tenure_days_at_exposure → Order Rate

0.9%*

0.4%

0.1%

-0.1%

-0.5%

-0.7%

days_since_first_order → Order Rate

days_since_last_order → Order Rate

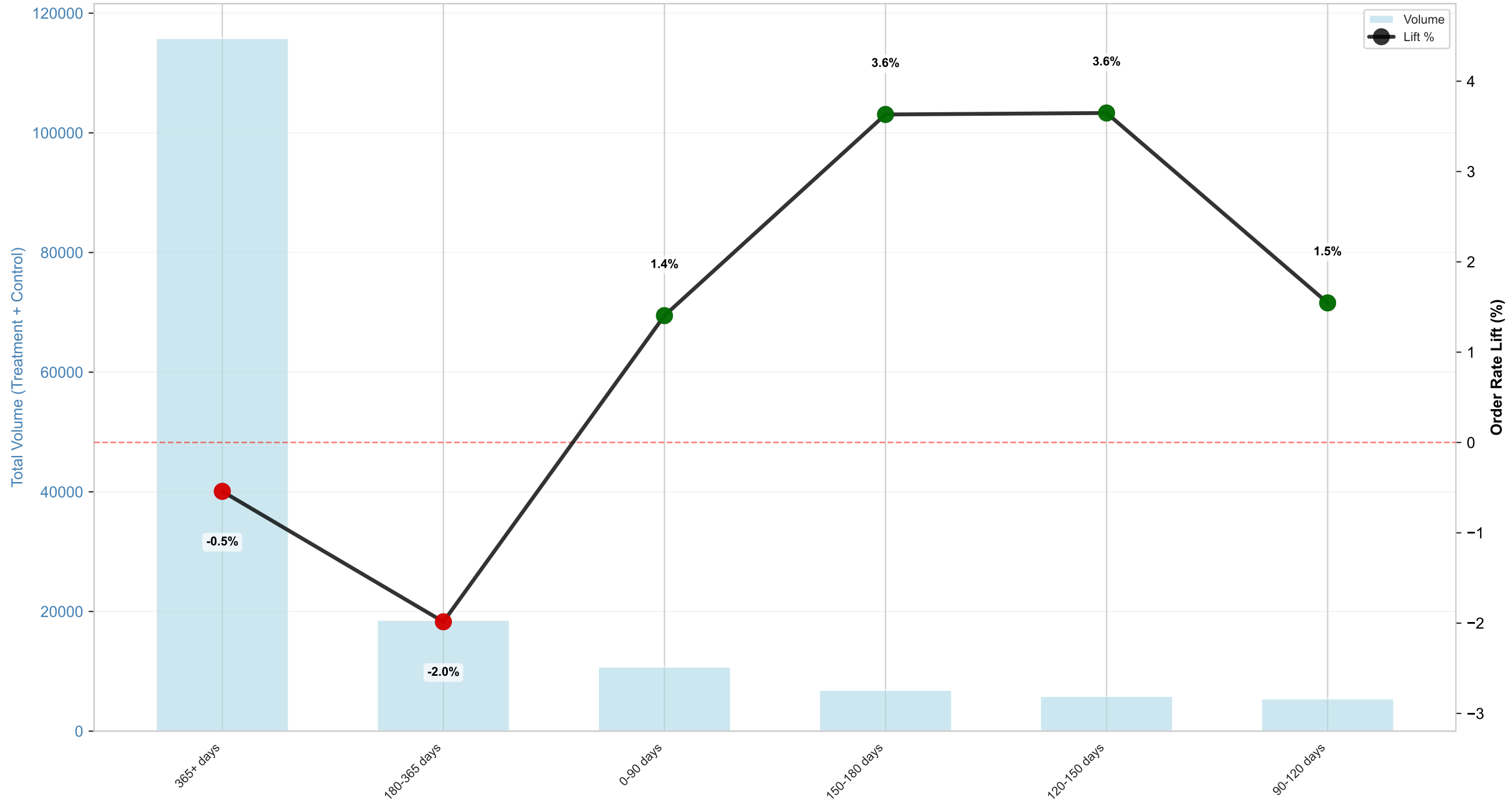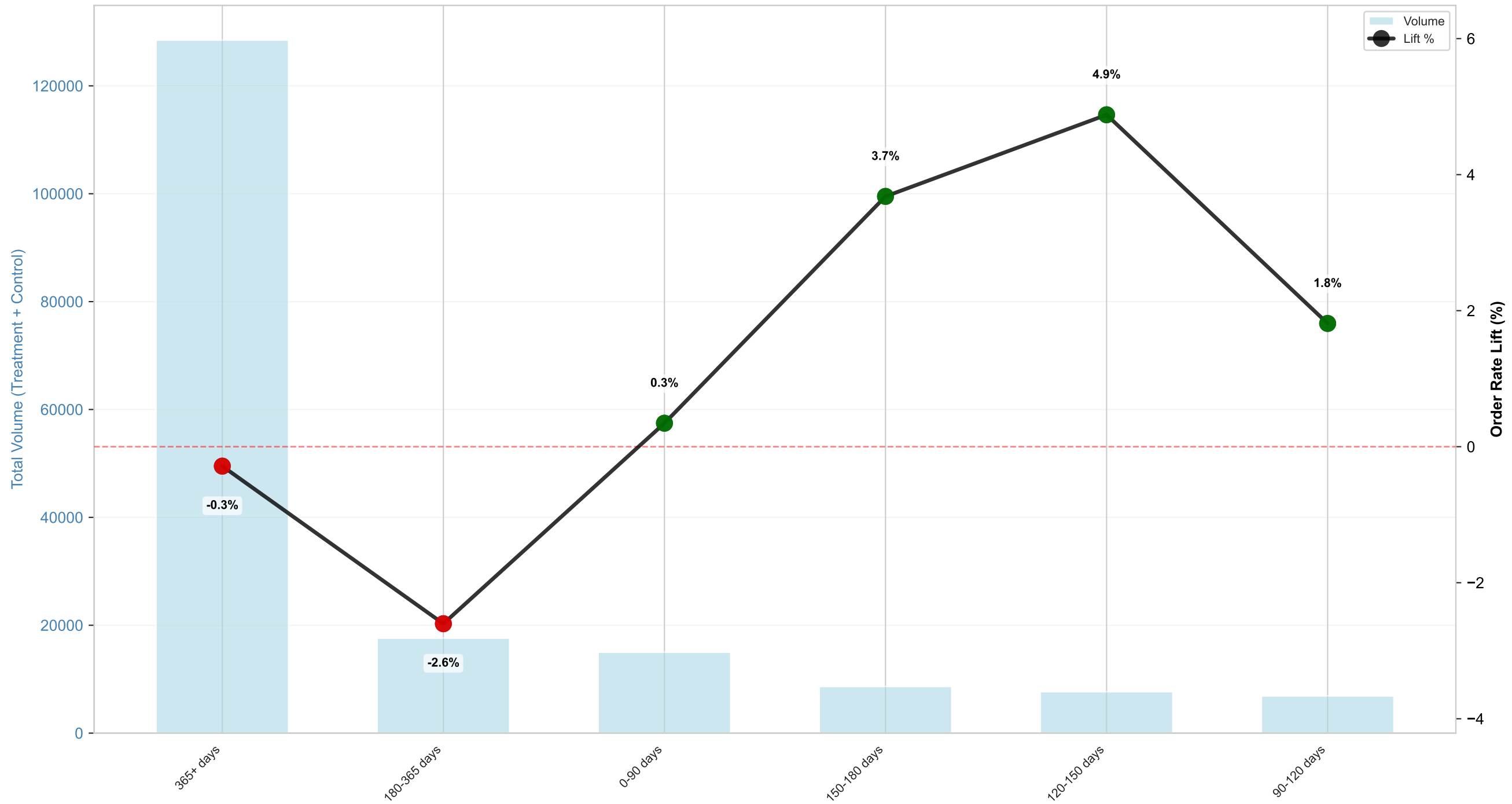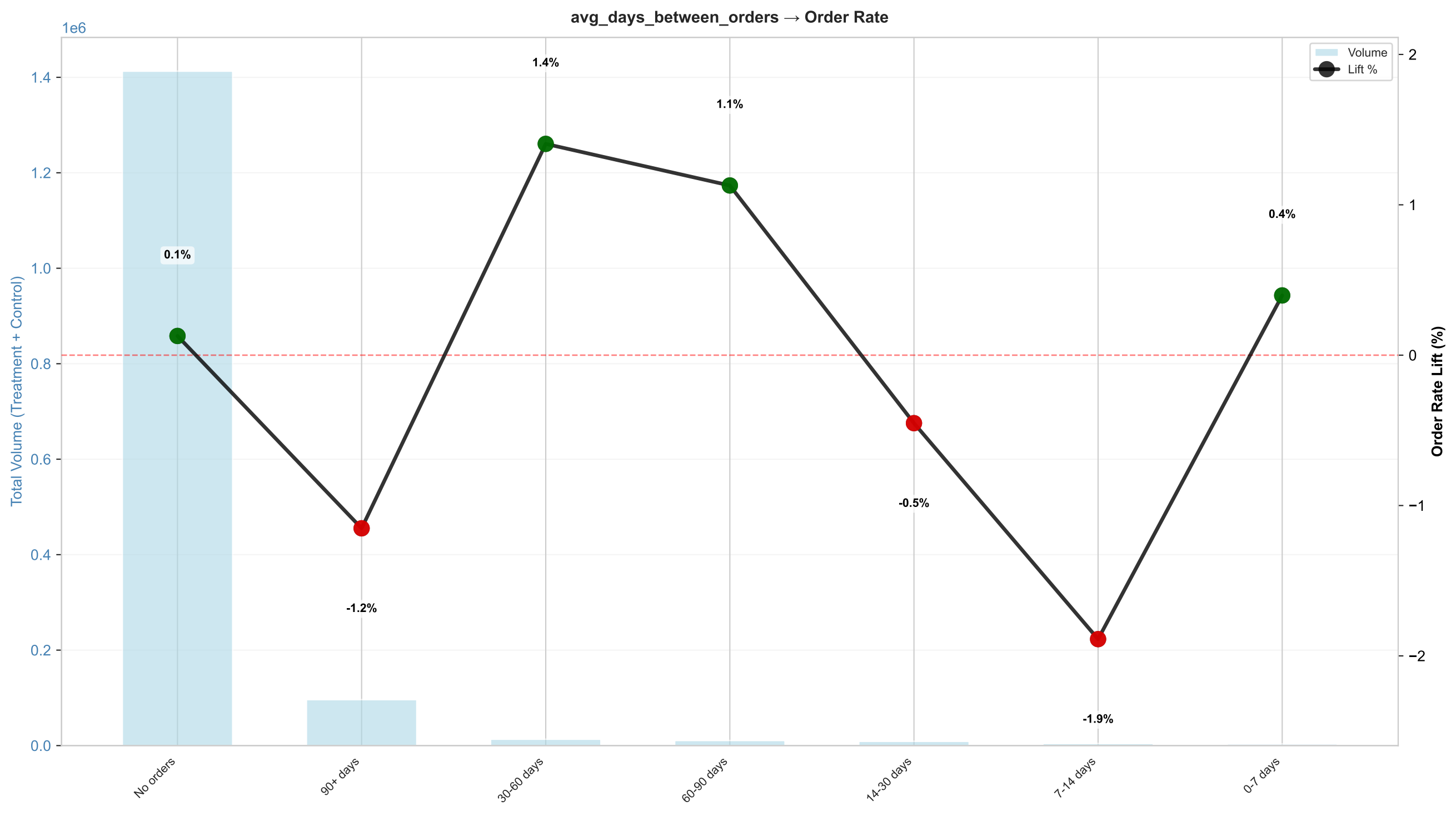days_before_exposure_store_page → Order Rate

