CLAIMS

~~What is claimed as new and desired to be protected by Letters Patent of the United States is:~~

1. A network device, comprising:

a transceiver to send and receive data over a network; and

one or more processors that are operative to perform actions, ~~comprising~~ including:

creating and training, until it is complete, a tree for a first time that has multiple branches and multiple nodes and that represents user responses affecting a feature measure, wherein the creating and training includes sending a plurality of training messages ~~having a plurality of attributes,~~ to a plurality of telecom subscriber users in a target user group, ~~each user in the target user group and a control user group having a plurality of user attributes~~ and includes creating the branches to each maximize an information gain for a message attribute or user attribute with respect to the feature measure based on responses of the plurality of telecom subscriber users to the plurality of training messages, wherein the plurality of training messages have attributes corresponding to being sent at different times and with different types of messages, and wherein each node within the tree is associated with a subset of the plurality of telecom subscriber users and includes a target distribution for the feature measure and for the telecom subscriber users in the associated subset and includes a control distribution for the feature measure and for other telecom subscriber users in a control user group;

~~measuring a feature measure result for each of the users in the target user group and the control user group based on the sending of the plurality of training messages;~~

~~training a tree using the measured feature measure results, message attributes and user attributes, where each branch is selected to maximize an information gain for a message or user attribute, where each node within the tree includes a target and control distribution for the feature measure;~~