

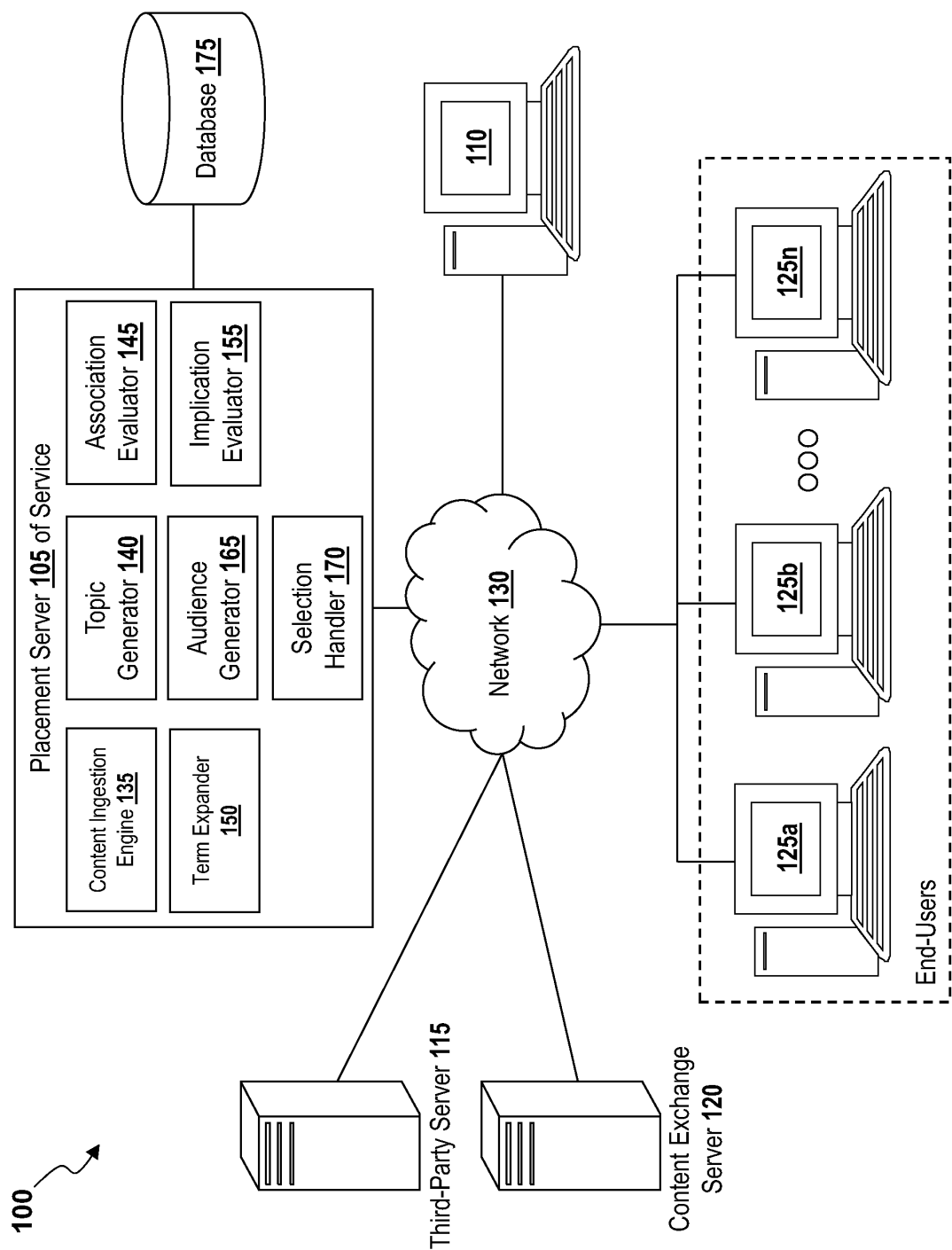


FIG. 1

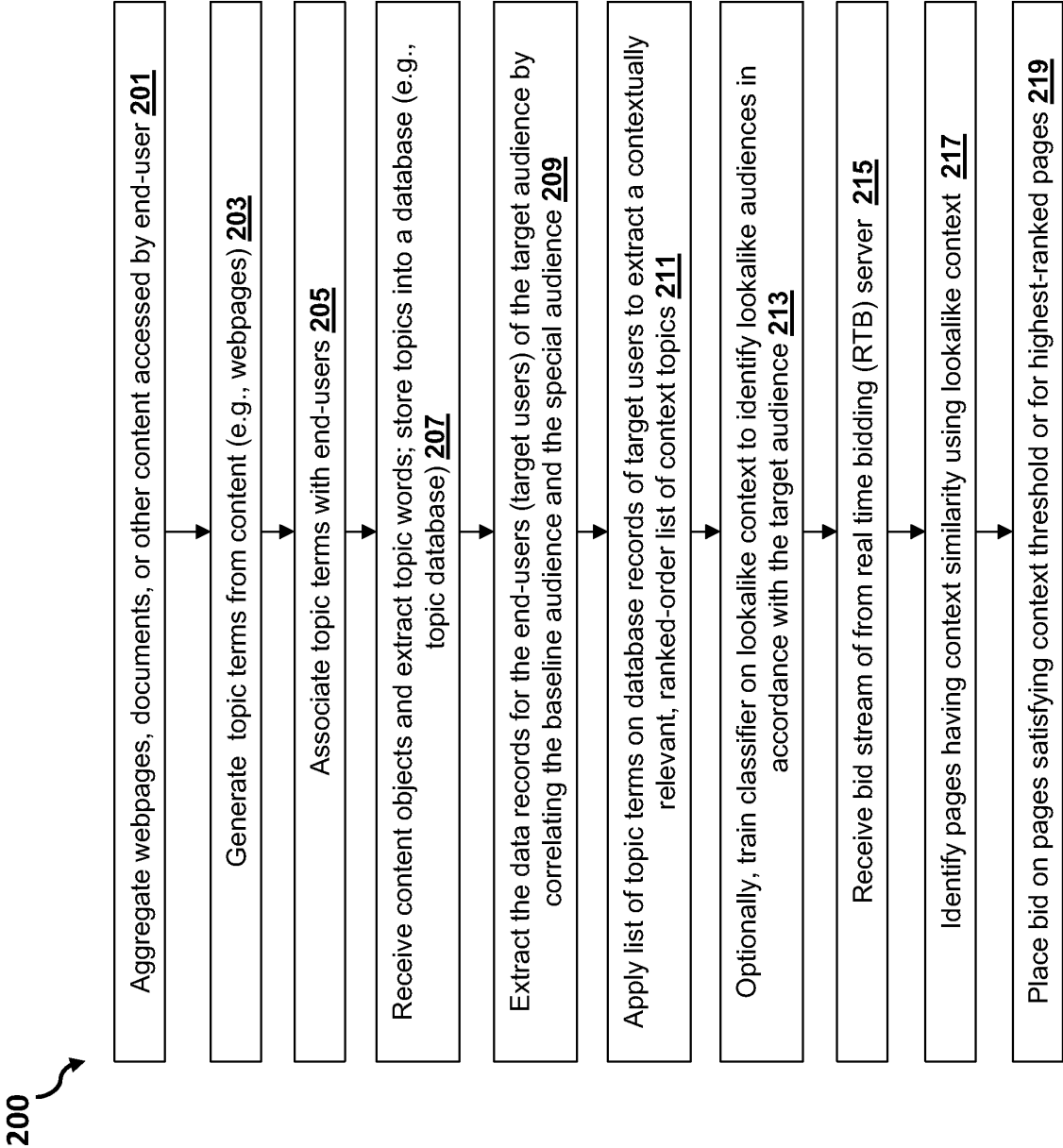


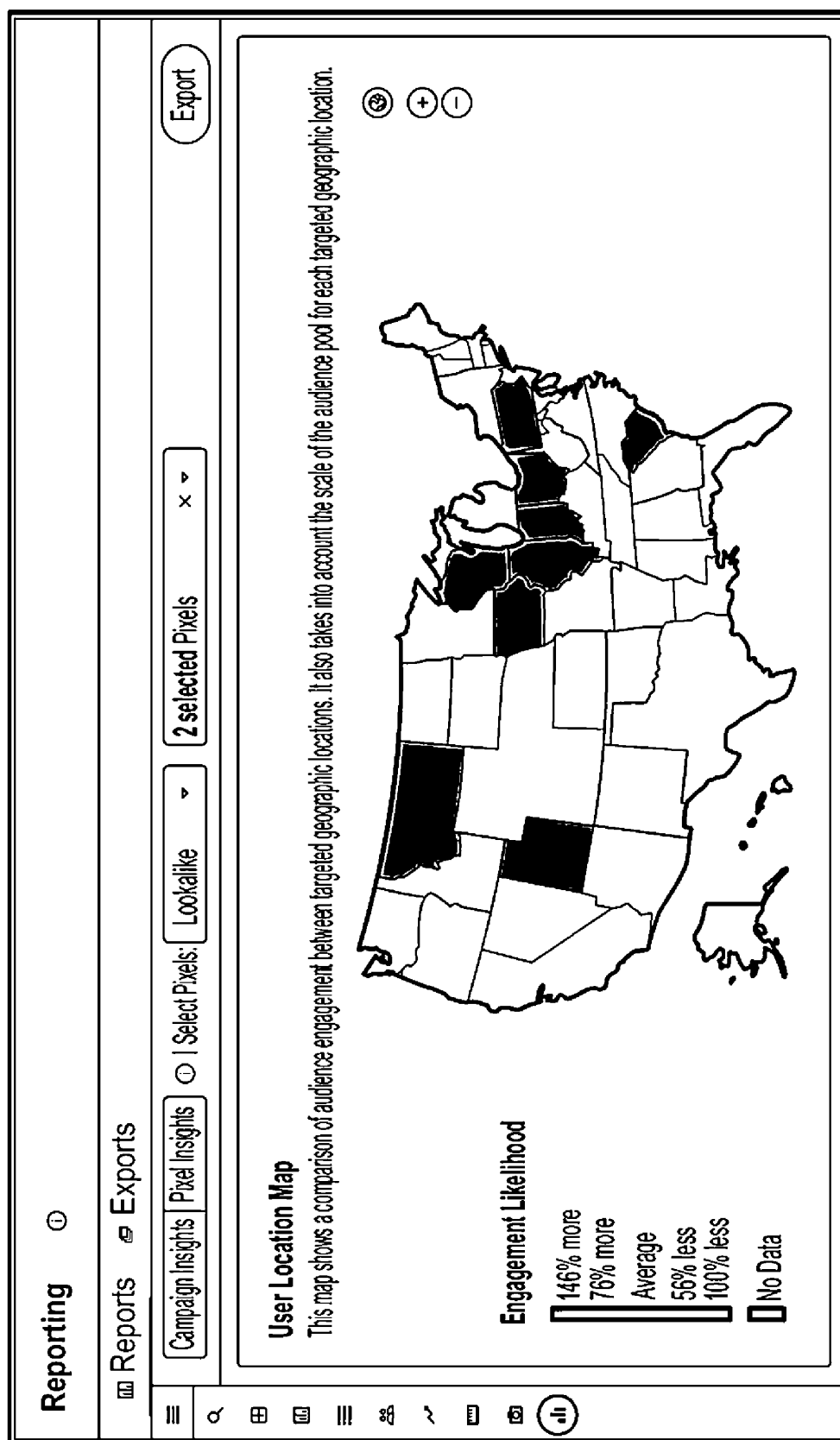
FIG. 2

300a

oVWord	popFracOfUsers	popWeight	weightRatio	weightDiff	popRatio	popDiff	import
halter	0.01217433660628488	0.0006982773744707454	12.242118370854095	0.00773769571578079	14.851443985520278	0.16863214156282405	104.19
bridal	0.04971220598466572	0.003928042092288952	8.096044249701288	0.027873560501574637	9.604445471346274	0.4277459209144048	103.54
wedding venues	0.011719174745909399	0.0007395325000304034	11.052764169382458	0.0074343458183947	14.1523107710773642	0.15413422823871842	86.948
wedding reception	0.021037671799015376	0.0016512558658350183	8.43554437208962	0.01277798626089838	12.406565530477984	0.23996758198415752	83.831
