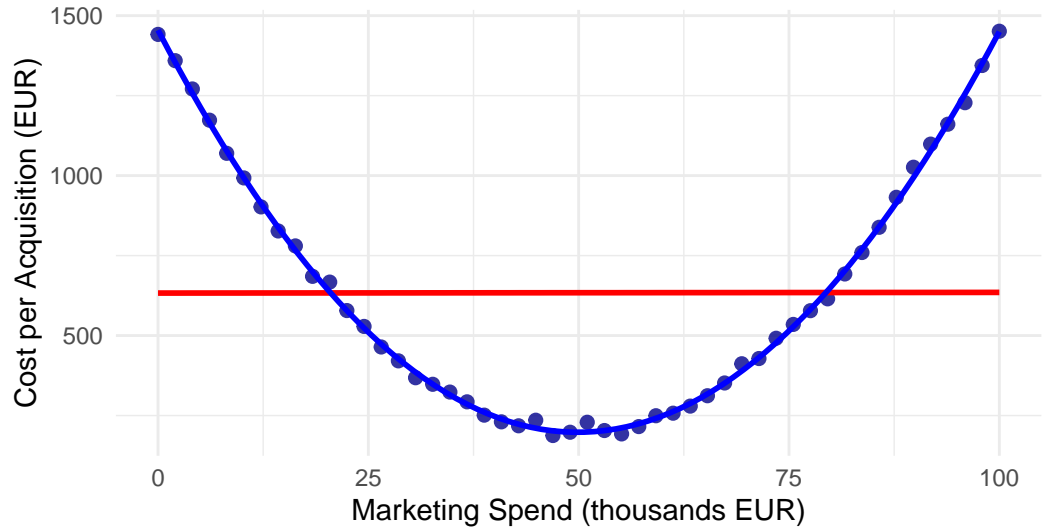


Marketing Efficiency: Cost per Acquisition vs Marketing Spend

Red = Linear fit (completely wrong!), Blue = Flexible fit (captures U-shape)



Clear U-shaped pattern: optimal spending around 50k EUR