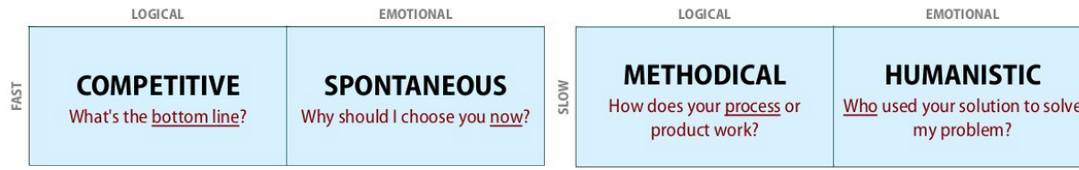


Learning to Classify Users in the Buyer Modalities Framework to Improve CTR

Laurent Mertens, Peter Coopmans, Joost Vennekens

Decision Making Persona Types



Source: Bryan & Jeffrey Eisenberg's book "Waiting for Your Cat to Bark"