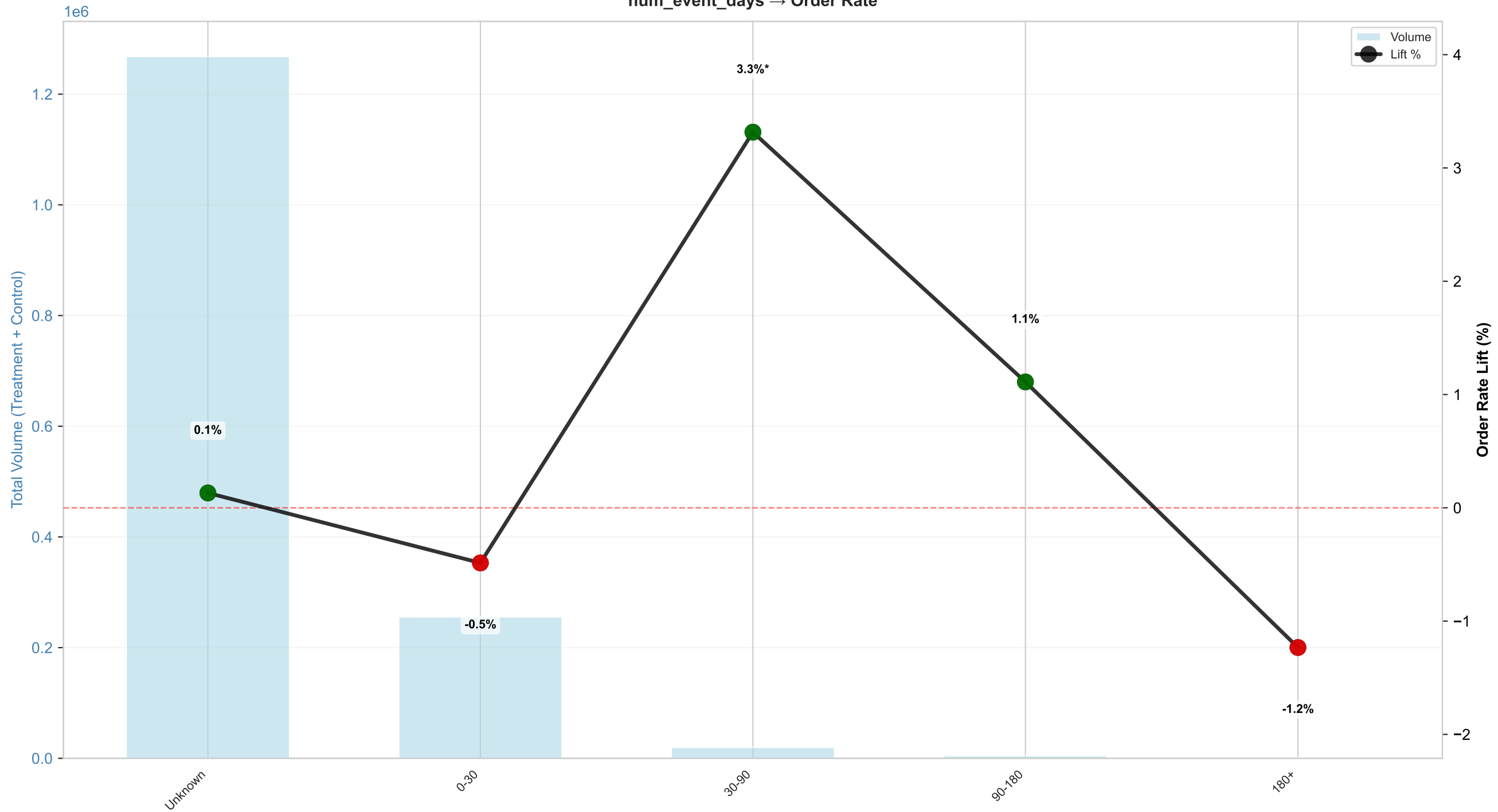days_before_exposure_store_content → Order Rate

