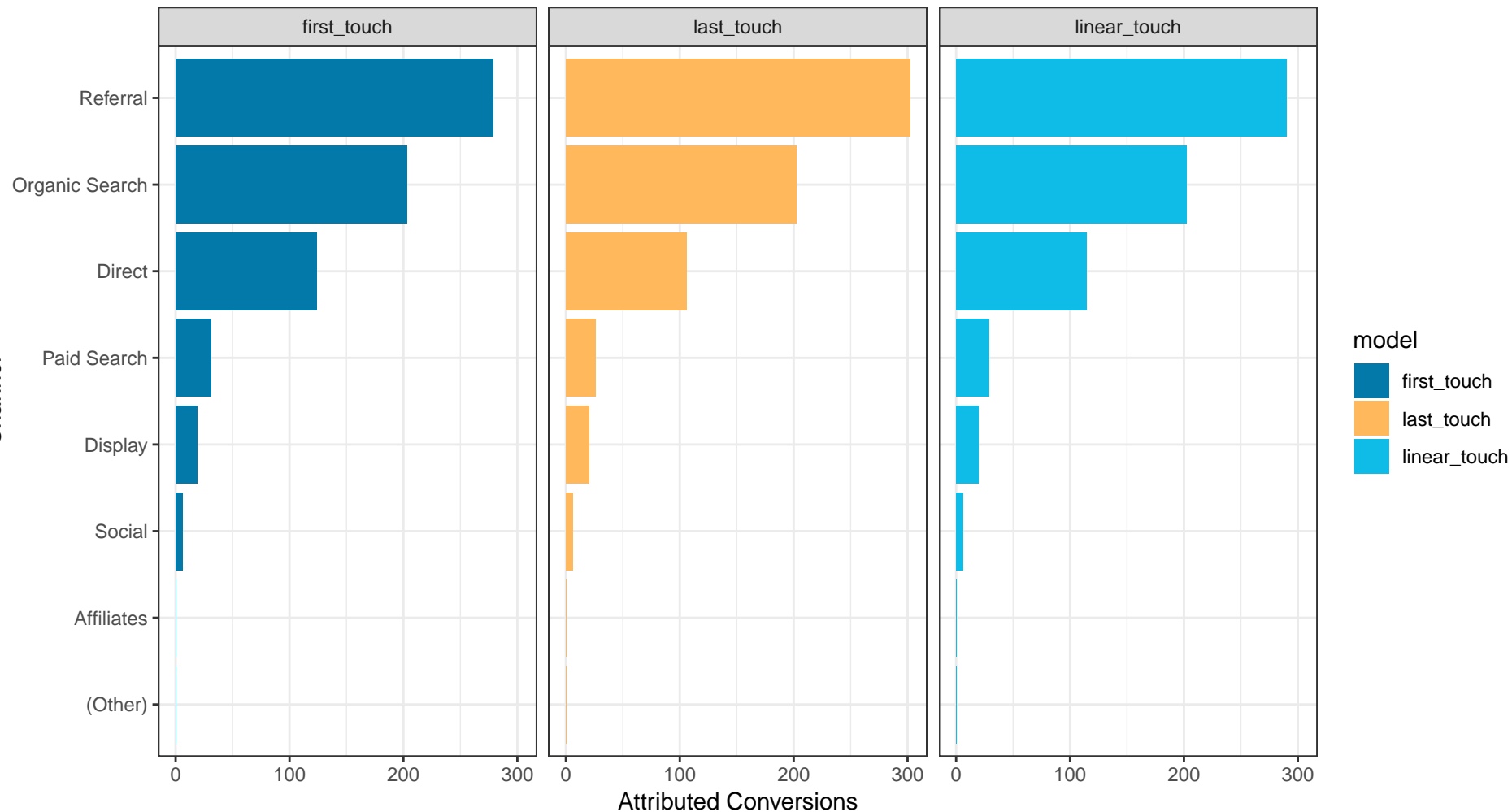


# How do the heuristic models compare?

Comparing First Touch, Last Touch and Linear models



Google Merchant Store: 1 Month Window with 7 day lookback