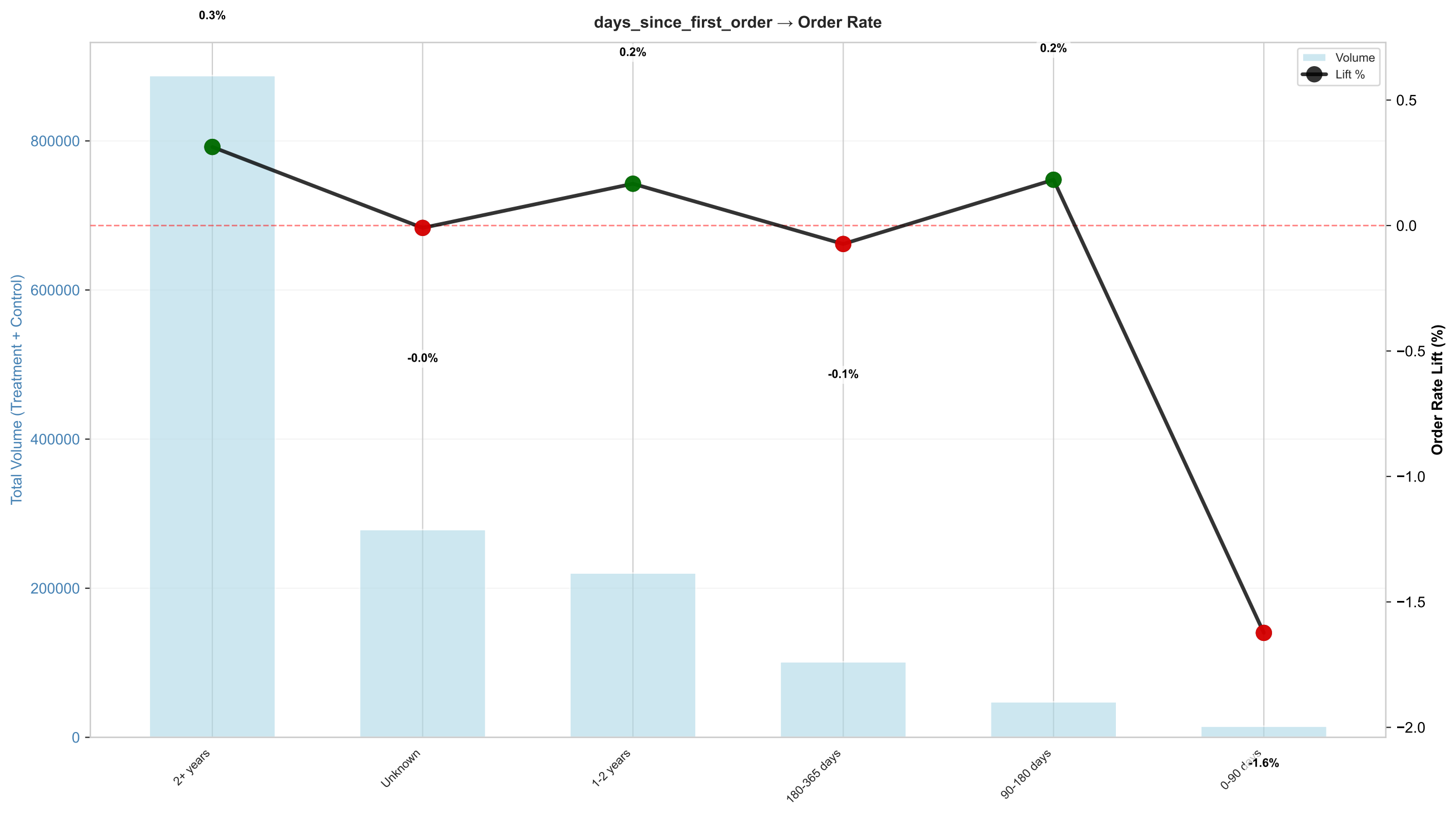days_since_last_order → Order Rate
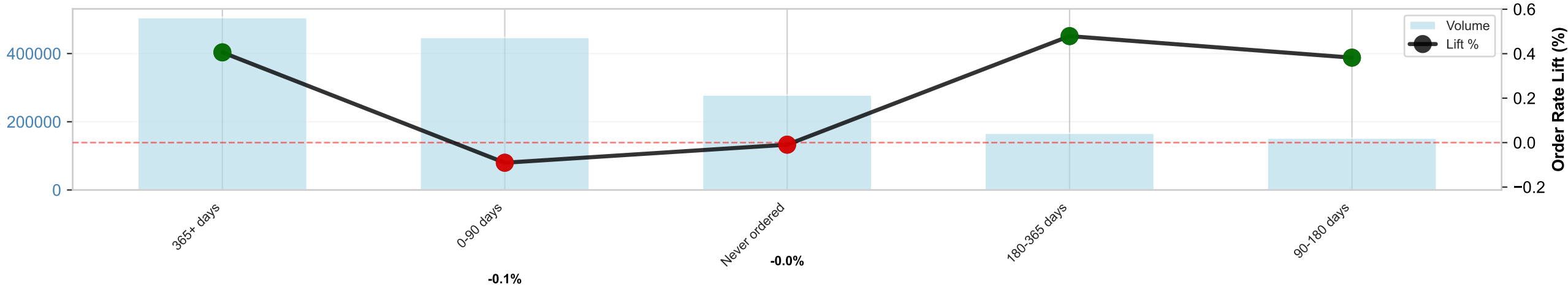
exposure_time → Order Rate
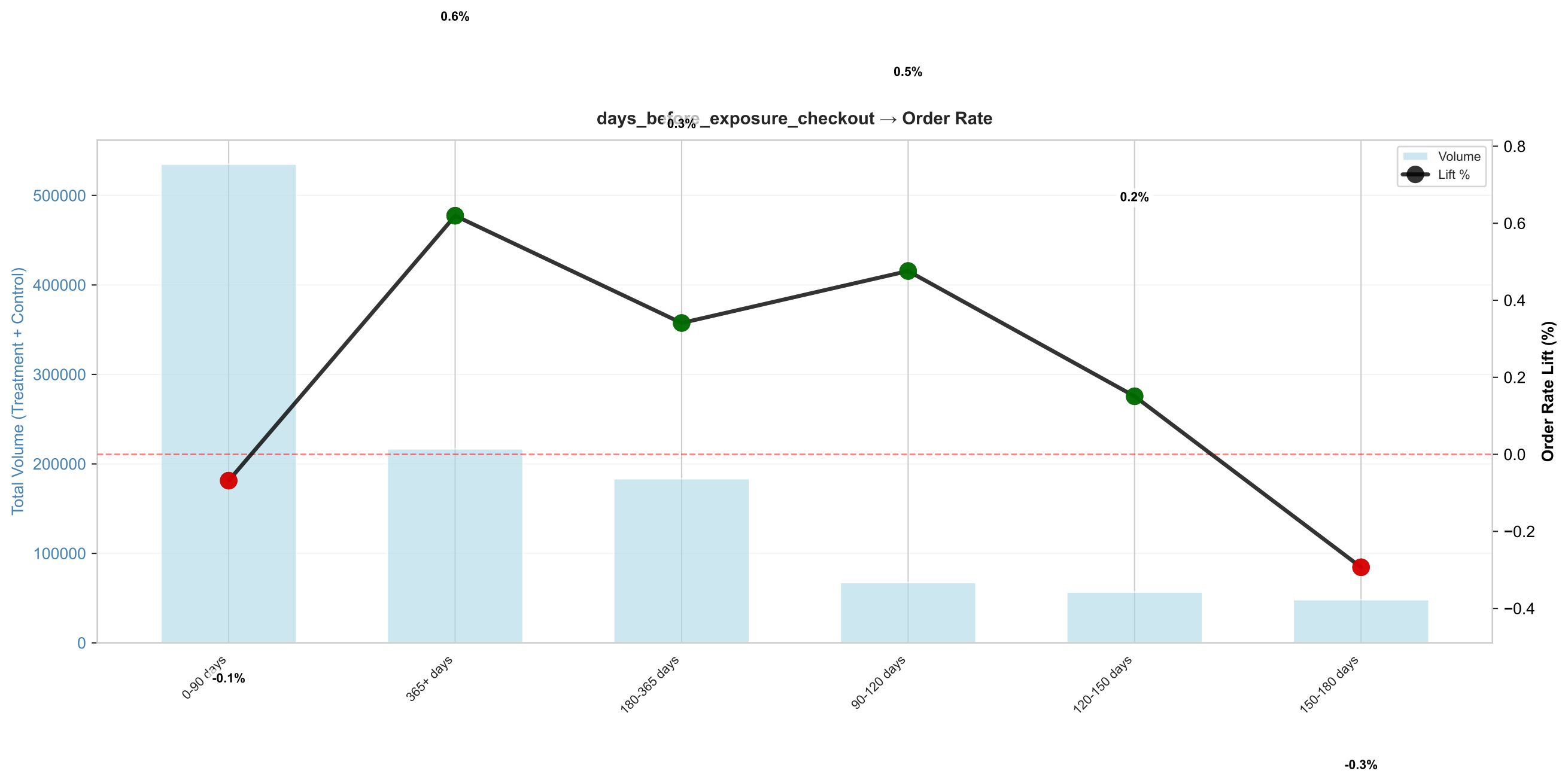
Error processing exposure_time:
