

Generate Model Outputs for Dynamic Funnel

Henry Johnston-Ellis

Contents

% Table created by stargazer v.5.2.2 by Marek Hlavac, Harvard University. E-mail: hlavac at fas.harvard.edu % Date and time: Wed, May 18, 2022
- 12:30:12

% Table created by stargazer v.5.2.2 by Marek Hlavac, Harvard University. E-mail: hlavac at fas.harvard.edu % Date and time: Wed, May 18, 2022
- 12:30:12

Table 1: Dynamic Funnel Models for UK

	<i>Dependent variable:</i>			
	Search	Consumer Site Users	Business Site Traffic	Leads Generated
	(1)	(2)	(3)	(4)
Prompted Awareness	-9.941*** (3.141)			
Prompted Awareness (square term)	11.090*** (2.839)			
Search		6,268,278.000*** (595,032.000)		
Consumer Site Users			0.002*** (0.001)	
Business Site Traffic				0.079*** (0.018)
Constant	2.580*** (0.857)	3,795,507.000*** (361,597.400)	15,614.510*** (4,216.191)	-113.695 (536.936)
Observations	36	38	38	38
R ²	0.906	0.755	0.230	0.346
Adjusted R ²	0.901	0.748	0.209	0.328
Residual Std. Error	0.054 (df = 33)	674,430.500 (df = 36)	4,569.751 (df = 36)	565.535 (df = 36)
F Statistic	159.921*** (df = 2; 33)	110.973*** (df = 1; 36)	10.769*** (df = 1; 36)	19.077*** (df = 1; 36)

Note:

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

Table 2: Dyanmic Funnel Models for Italy

	<i>Dependent variable:</i>			
	Search (1)	Consumer Site Users (2)	Business Site Traffic (3)	Leads Generated (4)
Prompted Awareness	3.084*** (0.206)			
Search		19,242,736.000*** (3,302,268.000)		
Search (square term)		-24,821,780.000*** (5,854,006.000)		
Search (cube term)		10,949,104.000*** (3,289,414.000)		
Consumer Site Users			0.003*** (0.0002)	
Business Site Traffic				0.053*** (0.005)
Constant	-0.411*** (0.065)	-3,037,891.000*** (579,634.700)	299.309 (397.807)	19.991 (25.529)
Observations	39	43	42	51
R ²	0.858	0.872	0.779	0.660
Adjusted R ²	0.854	0.862	0.773	0.653
Residual Std. Error	0.067 (df = 37)	222,058.500 (df = 39)	802.610 (df = 40)	71.586 (df = 49)
F Statistic	223.309*** (df = 1; 37)	88.578*** (df = 3; 39)	140.629*** (df = 1; 40)	95.040*** (df = 1; 49)

Note:

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