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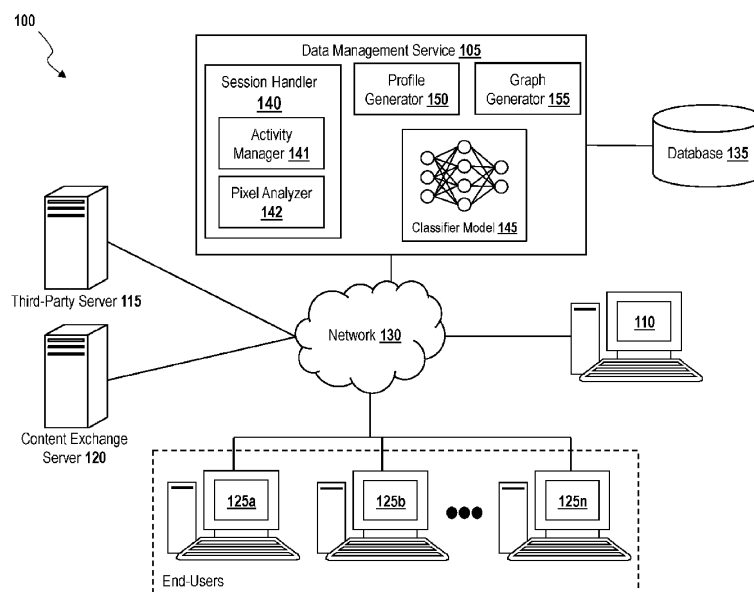


FIG. 1

(57) **Abstract:** Computing systems and methods for analyzing online interactions with online content data to evaluate the effectiveness of the online content. Outputs may be used to generate graphical user interface visual representations of the effectiveness and/or automate bidding to real-time bidding (RTB) servers. A computer obtains end-users' interaction data associated with online content from various data sources, such as pixel data. For each end-user, the computer generates a feature vector and modified feature vector using the interaction data; executes a machine-learning architecture to generate predicted likelihoods of conversion using the feature vectors; and computes a confidence score using the first and second likelihoods of conversion. The computer generates an effectiveness rate for the online content based upon the confidence scores of the end-users. The computer transmits a bid for new online content to an RTB-server hosting an available webpage, when the computer determines the effectiveness rate satisfies a bid threshold.

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