highresolution	0.010220754054797112	0.0006561239470301629	10.546864534426248	0.006263928440090028	15.522707360093035	0.14843302013730275	79.625
bachelorette party	0.014349588177416547	0.00102779799626138	9.074639974286293	0.00829916014564387	13.546207108755986	0.18003290519922432	74.281
ballroom	0.0189347404799883	0.0010516232312278543	9.002108822960466	0.00846321618997637	11.426244758945039	0.19793396194277795	63.073
wedding dress	0.045078262453004	0.0036907759778777253	6.3970081777763541	0.01991914913488931	8.511659446997118	0.33961255745378804	59.671
choreography	0.012452914671350816	0.0007237968618659045	9.565637281740281	0.006199781394405212	12.757119998803883	0.14641041212593697	58.868
white shirt	0.014942106267810653	0.0008298123199083919	9.061424890855463	0.006689469690282064	12.507173545494723	0.1719413984517481	58.048
embroidered	0.02323535479313397	0.0013718307236058007	7.7128504863071138	0.009208891267252828	11.216036736328839	0.23737324515832522	56.471
sleeveless	0.018201612282983157	0.0009605703619130356	8.524765223884428	0.0072280634544172885	11.069203251567872	0.18327573358359173	51.328
WTF	0.014320089876197742	0.0007934892410626461	8.767174130216134	0.006163169105786618	11.623683642691931	0.152132040803753842	48.930
Nadia	0.01307891417093227	0.0009721539366064651	7.147532026943972	0.0059763474597931505	11.7150688429782795	0.14014146032944835	39.231
bridesmaide	0.044079094511880564	0.0041048794872895215	4.8851471354882	0.0164000023739638	8.058562041526319	0.3111350233464818	39.0X1

