

you saw the
Advertisement
but the effect of
the Advertisement
stays with you
for some period
of time.

↓
Adstock.

Formula for Adstock =

$$\text{Adstock} = \text{Current GRP's} + (\text{Previous Adstock} \times \text{Decay Rate})$$

Decay rate = 80% → (80% of Previous Adstock remain effective)
20%.

↳ Ad Kina diminish
hva Adstock GRPs