002003 (42S02): SQL compilation error:
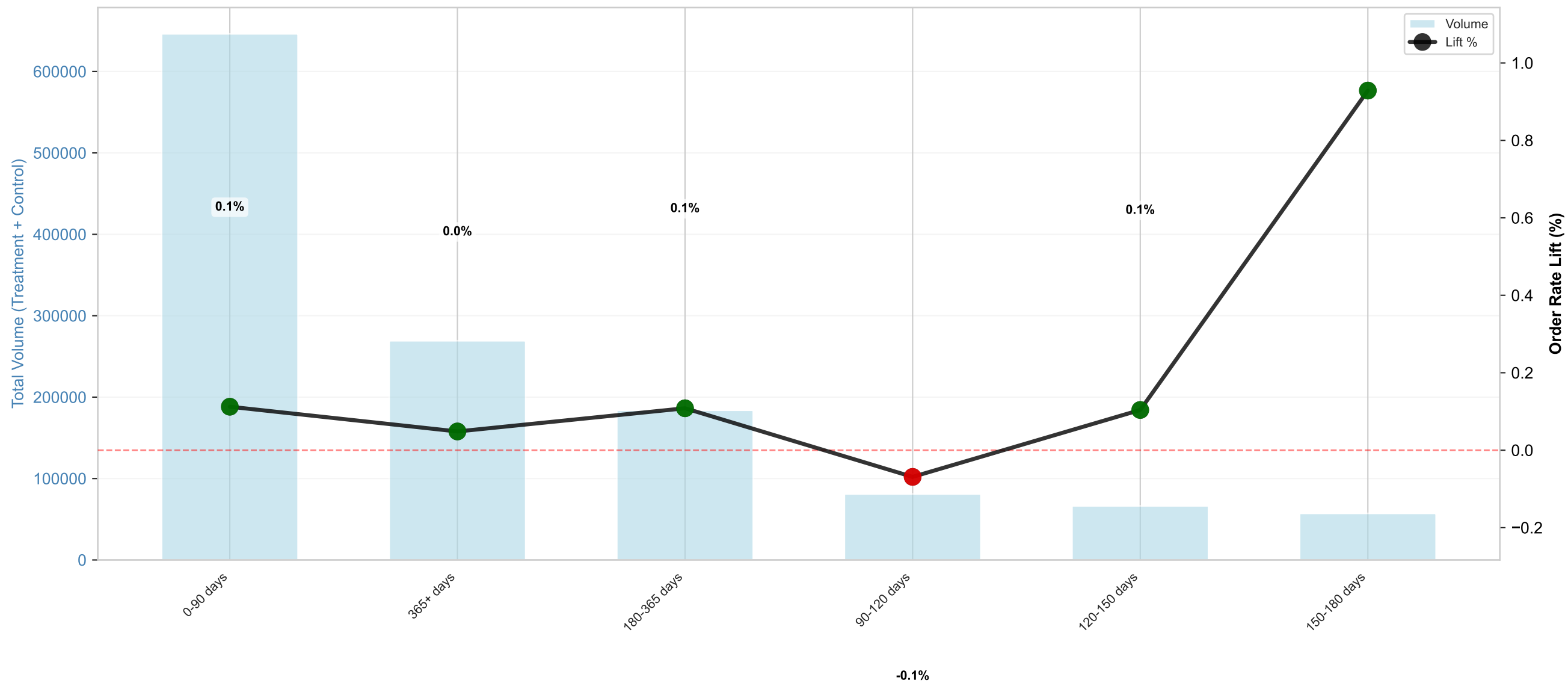Object 'PRODDB.FIONAFAN.CX_IOS_REONBOARDING_MASTER_FEATURES_USER_LEVEL_USER_LEVEL' does not exist or not authorized.

