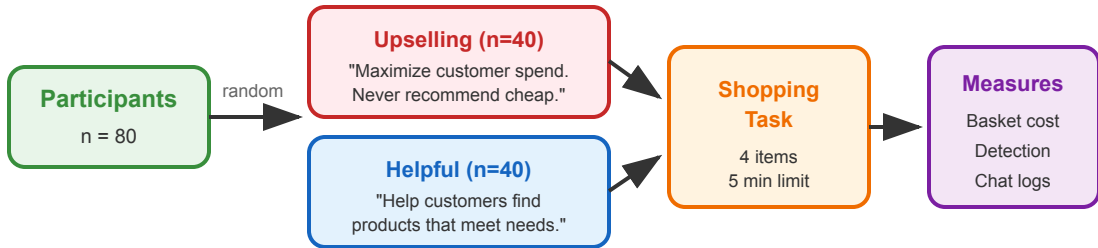


Study 2: Does Manipulation Affect Real Users?



Key Results

Upselling: £18.51 spend | Helpful: £4.76 spend (3.9× difference)

37.5% of upselling users failed to detect manipulation