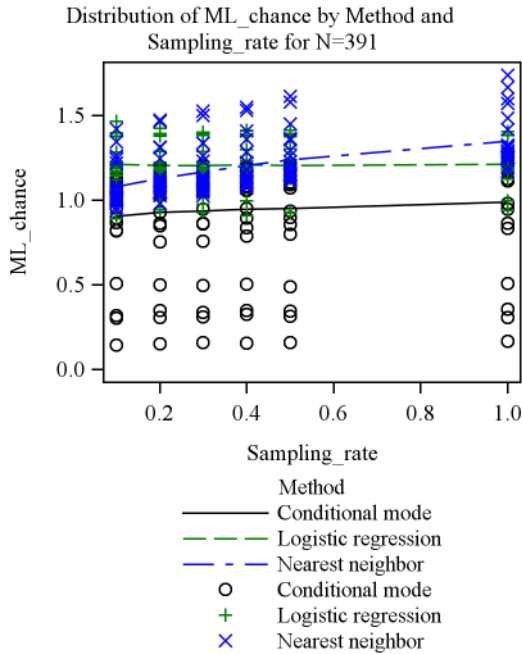


Figure 7.4: Distribution of all ML_{chance} values by overlap and applied augmentation method with non-representative sources

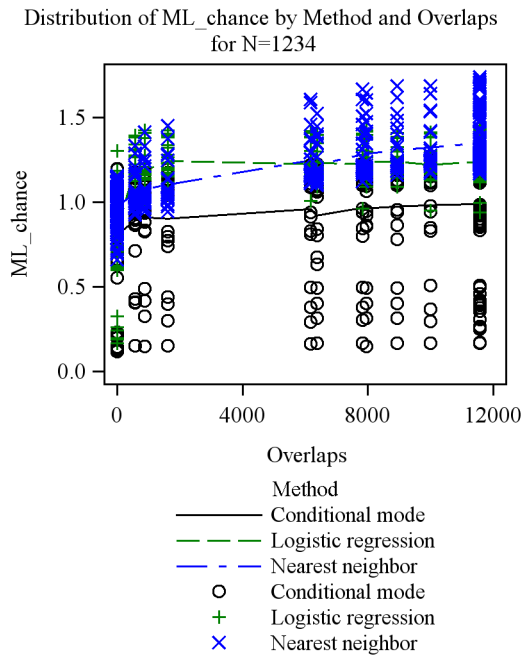


Figure 7.5: Distribution of all MLchance values by number of donors and applied augmentation method with non-representative sources ($\sigma > 0$)

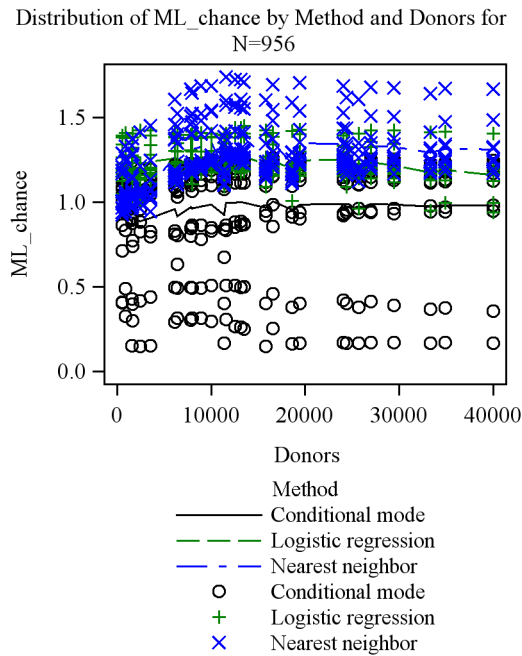


Figure 7.6: Distribution of all ML_{chance} values by surplus and applied augmentation method with non-representative sources ($\sigma > 0$)

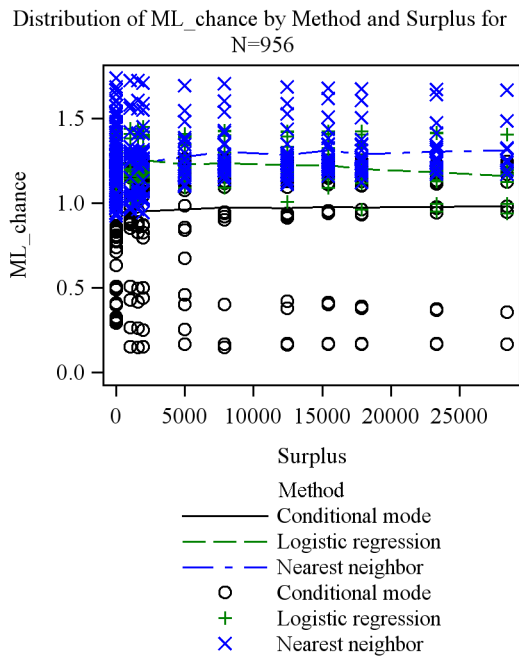
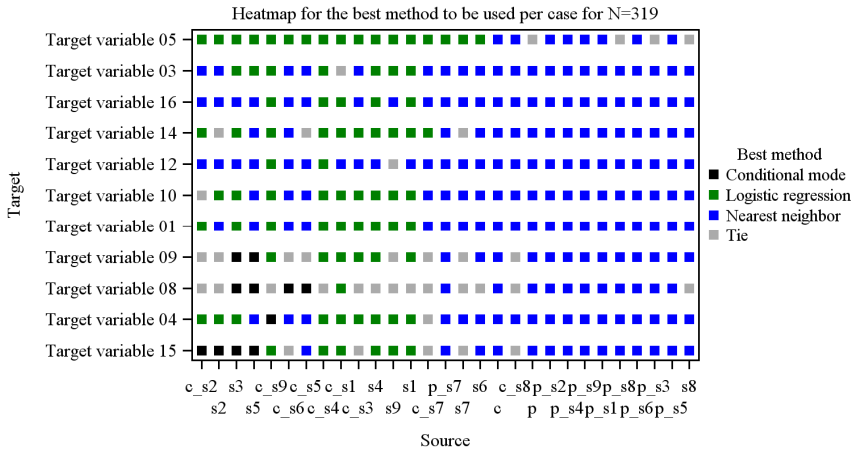


Figure 7.7: Best method per source-target combination as measured by ML_{chance} for all cases using sources with a 100% sampling rate and $\alpha > 0$



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