days_since_first_order → Order Rate

days_before_exposure_purchase → Order Rate

Volume (Treatment) 500000

Order Rate Lift

-0.1% | 0.2% | 0.4% | 0.4% | 0.2% | -0.1%

0-90 days | 365+ days | 180-365 days | 90-120 days | 120-150 days | 150-180 days

Legend: Volume | Lift %

days_before_exposure_checkout → Order Rate

days_before_exposure_store_content → Order Rate

days_since_last_funnel_action → Order Rate

days_before_exposure_store_page → Order Rate

scd_consumer_id → Order Rate

Error processing scd_consumer_id:
002003 (42S02): SQL compilation error:
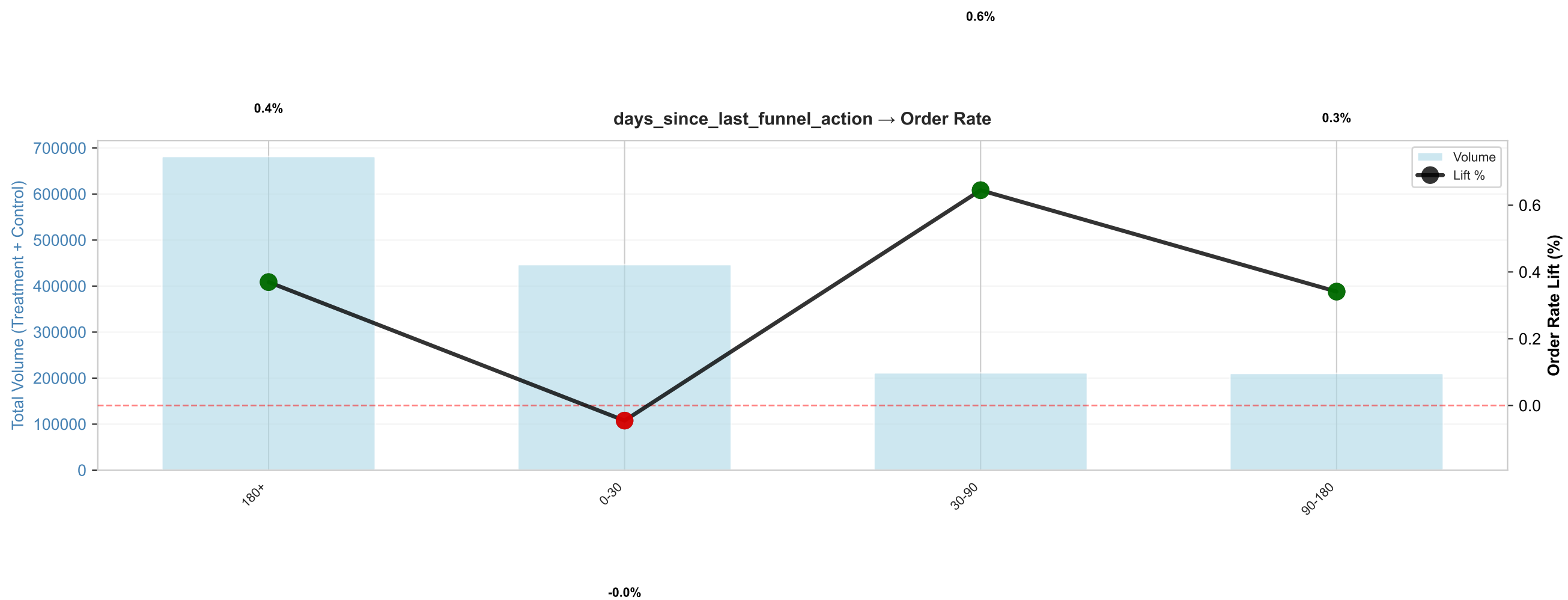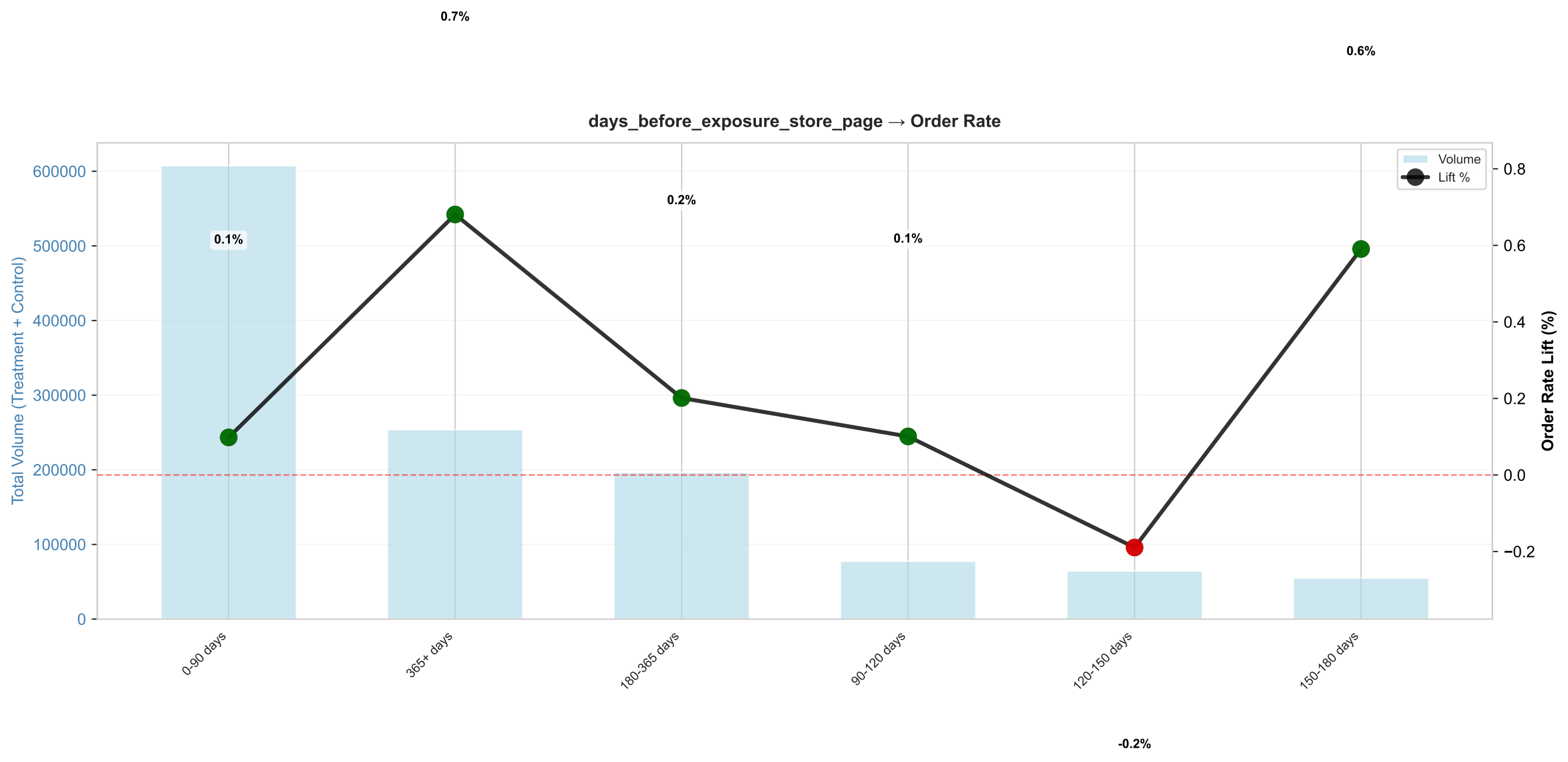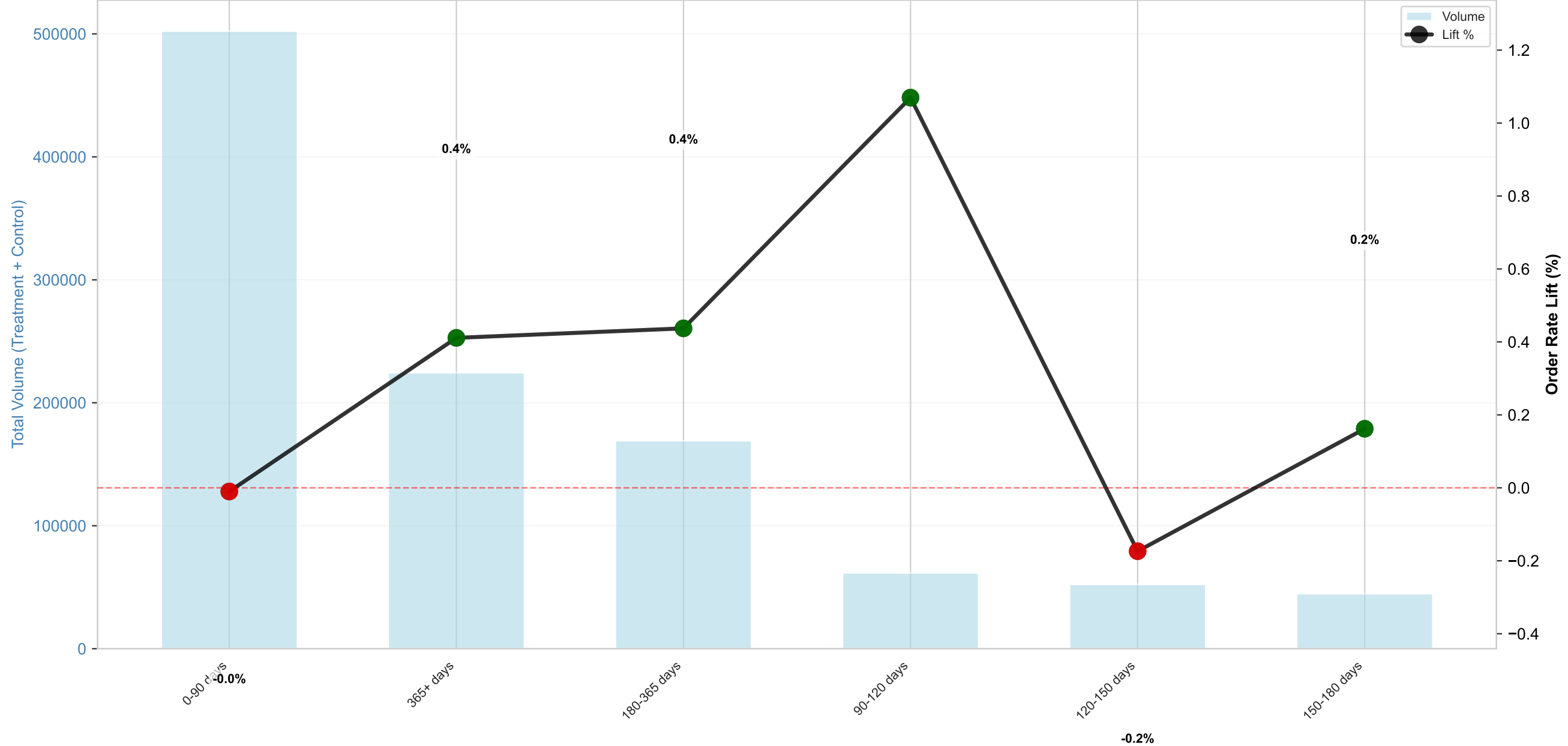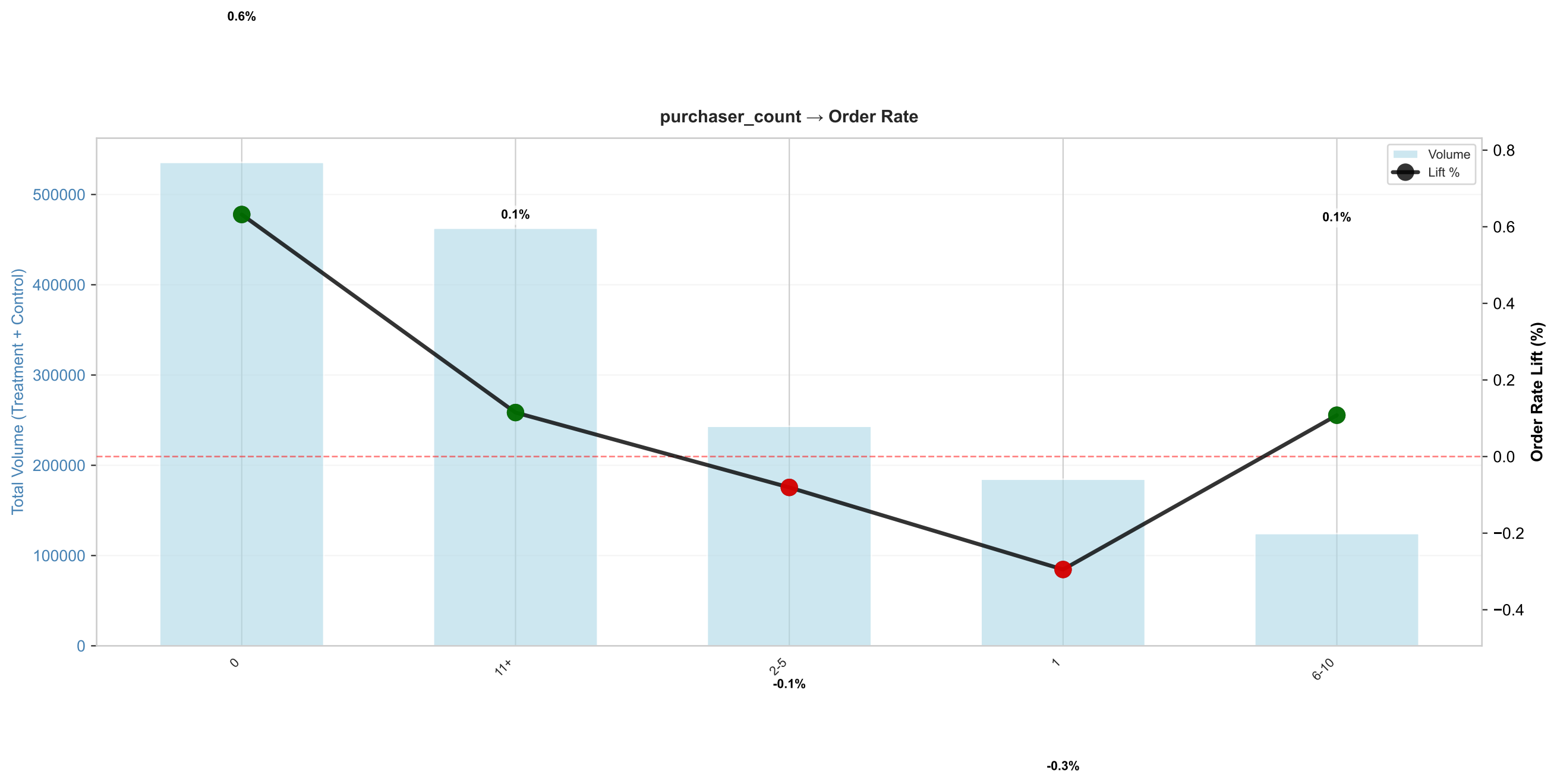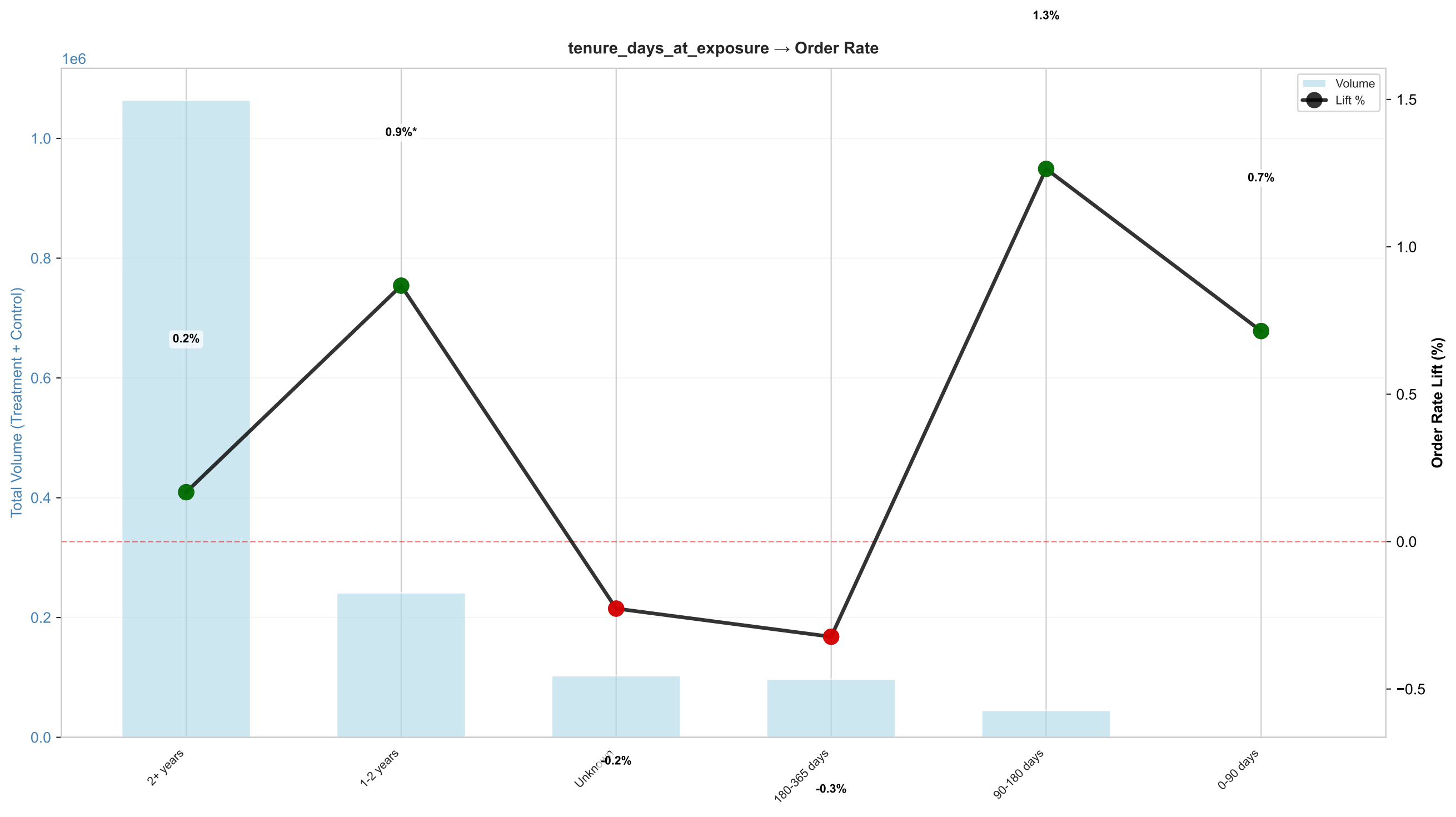Object 'PRODDB.FIONAFAN.CX_IOS_REONBOARDING_MASTER_FEATURES_USER_LEVEL_USER_LEVEL' does not exist or not authorized.