avg_days_between_orders → Order Rate

num_event_days → Order Rate

days_since_last_funnel_action → Order Rate
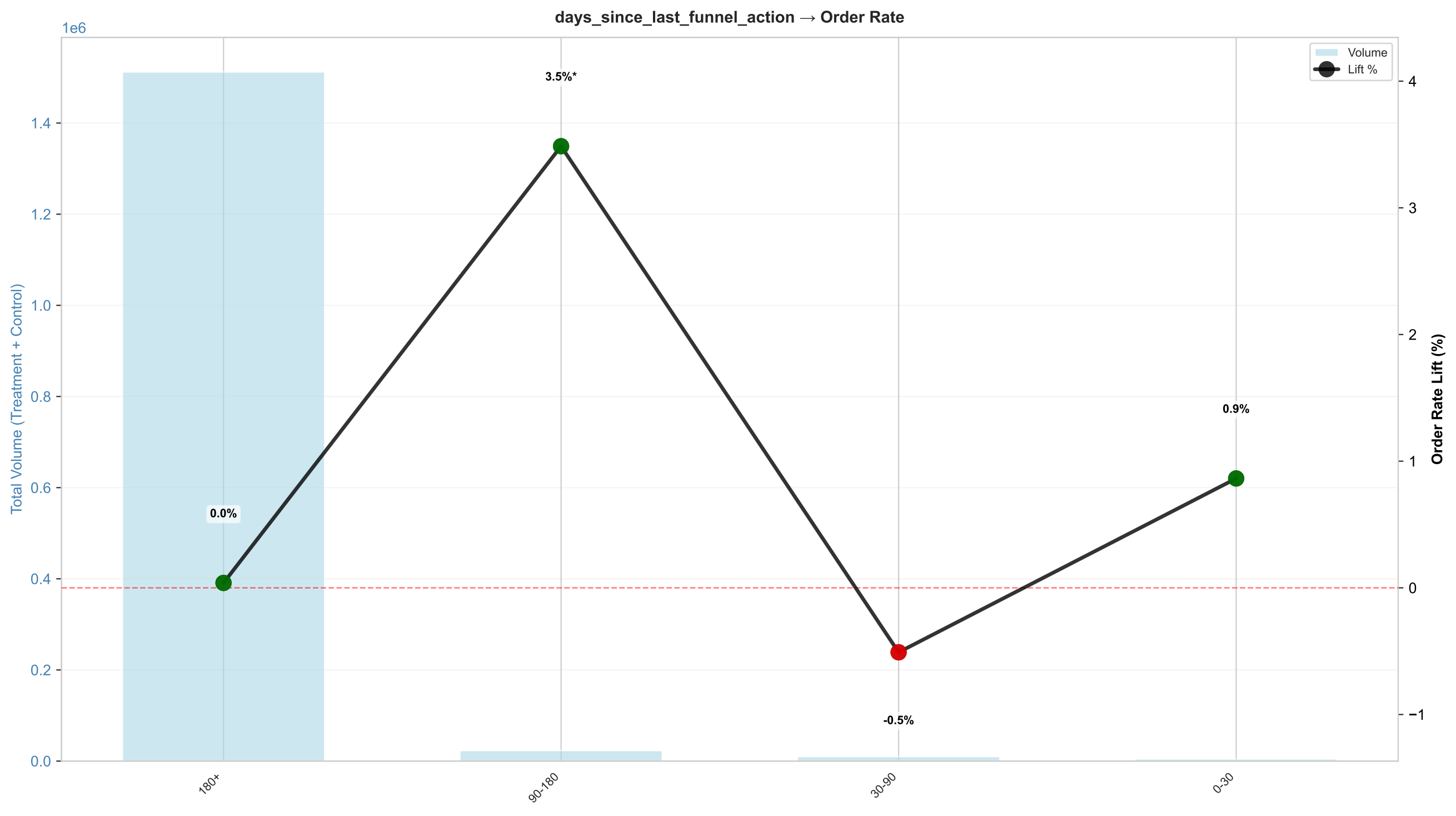