

It can be seen from Figure 16 that the training time of *LI* basically increased with the number of trees, averaging at 8.983 min.

5. CONCLUSIONS

This paper puts forward a hybrid model for ad CTR prediction based on mobile computing and big data analysis. Firstly, the integrated tree model was employed to convert the input features. Then, the converted features were inputted into a linear model for training, and output the structure of the hierarchical model. Next, a feature selection algorithm was added to the hierarchical model, forming the hybrid model. The experimental results show that our model achieved desirable results, thanks to the optimization of the important parameters.

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