days_before_exposure_order_cart → Order Rate

purchaser_count → Order Rate

0.6%

0.1%

0.1%

-0.1%

-0.3%

tenure_days_at_exposure → Order Rate

Legend: Volume, Lift %

Data points:
- 2+ years: 0.2%
- 1-2 years: 0.9%*
- Unknown: -0.2%
- 180-365 days: -0.3%
- 90-180 days: 1.3%
- 0-90 days: 0.7%

store_page_visitor_count → Order Rate

num_event_days → Order Rate
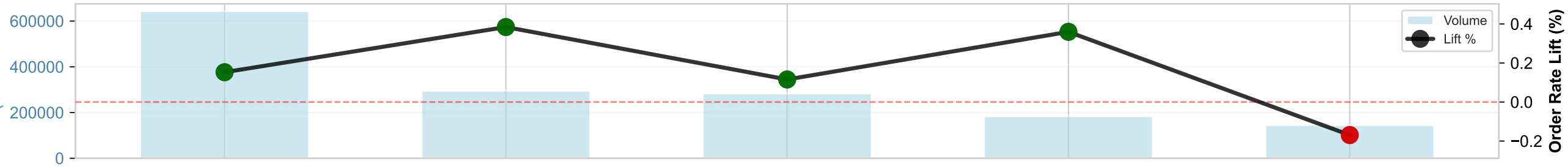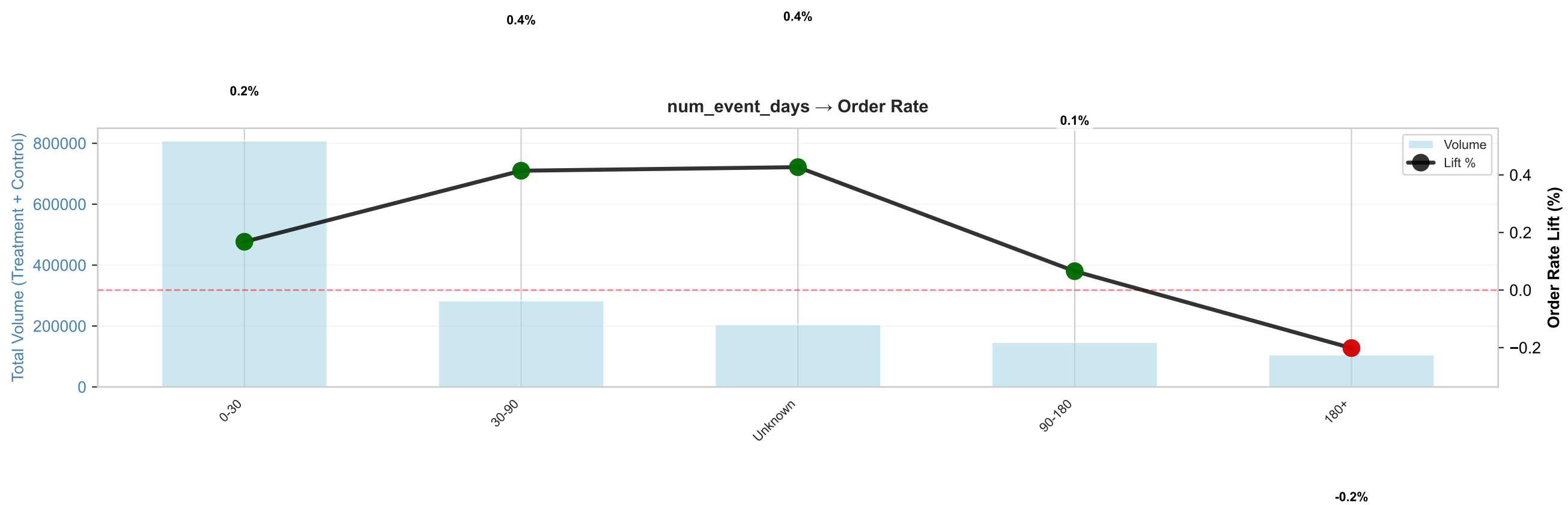
store_content_visitor_count → Order Rate

