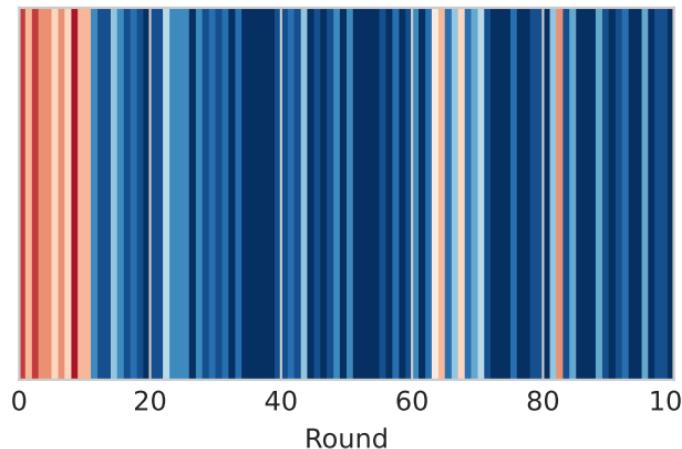
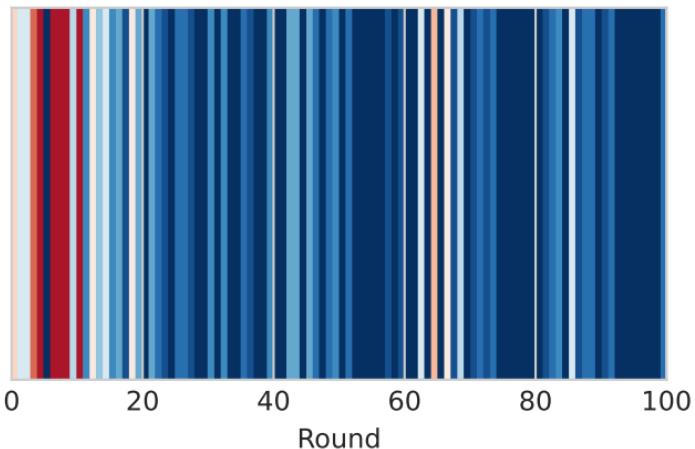


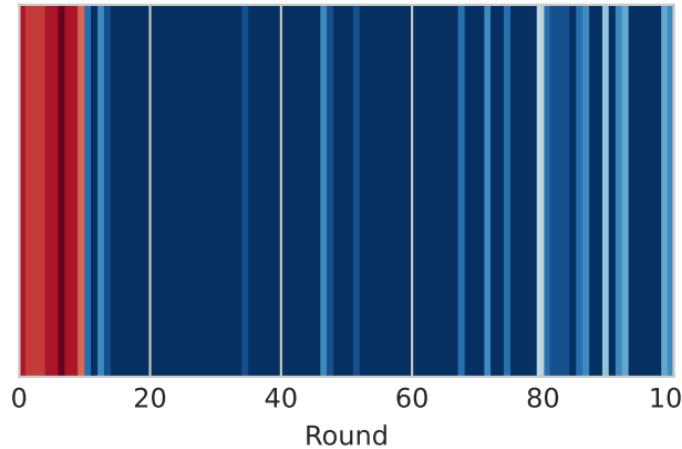
(a) Baseline



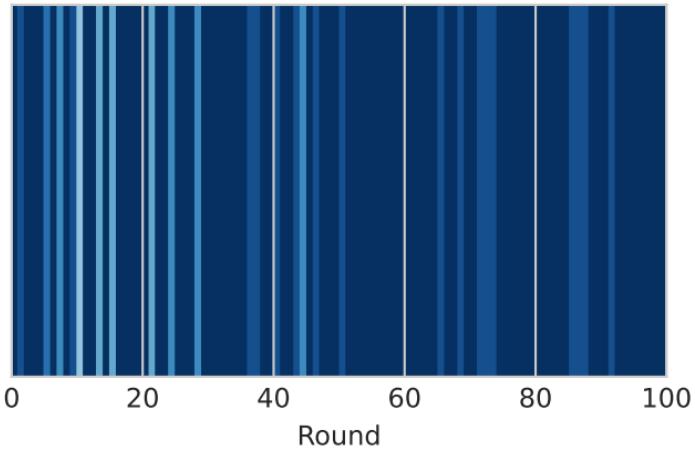
(b) Memory Only



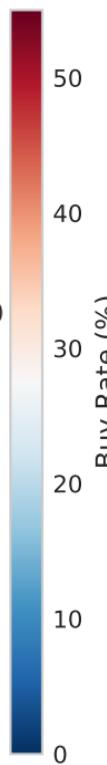
(c) Social Only



(d) Full Model



Buy Rate (%)



A vertical color bar on the right side of the figure, mapping colors to the Buy Rate percentage. The scale is linear, with major ticks at 0, 10, 20, 30, 40, and 50. Dark blue represents 0%, and red represents 50%.