

Practise Table

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L	Δ Profit	Δ CS	Δ Total Welfare
L=0: No RS	0	0	0
$0 < L \leq \frac{1}{r_0}$: Low L	$\frac{1}{2}tr_0^2L$	$\frac{1}{4}tr_0^2L$	$\frac{3}{4}tr_0^2L$
$L \geq \frac{1}{r_0}$: high L	$t(r_0 - \frac{1}{2L})$	$\frac{t}{4L}$	$t(r_0 - \frac{1}{4L})$
$L \rightarrow +\infty$: perfect personalization	$tr_0 = s$	0	$tr_0 = s$

Table 1: Summary of welfare result: how increase in profit, cs and total welfare changes with the level of personalization L