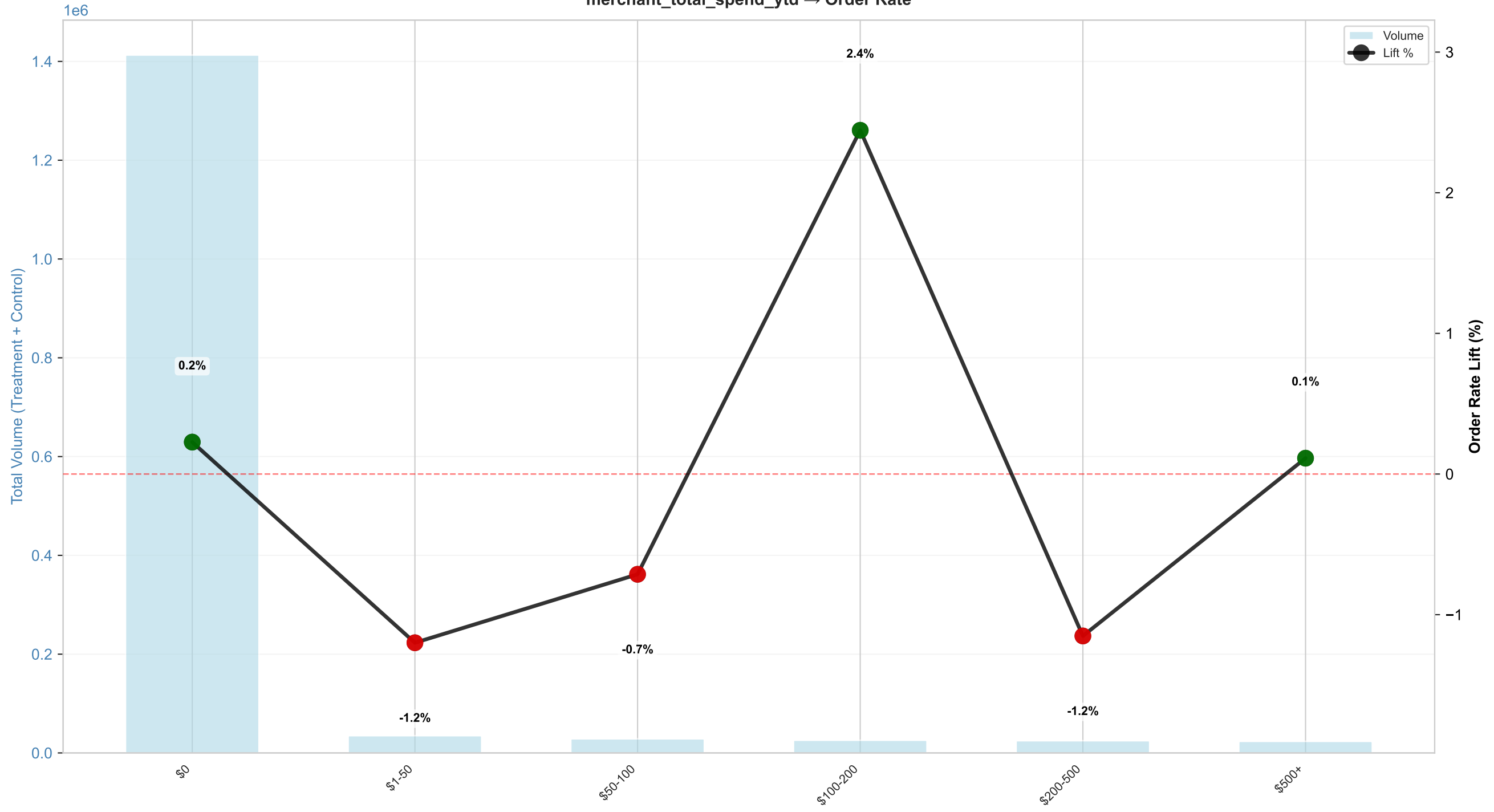avg_days_between_orders → Order Rate
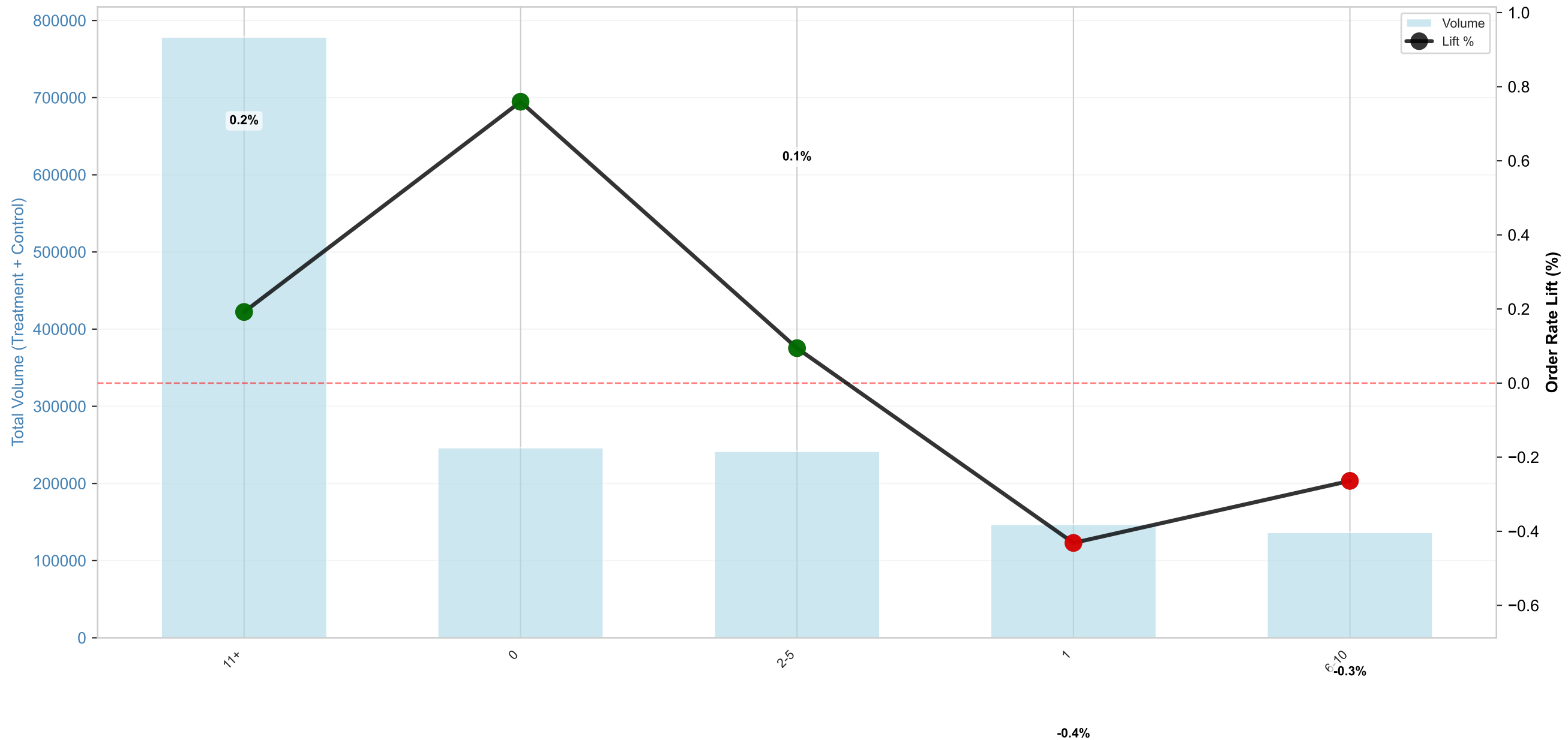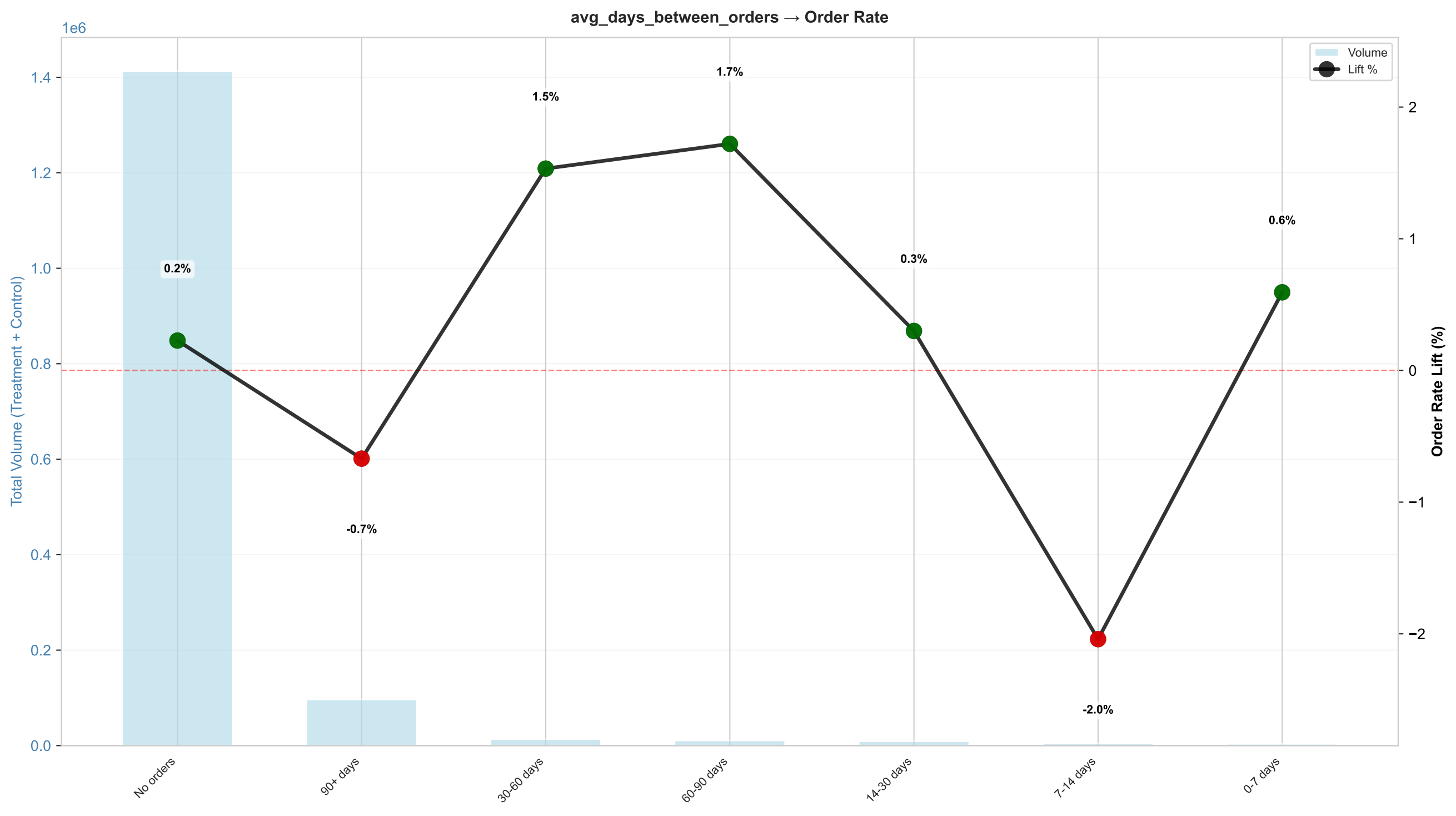
max_gap_between_orders → Order Rate