FIG. 3A

300b



300c

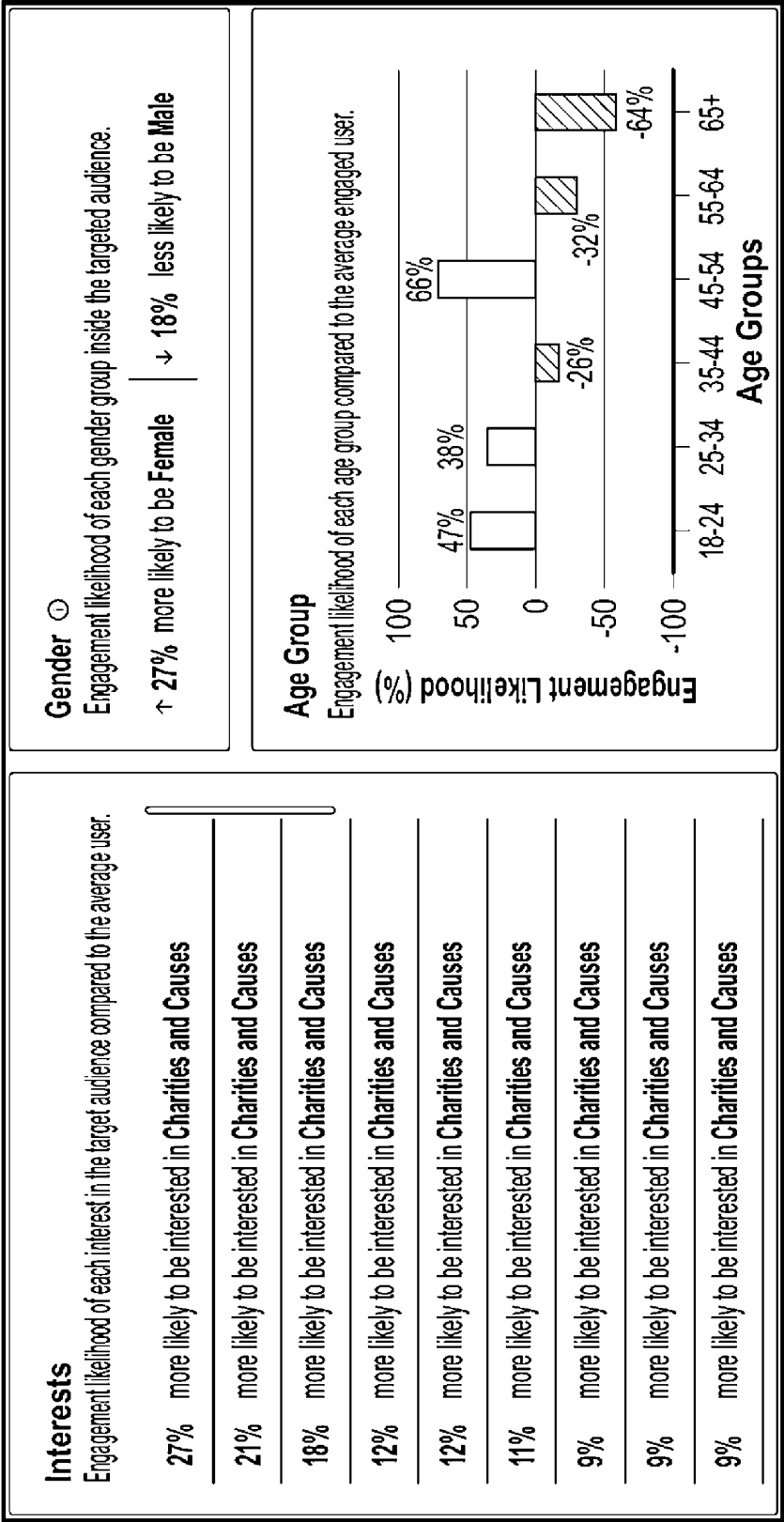


FIG. 3C

300d

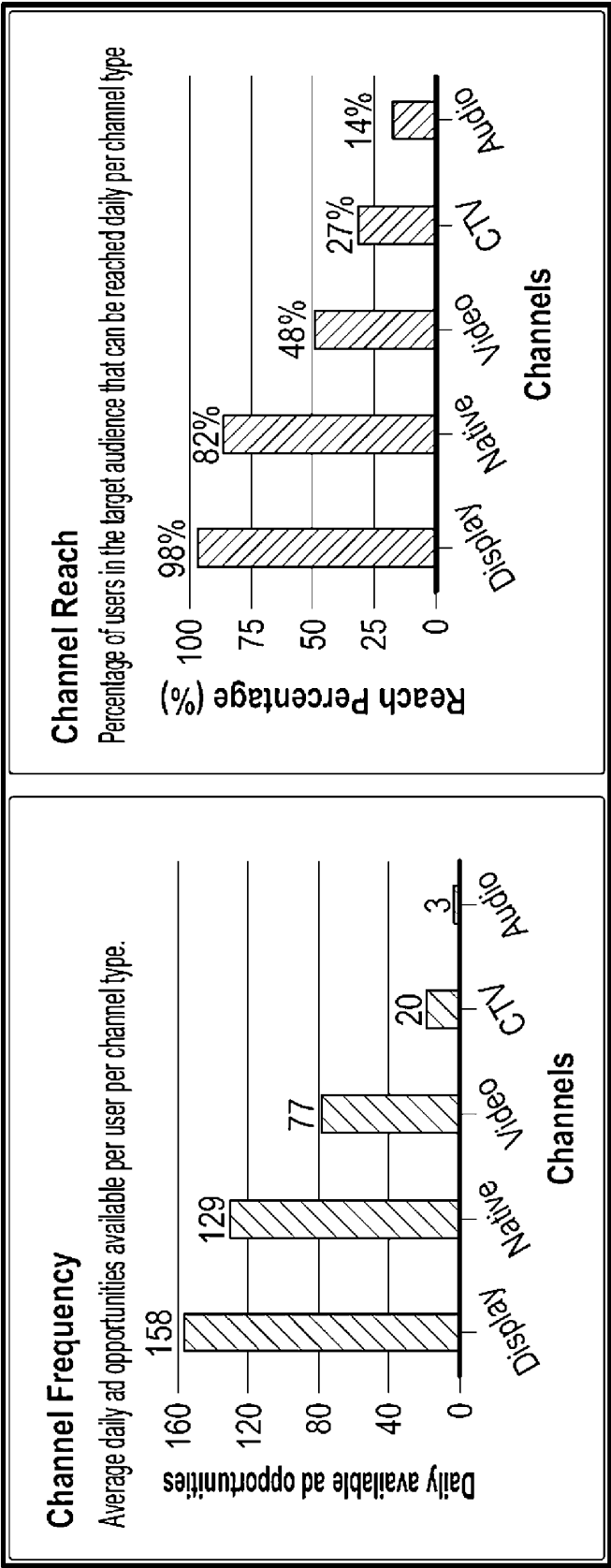


FIG. 3D

300e



Contextual Suggestions

Topics that these users are engaging with that set them apart from the typical user. Copy these topics to target using Page Context AI for a contextual campaign or create a Browsing Audience for a behavioural campaign.

Top 5 Topics

1

Bachelorette party

Bridesmaids

Bachelorette

Bridal shower

Bridal

Bride to be

2

Bridal

Wedding Venues

Wedding Reception

Wedding Dress

Bridesmaids

Wedding Cake

Wedding Ceremony

Newlyweds

Bride and Groom

Nuptial

3

Ballroom

Dance Floor

4

Choreography

Ballet

Wedding Dress

Tulle

Gown

Wedding Gown

Bodice

Sequins

Neckline

5

Planner

Bride

FIG. 3E