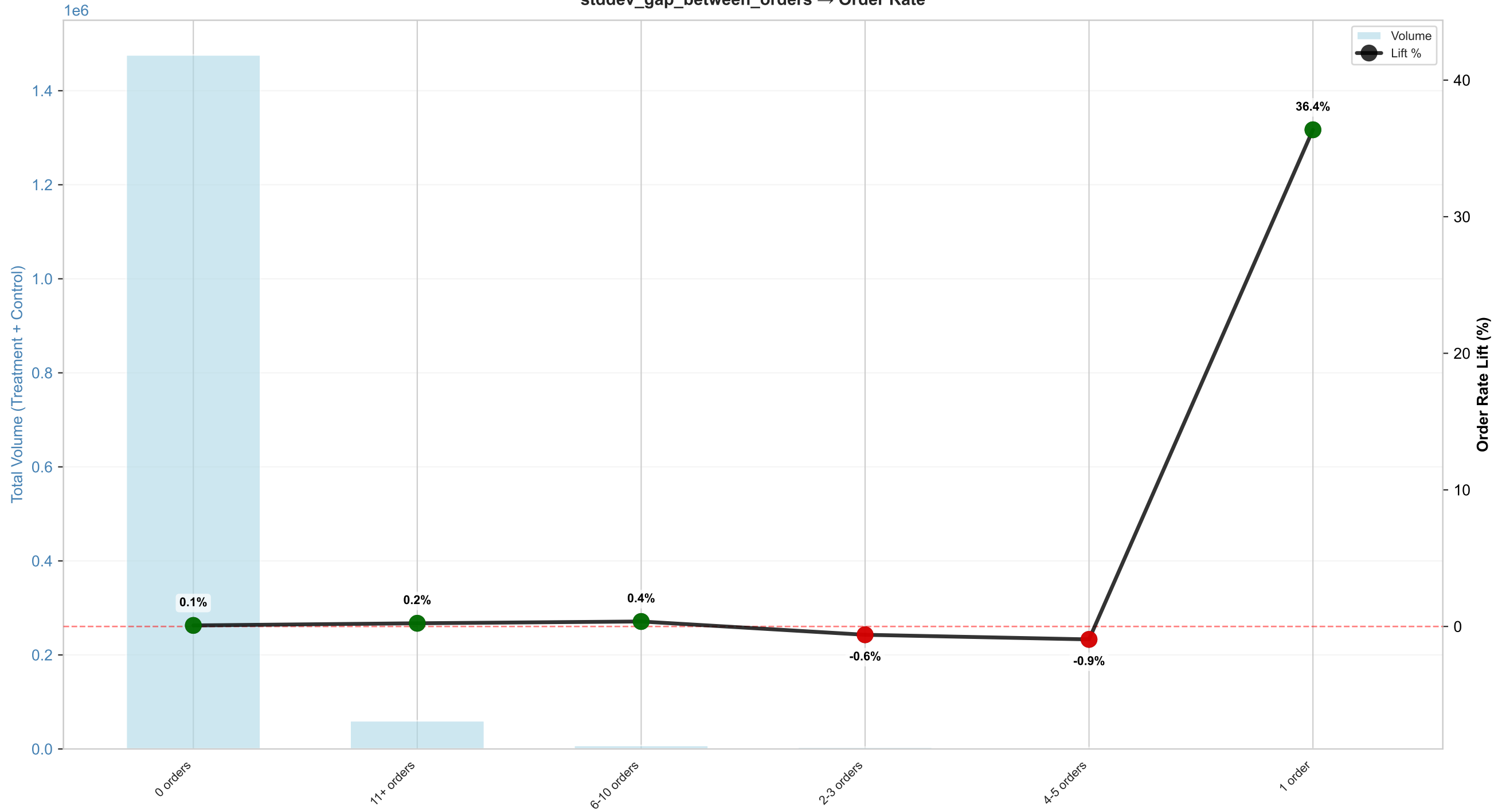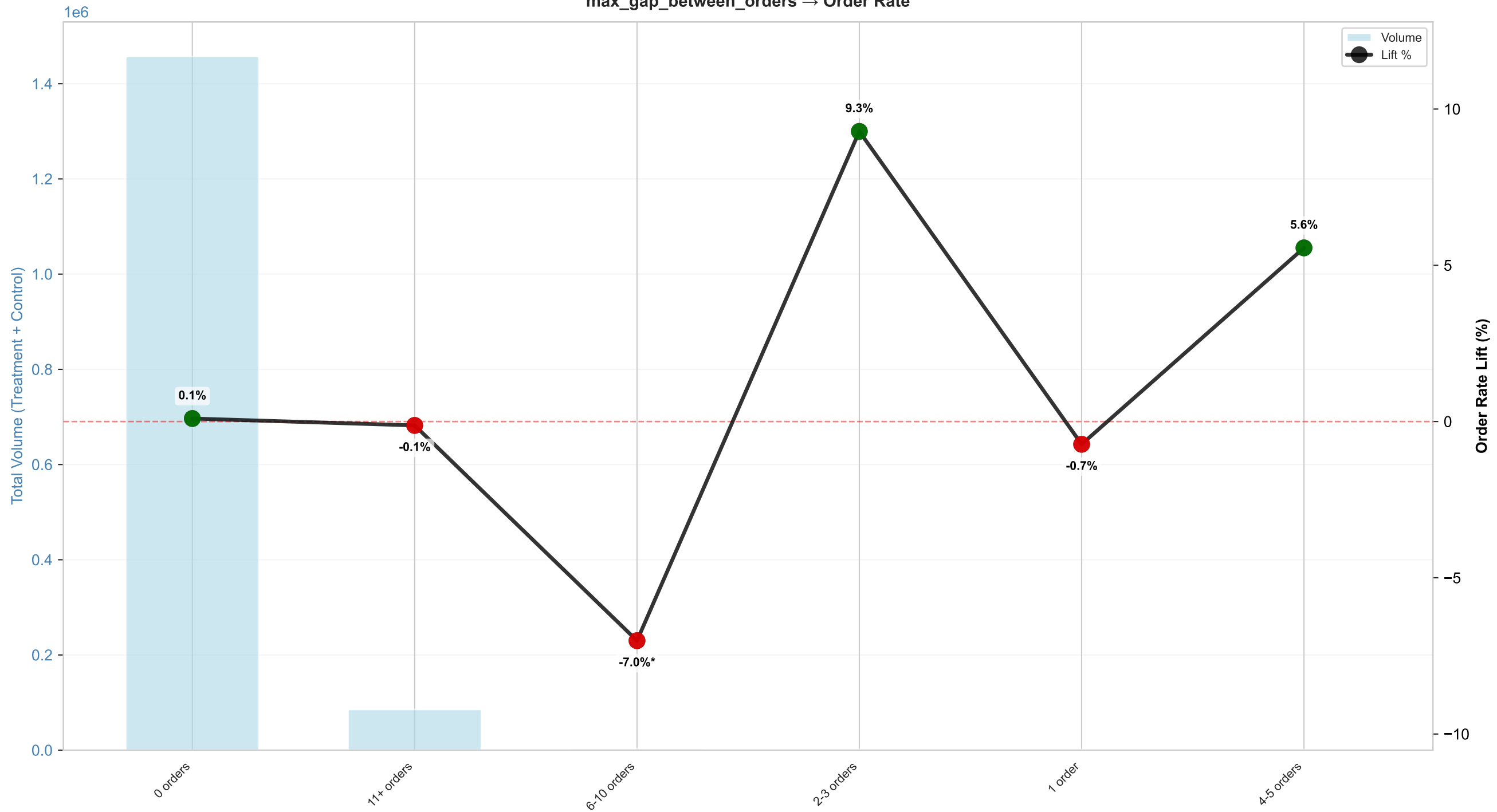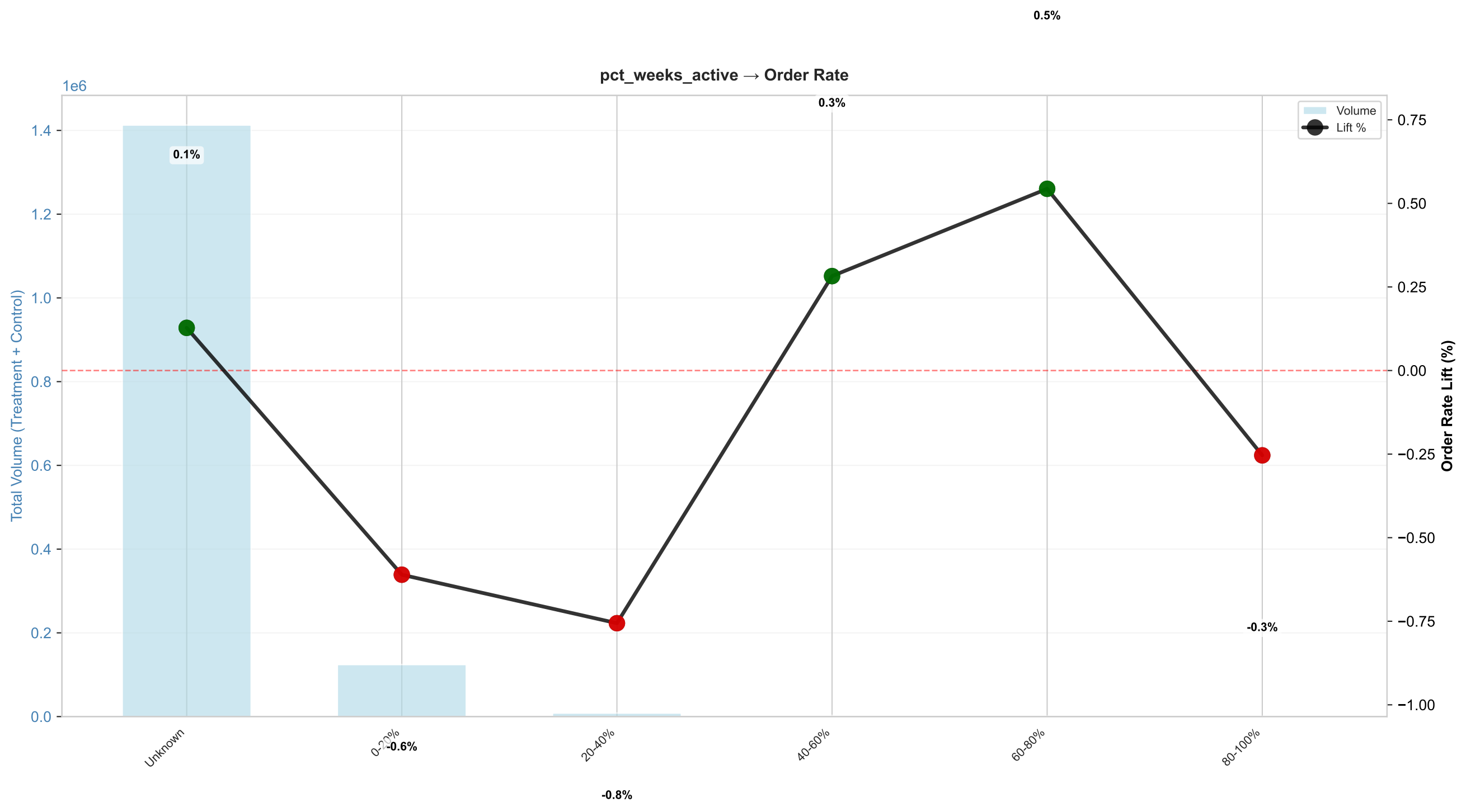
