

Capitalisn't: WMATA Advertising Campaign Analysis

Utsav Gandhi

Joshua Levy

April 11, 2023

1 Introduction

Table 1

Statistic	Min	Pctl(25)	St. Dev.	Mean	Median	Pctl(75)	Max	N
A: FULL SAMPLE								
Days since release	6	503	573.0	981.5	993	1,469	1,942	151
Downloads $t = 14$	407	4,925	3,713.0	8,339.5	7,623	11,709	19,581	149
Downloads $t = 28$	1,847	5,485	4,125.4	9,415.3	8,661	13,456.2	18,797	148
B: RECENT 20								
Days since release	6	53.2	72.8	112.0	104	170.5	237	20
Downloads $t = 14$	11,928	12,319.5	1,879.7	13,804.3	13,576	14,301.5	19,581	18
Downloads $t = 28$	13,303	14,000	1,479.4	15,349.9	15,096	16,247	18,797	17

2 Motivating Figures

3 DMV Diff-in-Diff

Table 2

	<i>Dependent variable:</i>		
	downloads_t_14		
	(1)	(2)	(3)
trailing5_t_14_avg	0.989*** (0.021)	0.992*** (0.021)	0.995*** (0.021)
aired_wmata_digital_ad		-290.419 (515.920)	-319.412 (515.987)
aired_first_ad_experiment			-445.718 (389.883)
Constant	-82.344 (184.812)	-102.220 (188.590)	-103.856 (188.392)
Observations	145	145	145
R ²	0.942	0.942	0.943
Adjusted R ²	0.941	0.941	0.941
Residual Std. Error	851.975 (df = 143)	854.018 (df = 142)	853.096 (df = 141)
F Statistic	2,316.717*** (df = 1; 143)	1,152.984*** (df = 2; 142)	770.753*** (df = 3; 141)

Note:

*p<0.1; **p<0.05; ***p<0.01