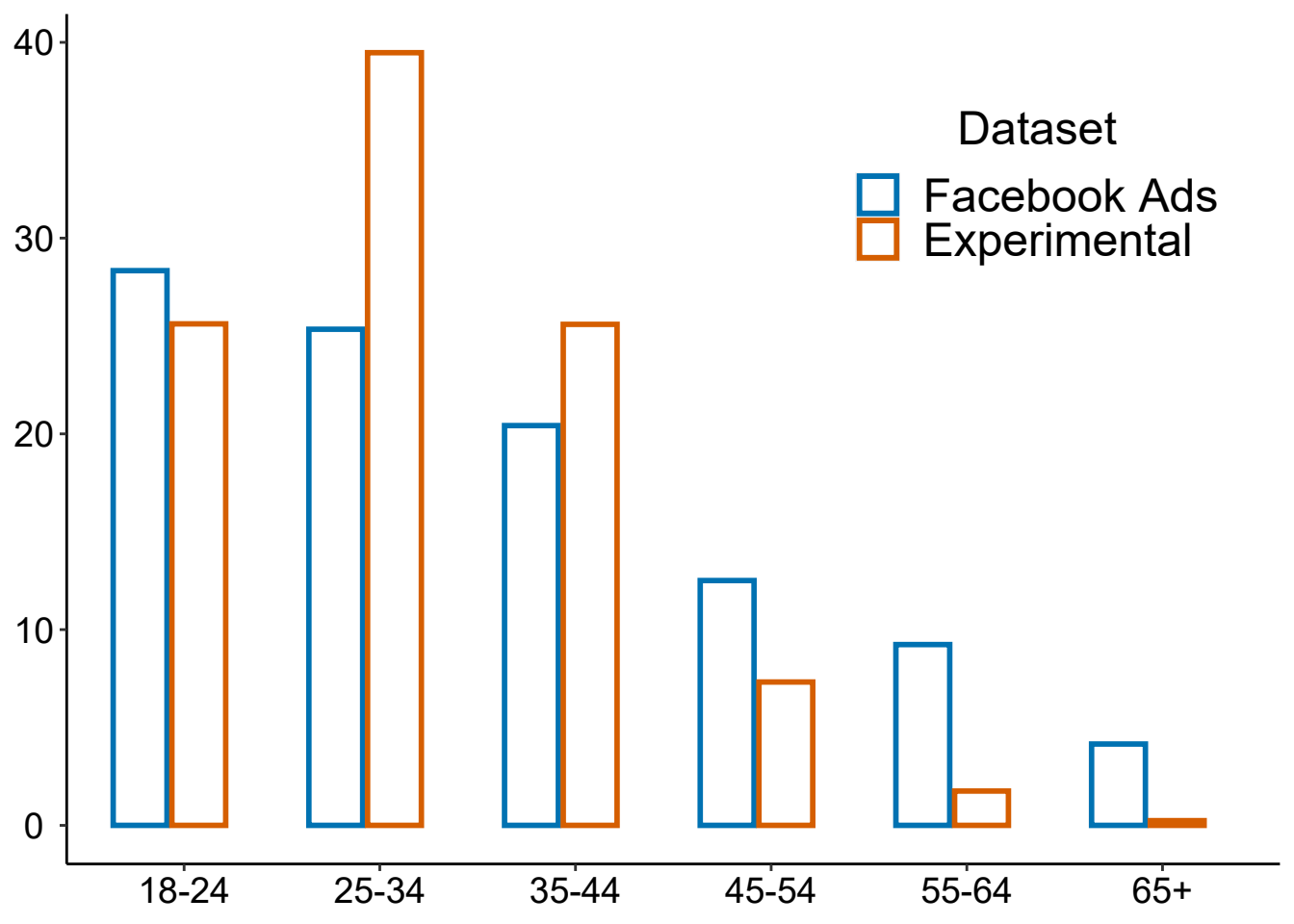
40
30
20
10
0
Dataset
Facebook Ads
Experimental
18-24
25-34
35-44
45-54
55-64
65+