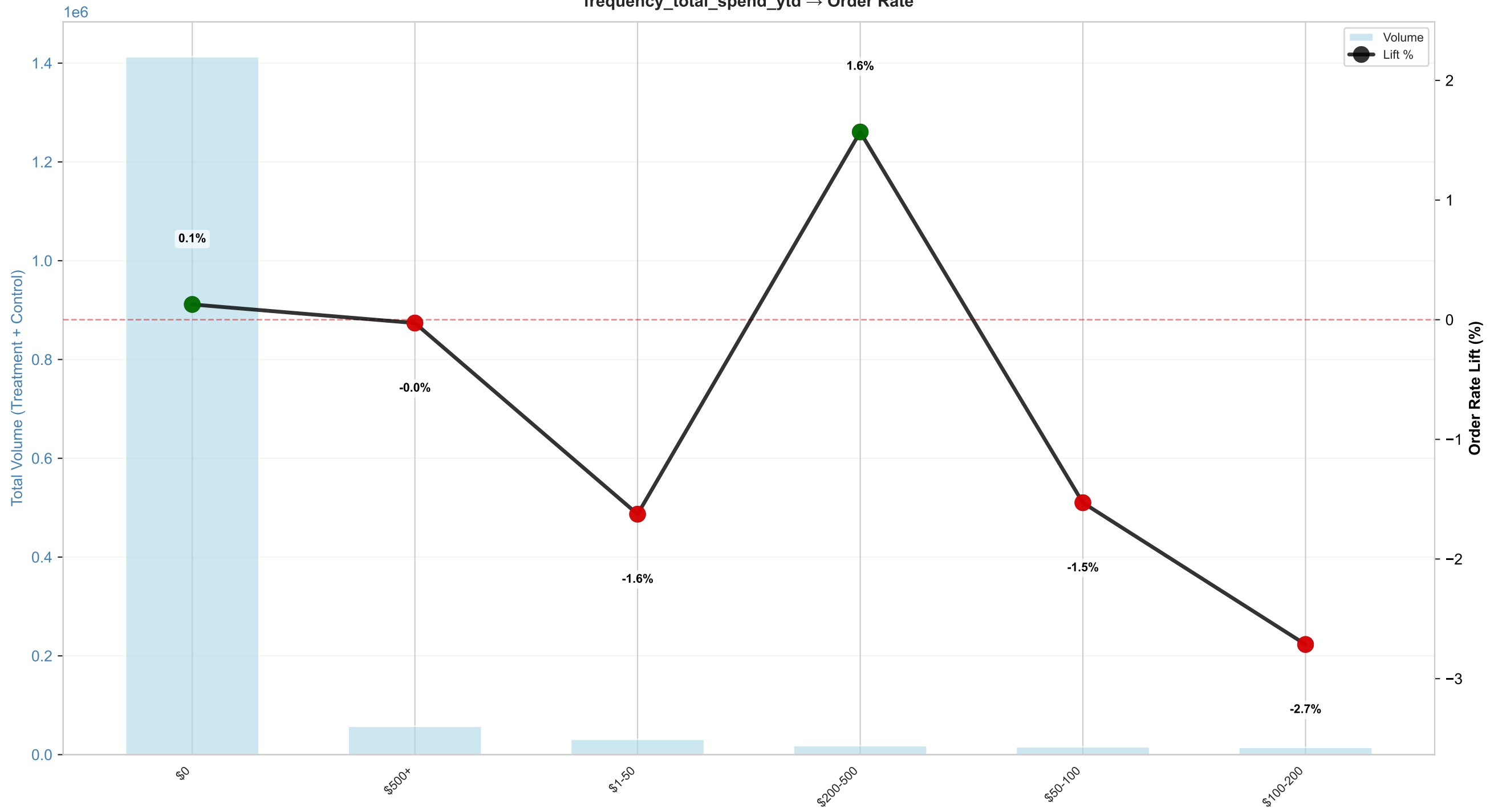merchant_total_spend_ytd → Order Rate
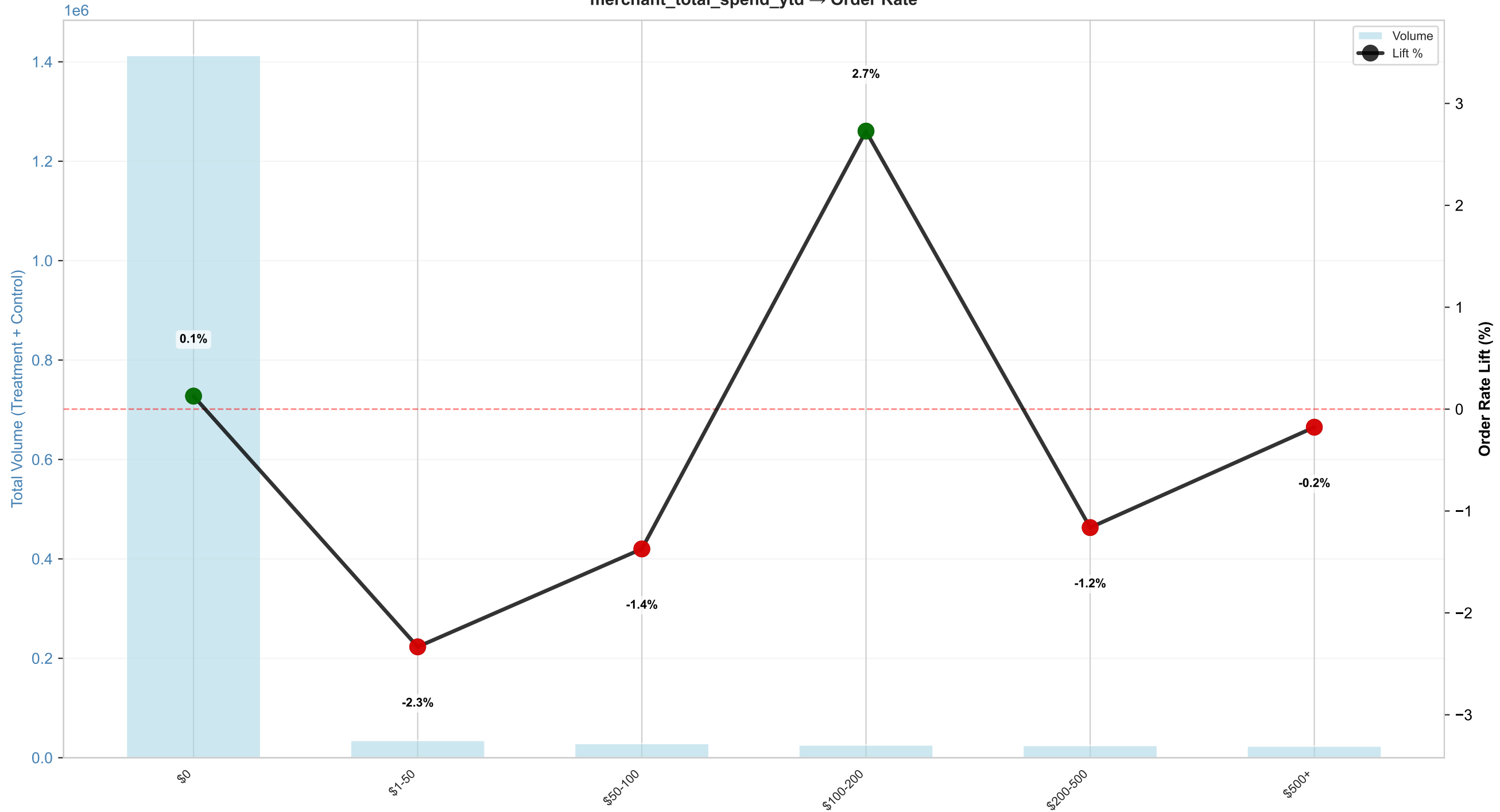
stddev_gap_between_orders → Order Rate

