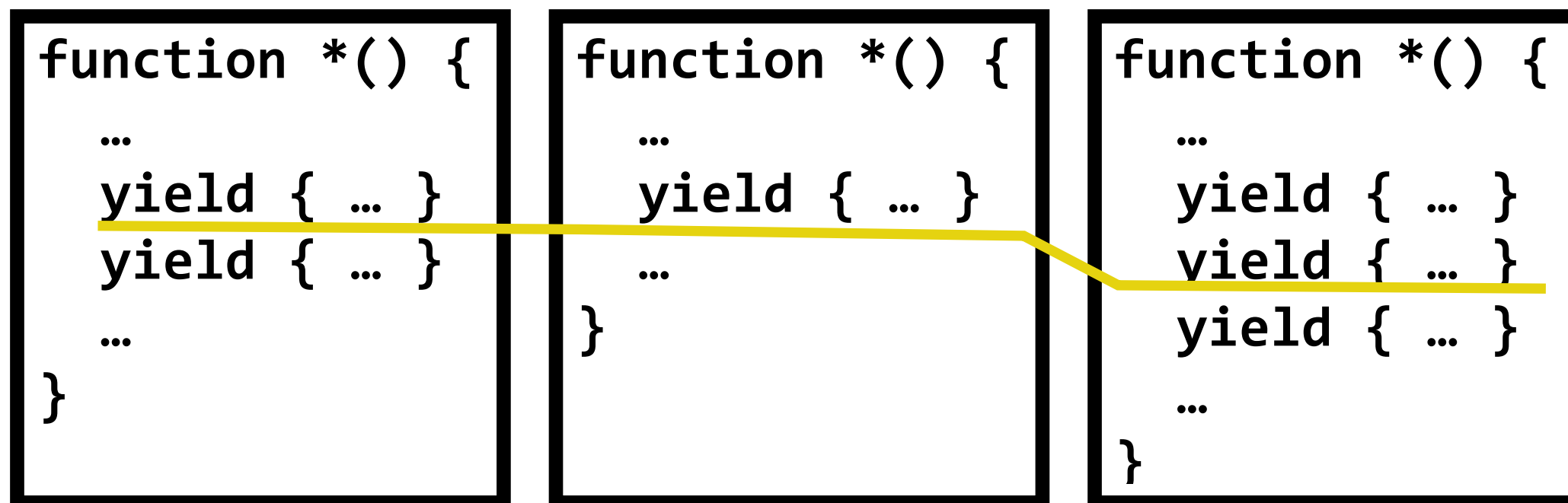
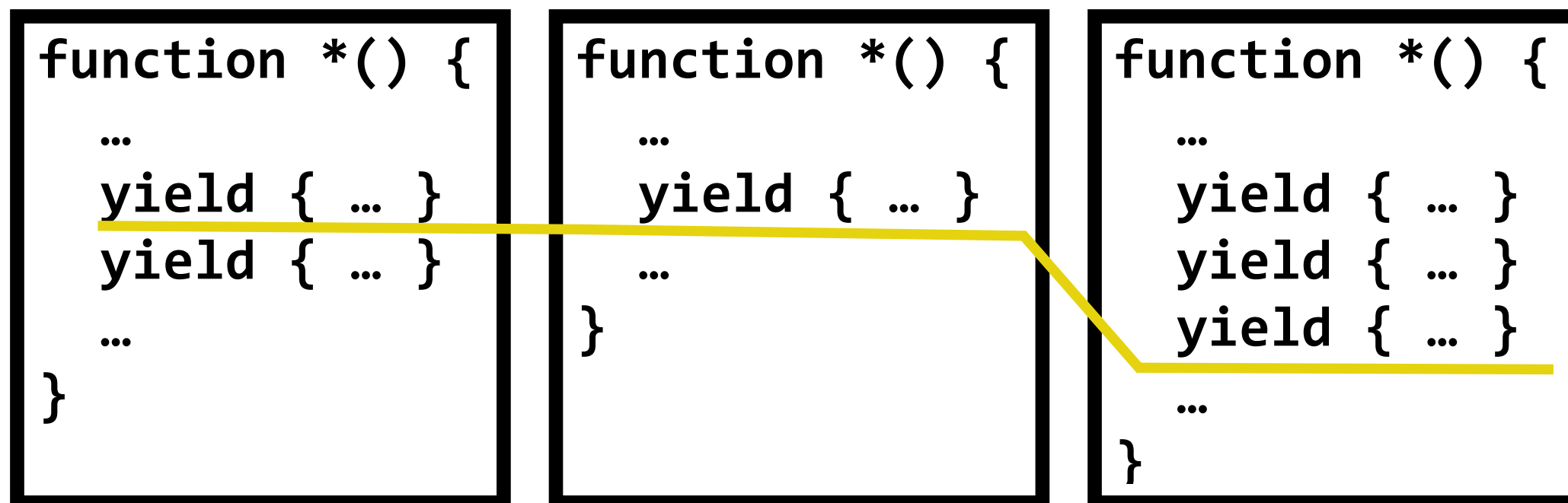


# Positive and negative incrementality



SHOW\_DIALOG

# Positive and negative incrementality



SHOW\_DIALOG

FETCH\_DATA