**Case study · MIND-large test impression 74149 · locked model, seed 42**

Candidate

**Archie's Photo Album: Prince Harry, Duchess Meghan's Royal Baby**

lifestyle/lifestyleroyals · clicked

Ranked

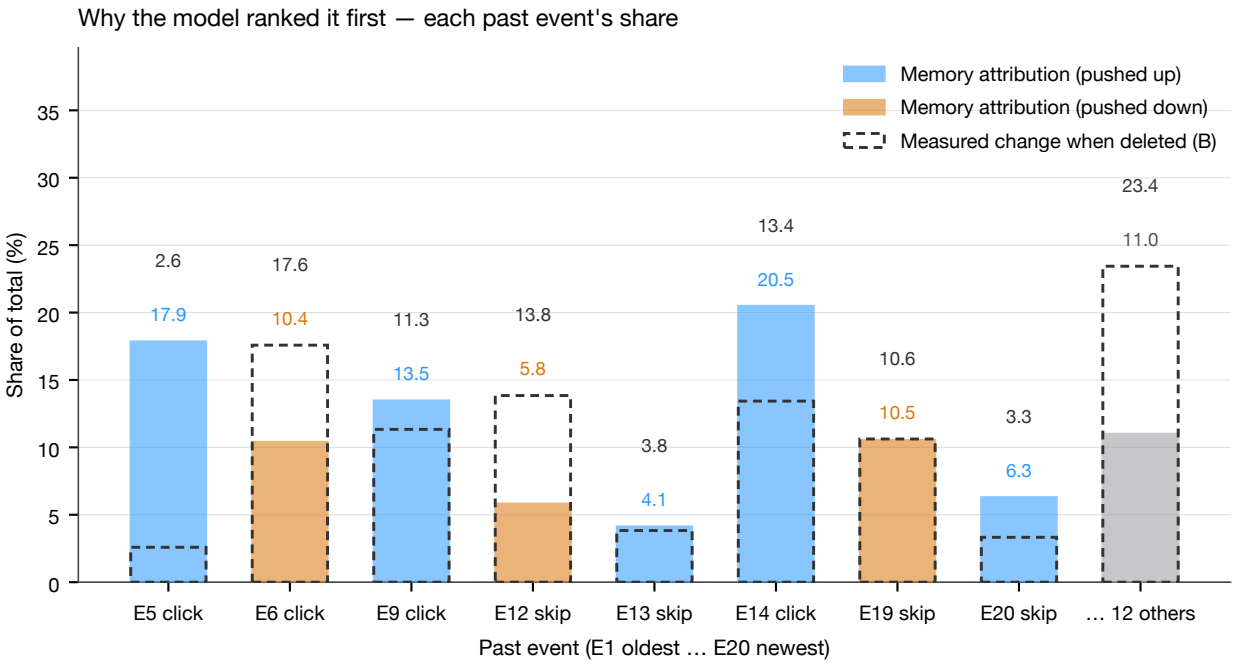
#1 of 25 with the memory; #2 on the anchor alone

Score

+0.436 = anchor +0.373 + memory +0.063

History

last 20 events: 10 clicks, 10 skips




| Event | Title | Feedback | Attribution | Share % | Δ score, B | Δ score, A |
|---|---|---|---|---|---|---|
| E5 | Meghan Markle's estranged brother says 'she is only in Buckin… | click | +0.0300 | 17.9 | +0.0039 | +0.0087 |
| E6 | New Hampshire Couple's Adventure Ends in Mysterious Death in… | click | -0.0175 | 10.4 | -0.0262 | -0.0138 |
| E9 | Kendall Jenner Wore the Tiniest Dress to Go Jewelry Shopping | click | +0.0226 | 13.5 | -0.0169 | +0.0084 |
| E12 | The Real Reason McDonald's Keeps the Filet-O-Fish on Their Me… | skip | -0.0098 | 5.8 | -0.0206 | -0.0114 |
| E13 | High tides surge through Venice, locals rush to protect art | skip | +0.0069 | 4.1 | -0.0057 | +0.0035 |
| E14 | Meghan Markle and Hillary Clinton Secretly Spent the Afternoo… | click | +0.0344 | 20.5 | +0.0200 | +0.0428 |
| E19 | Russia lands forces at former U.S. air base in northern Syria | skip | -0.0177 | 10.5 | -0.0158 | -0.0068 |
| E20 | FDA issues warning to Dollar Tree about selling 'potentially… | skip | +0.0106 | 6.3 | -0.0050 | +0.0046 |
| other (12) | all other events in the window, pooled | | +0.0030 | 11.0 | -0.0330 | +0.0722 |

Attribution and Δ score are in score units for the top-ranked candidate. Δ score = score with the event − score without it; B keeps the window fixed, A lets an older event slide in. Δ shares in the bars use B.