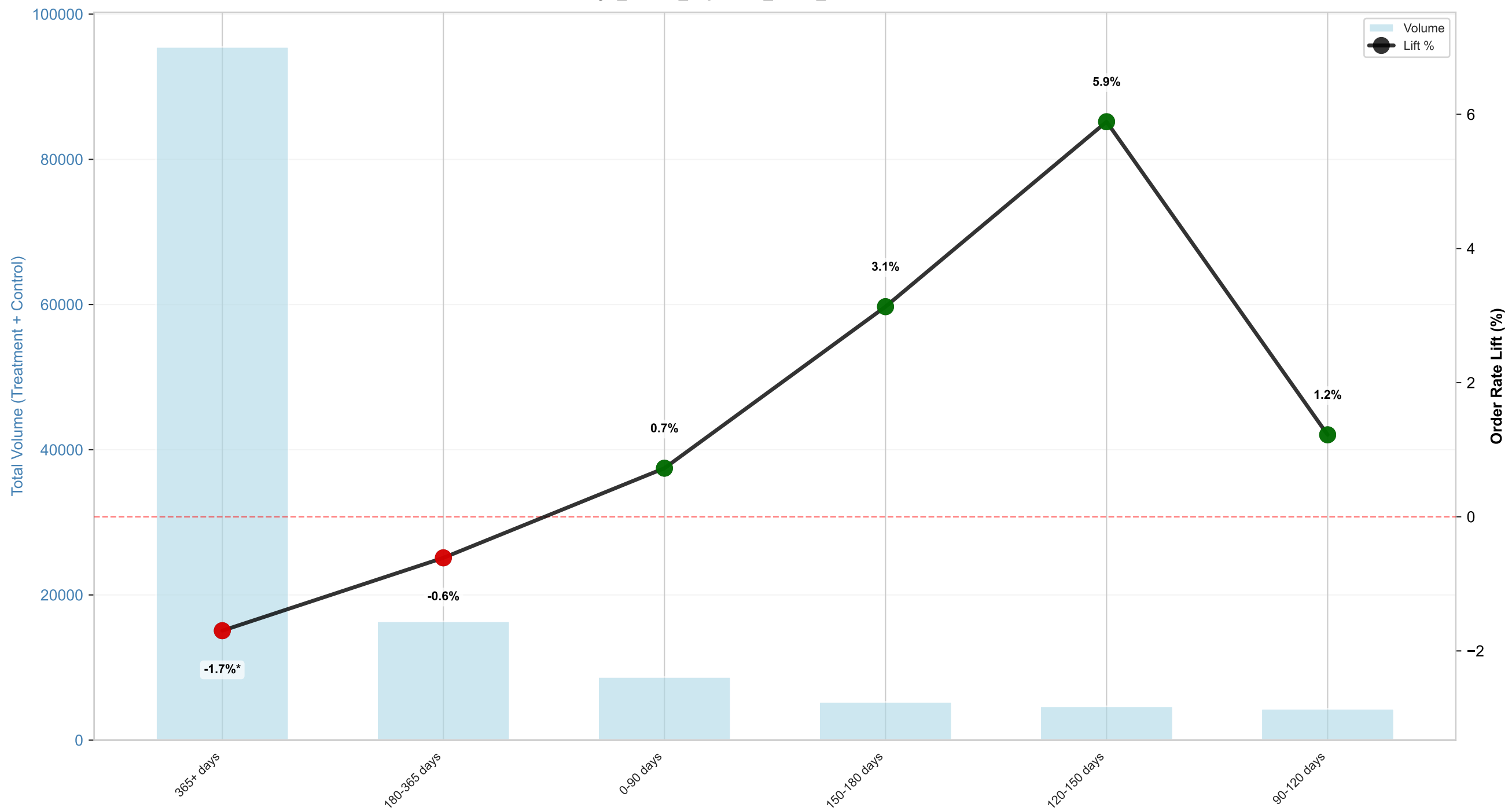max_gap_between_orders → Order Rate

pct_weeks_active → Order Rate

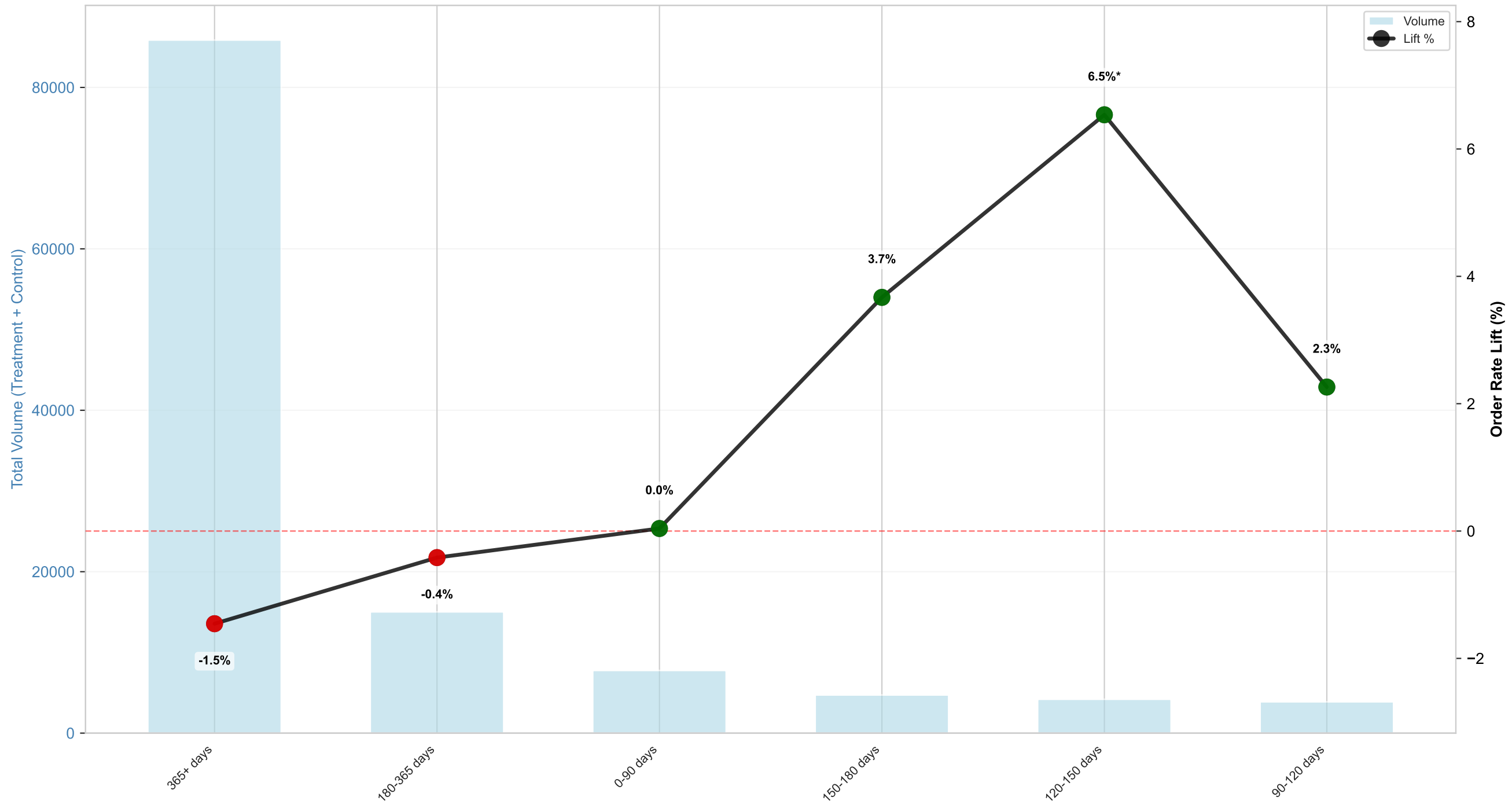frequency_total_spend_ytd → Order Rate
