



SYSTEM_CONFIG_V4.0

SYSTEM SETTINGS

EXPORT_CONFIG

COMMIT_CHANGES



PARAMETERS

SEC_ID_MODEL



DATA FLOW

SEC_ID_DATA



STRATEGY

SEC_ID_OPTIMIZATION



CONTEXT_ANALYSIS

ADJUST THE FUNDAMENTAL BAYESIAN PRIORS
AND DECAY CONSTANTS FOR THE ATTRIBUTION
ENGINE.

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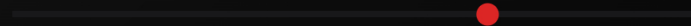


PURGE_TO_DEFAULTS

ADSTOCK DECAY

0.70

PROP::ADSTOCKDECAY



HILL ALPHA

0.50

PROP::HILLALPHA



HILL GAMMA

0.50

PROP::HILLGAMMA



CONFIGURATION LOGIC AND BAYESIAN STABILITY

TUNING THE ATTRIBUTION KERNEL



