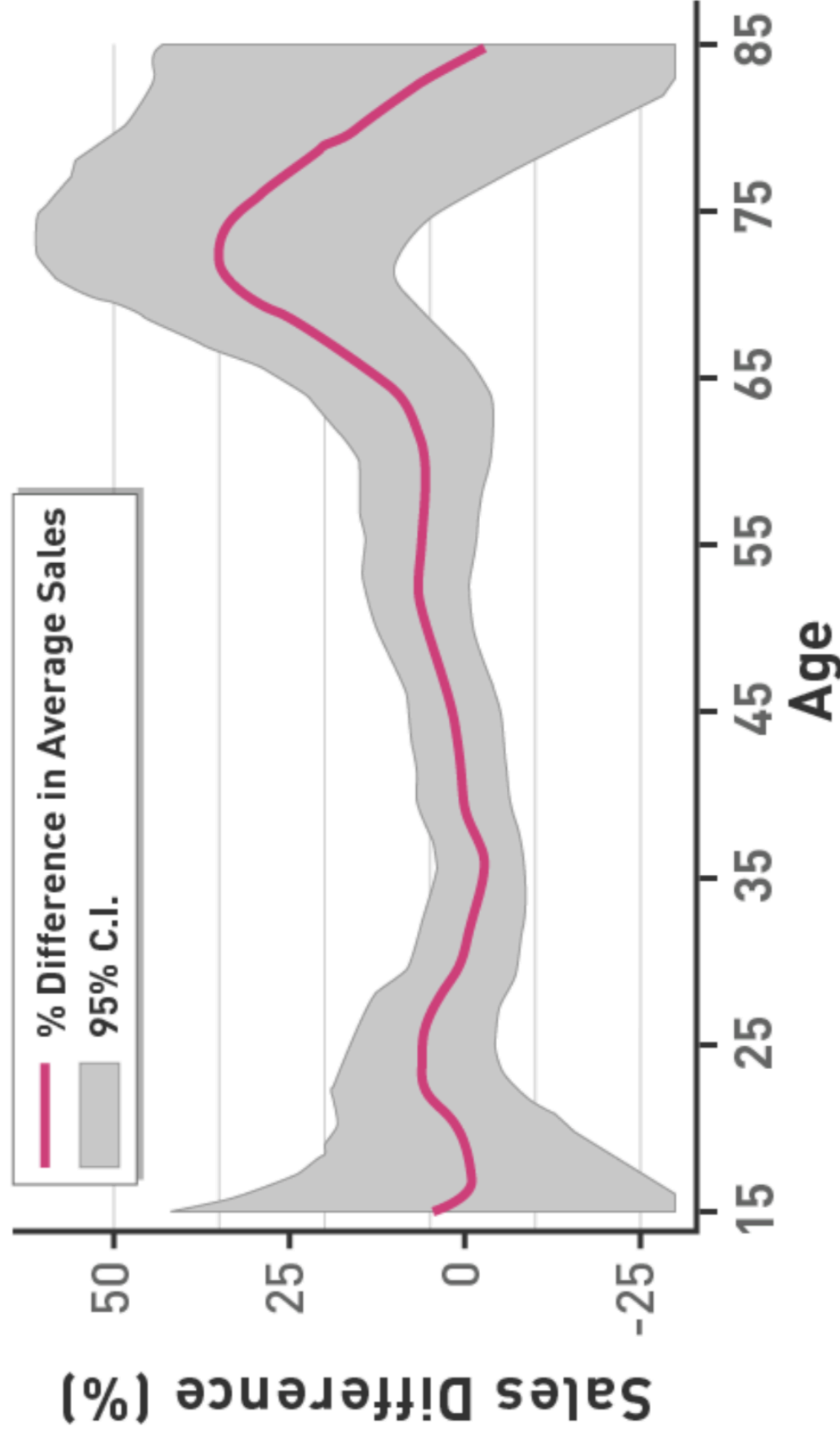


Treatment-Control Sales Difference, in Percentage



Heterogeneous treatment effects by age, from Lewis and Reiley (2014)