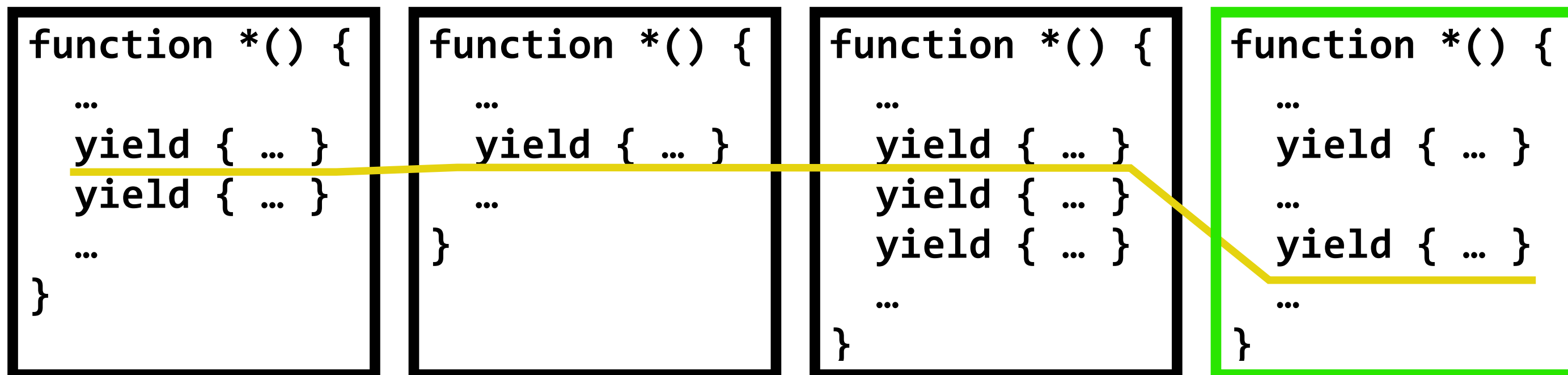


# Positive and negative incrementality

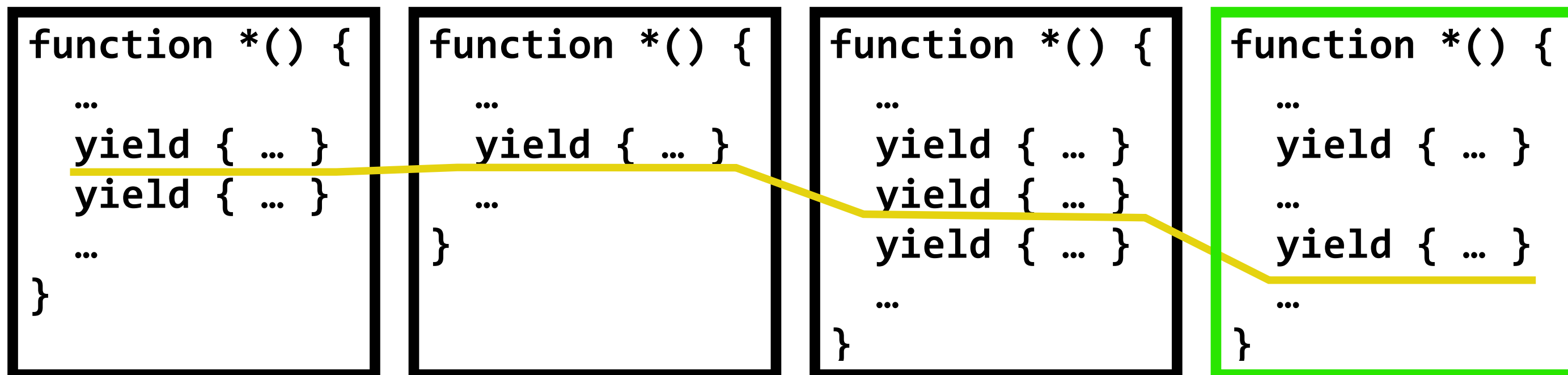


CANCEL\_REQUEST

FETCH\_MOVIES

LOAD\_DATA

# Positive and negative incrementality



CANCEL\_REQUEST

FETCH\_MOVIES

LOAD\_DATA

SHOW\_DIALOG