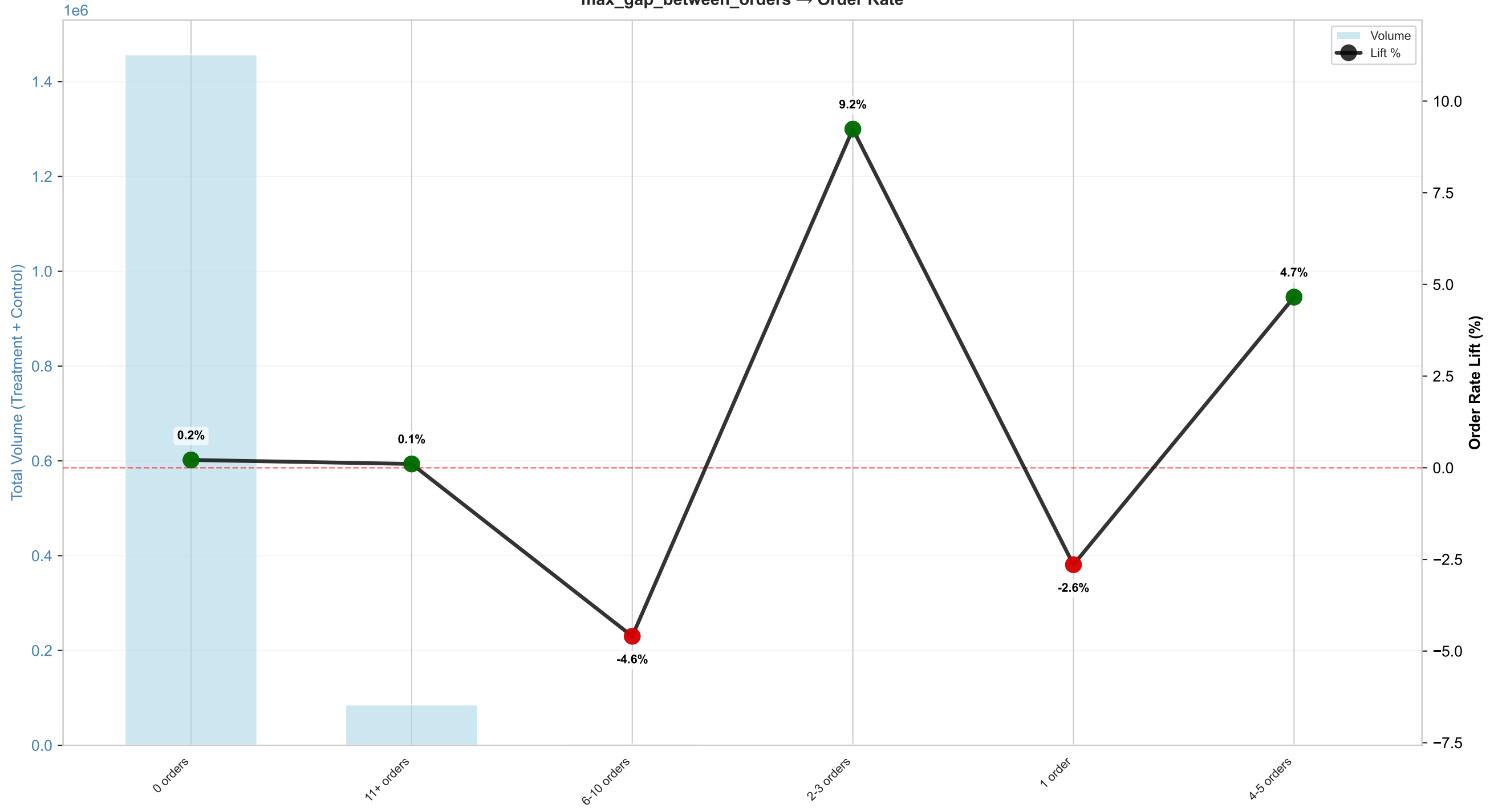
merchant_total_spend_ytd → Order Rate

stddev_gap_between_orders → Order Rate

checkout_visitor_count → Order Rate

0.5%

0.5%

0.1%

0.1%

0.1%

-0.3%