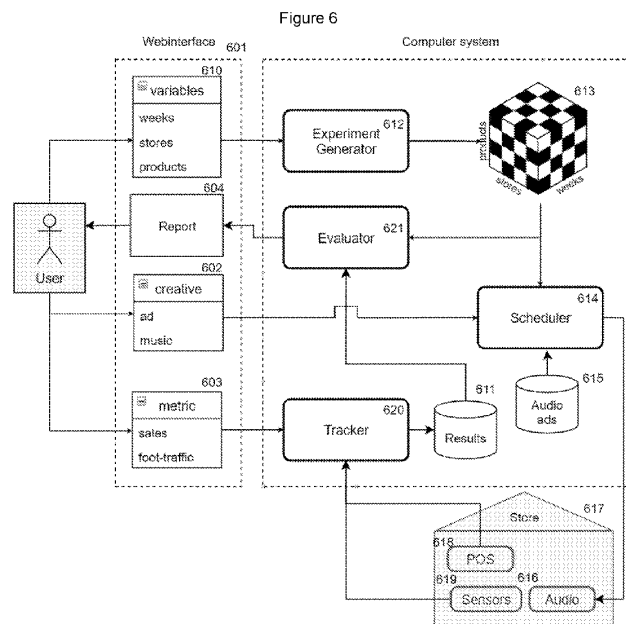




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(57) Abstract: The system and method of the invention provide automated scheduling, monitoring and evaluation of repeated, alternating set of A/B tests arranged in a multidimensional pattern (hypercube). It provides a robust system and method for computationally repeated A/B testing while enabling easy adjustment of statistical power and other parameters. The statistical power of the system and method can be increased by increasing the number of repeated A/B tests over time. Furthermore, the system and method enables axis-wise (hypercube) evaluation of tests which allows comparison of the impact of creative content on different variables.

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