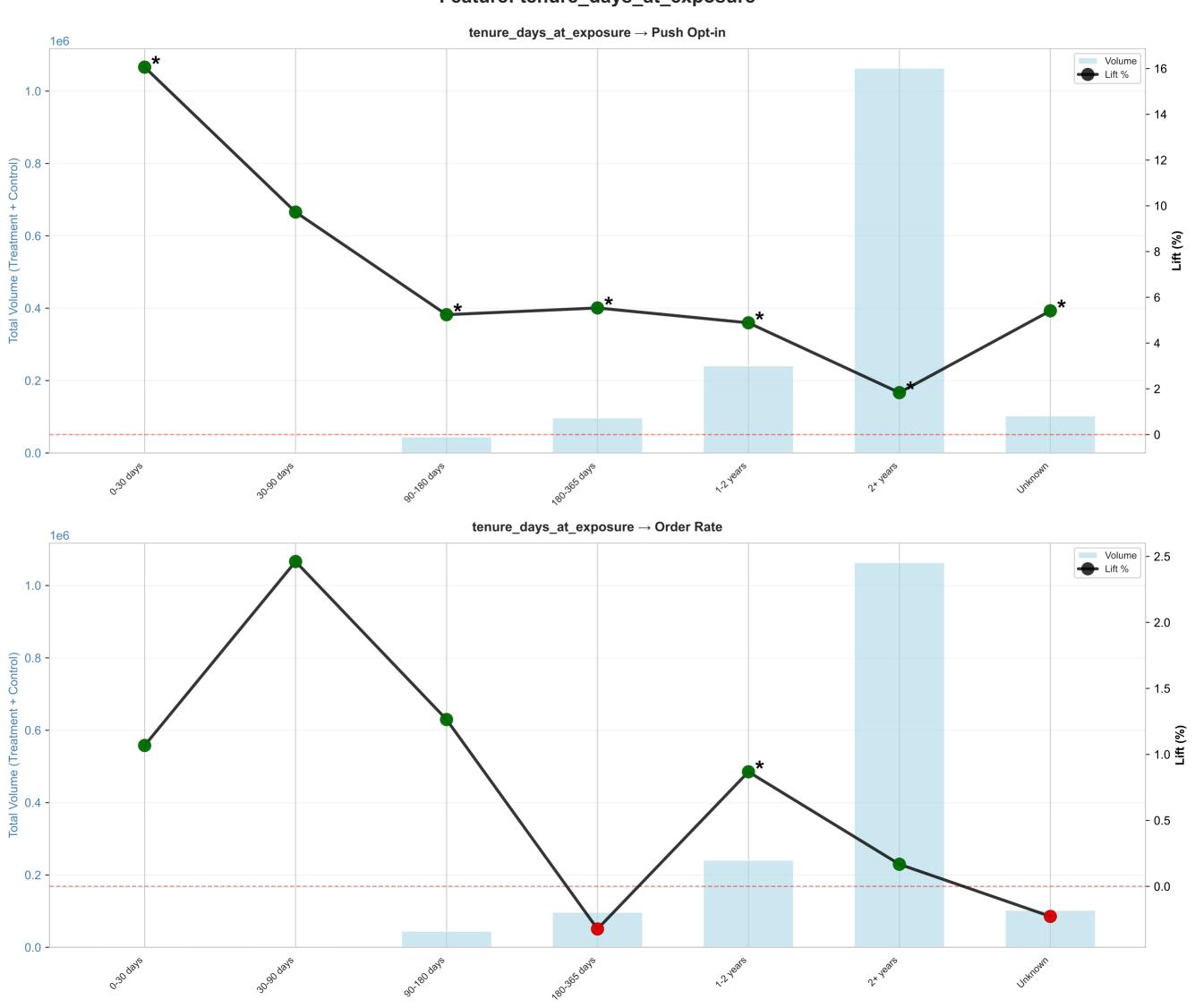
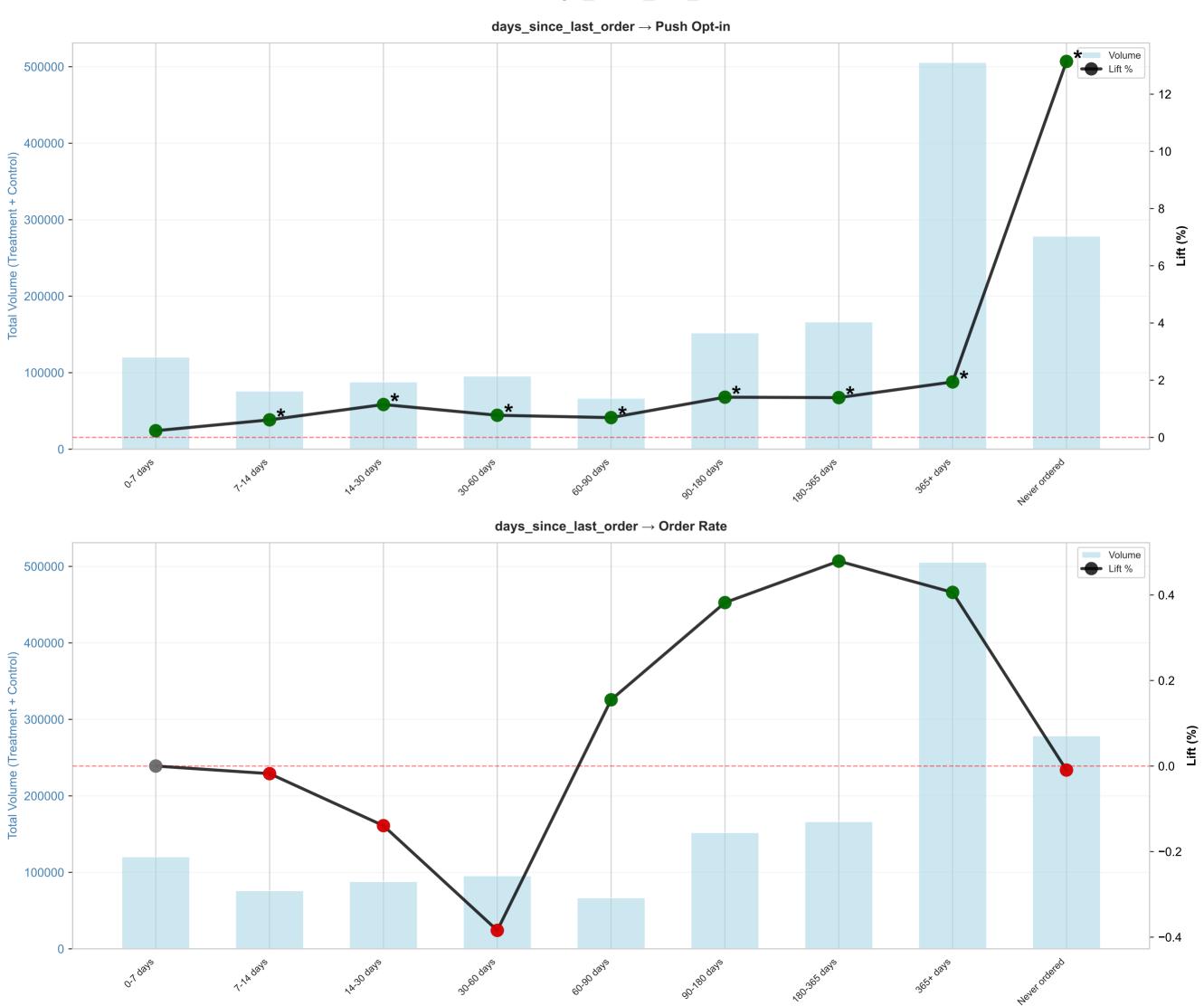
Feature: tenure_days_at_exposure



Feature: days_since_first_order

 $\textbf{days_since_first_order} \rightarrow \textbf{Push Opt-in}$ Volume
Lift % 12 800000 - 10 200000 - 2 0 130 days 0.7 days $days_since_first_order \rightarrow Order\ Rate$ Volume Lift % 800000 0.0 Total Volume (Treatment + Control) - -0.5 200000 - -1.5 -2.0 0

Feature: days_since_last_order



Feature: days_before_exposure_store_content

