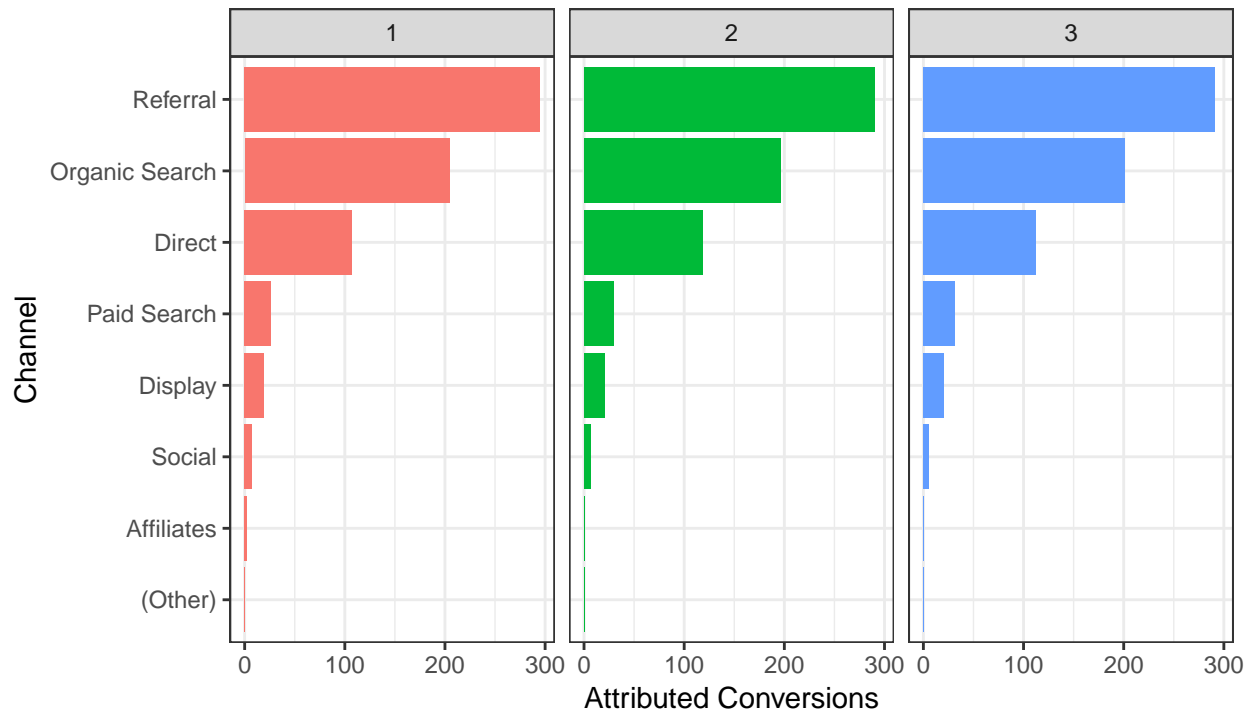


Markov Model Attribution Results

Comparing Markov Model of order 1, 2, and 3.



Google Merchant Store: 1 Month Window with 7 day lookback