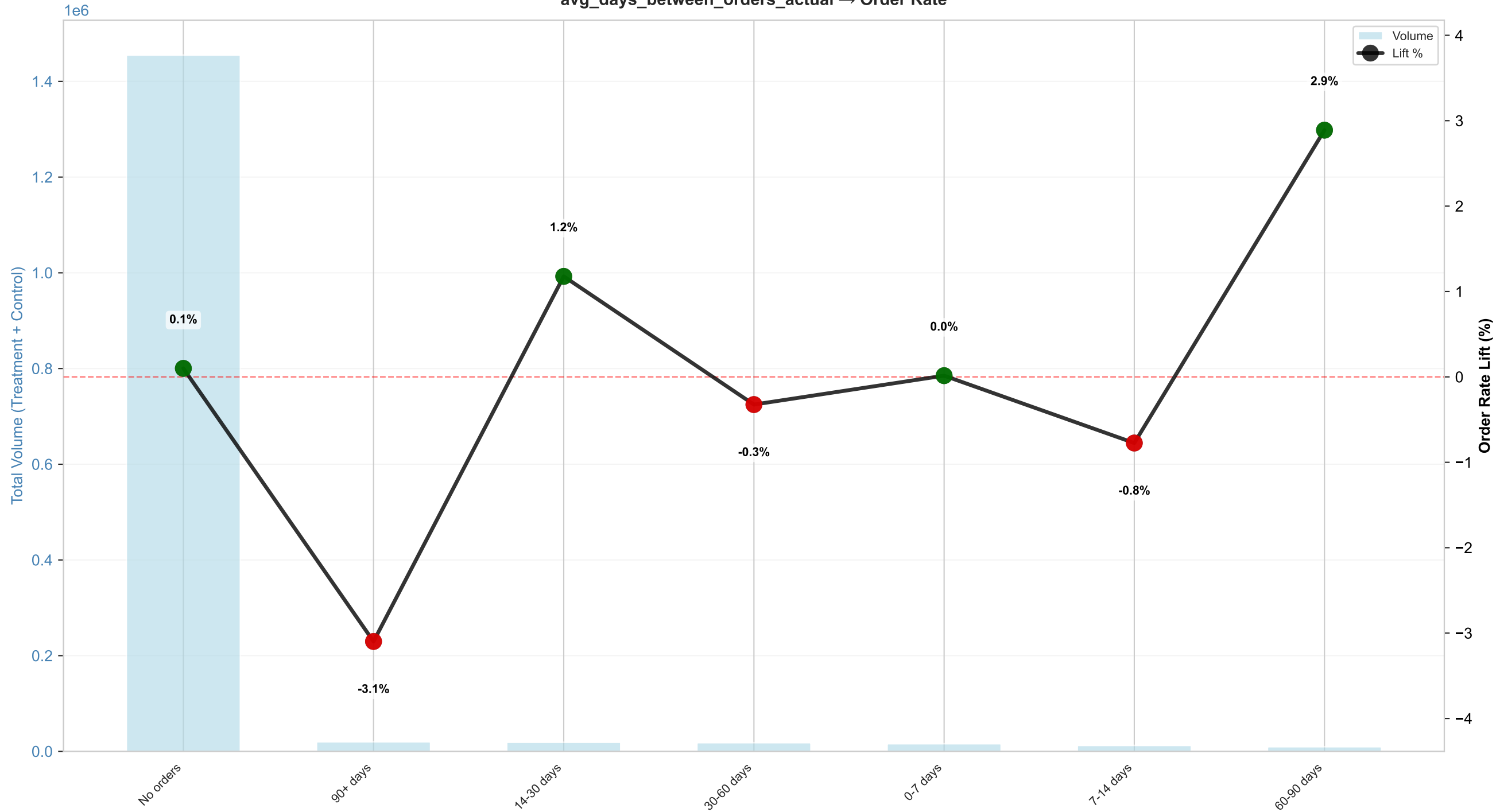
days_before_exposure_order_cart → Order Rate
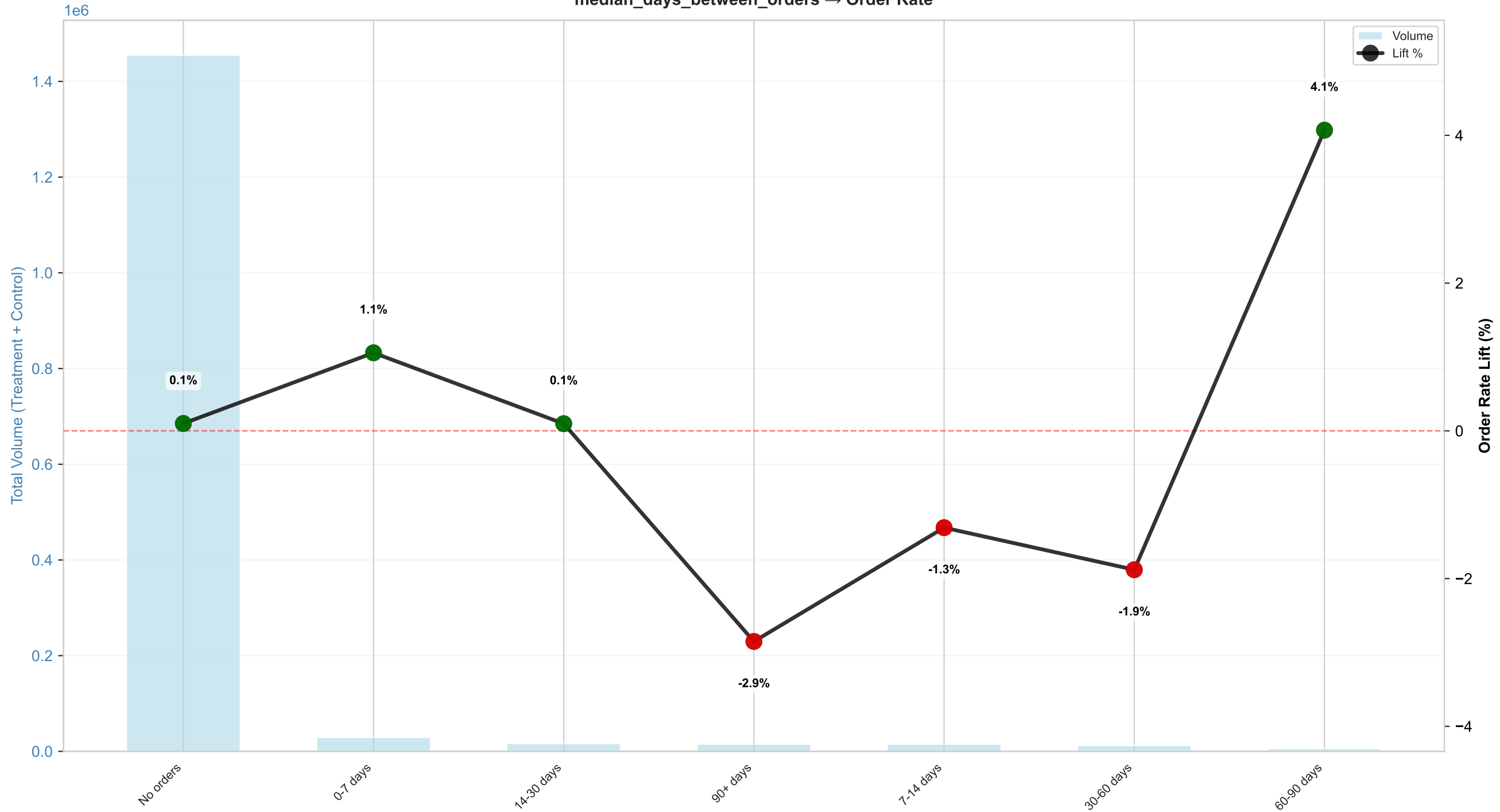
days_before_exposure_checkout → Order Rate

