

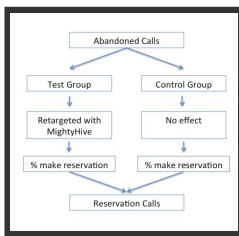
# Experiment Details

Every caller that abandoned their phone call to the call center was randomly split into test and control groups with an approximate 50/50 split.

The abandoned observations in the test group were then re-targeted with advertisements online for a period of 7 days.

**The control group was never shown any advertisements.**

View the image below to understand the experiments process



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## Instructions

- Make sure you understand the experiment details.
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