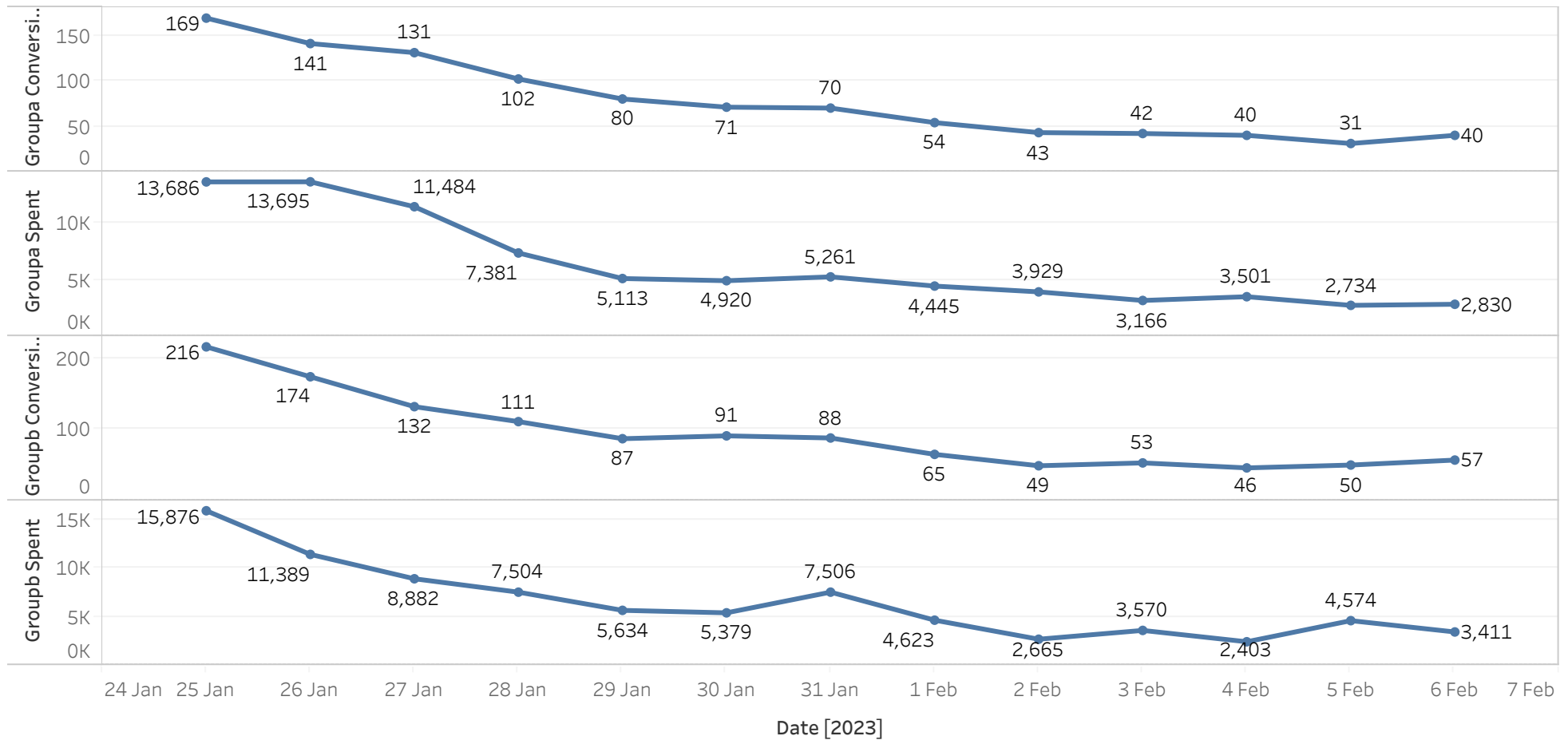


## Checking the Novelty Effects



The trends of sum of Groupa Conversions, sum of Groupa Spent, sum of Groupb Conversions and sum of Groupb Spent for Date.