avg_days_between_orders_actual → Order Rate

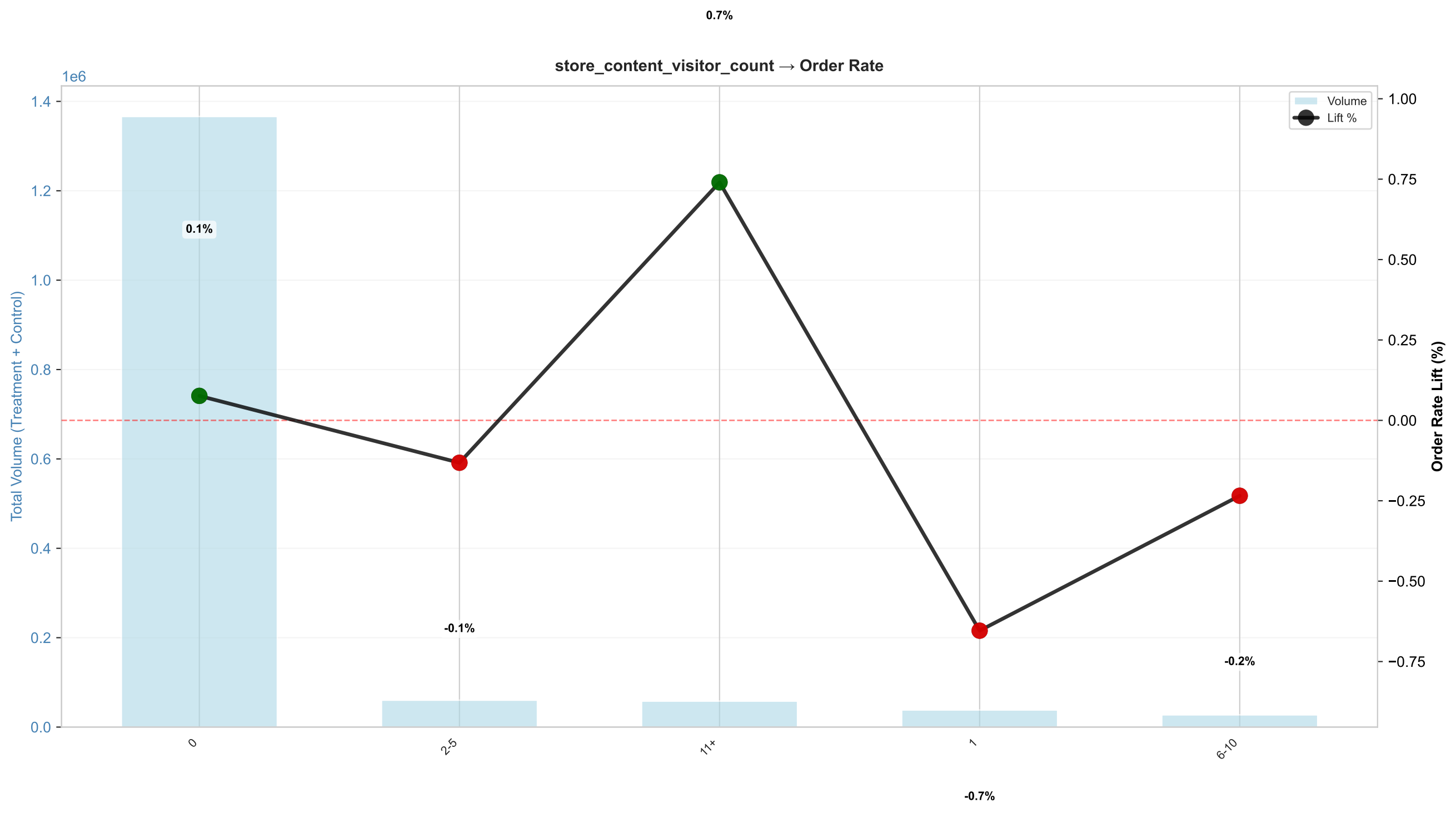store_page_visitor_count → Order Rate
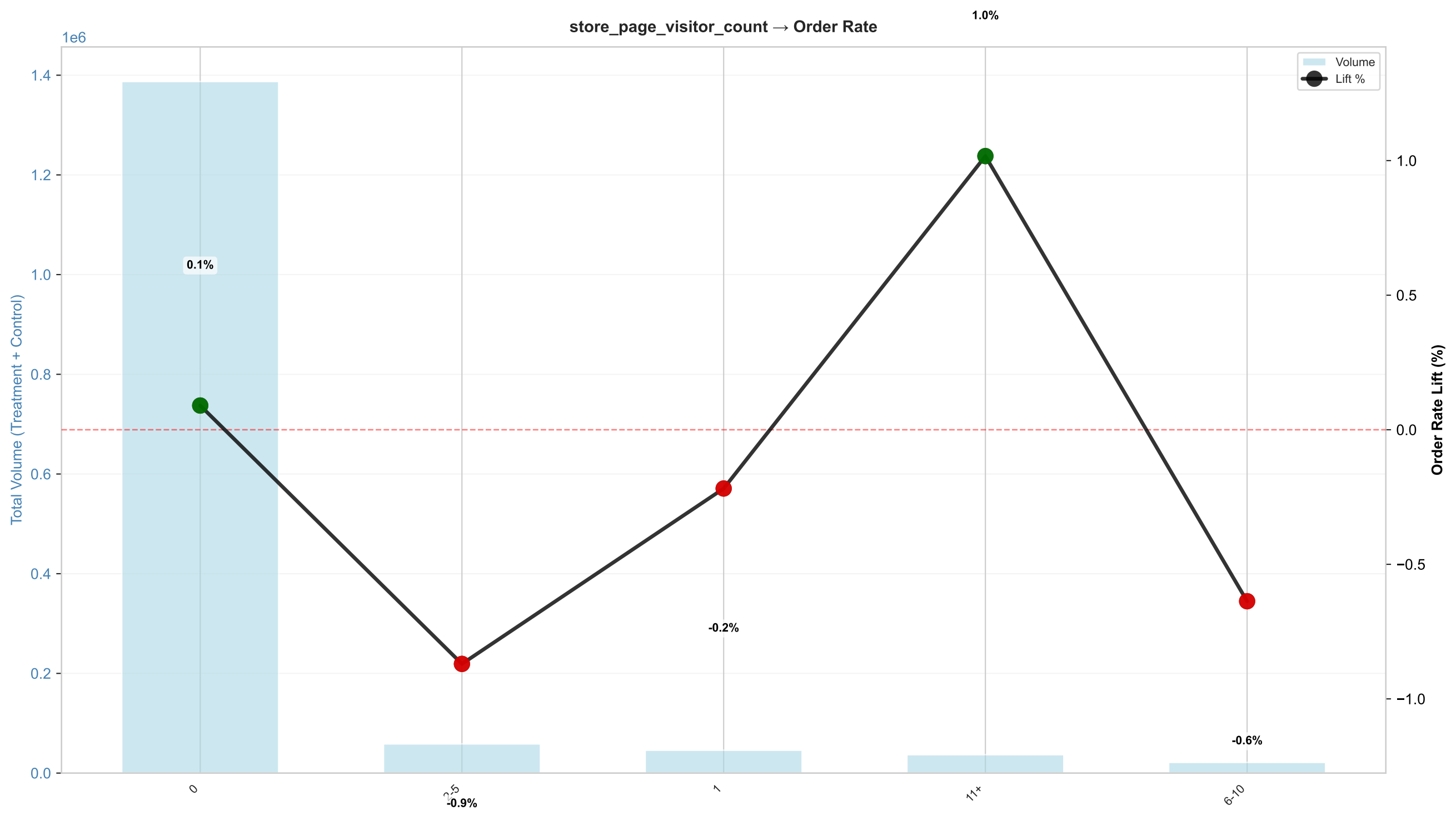
median_days_between_orders → Order Rate

store_content_visitor_count → Order Rate

days_before_exposure_purchase → Order Rate