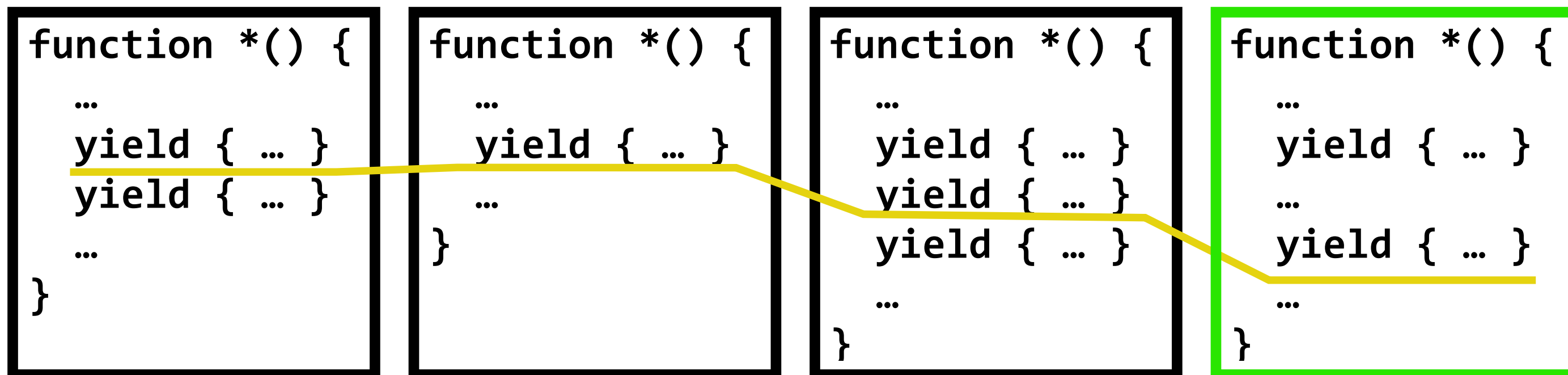


Positive and negative incrementality



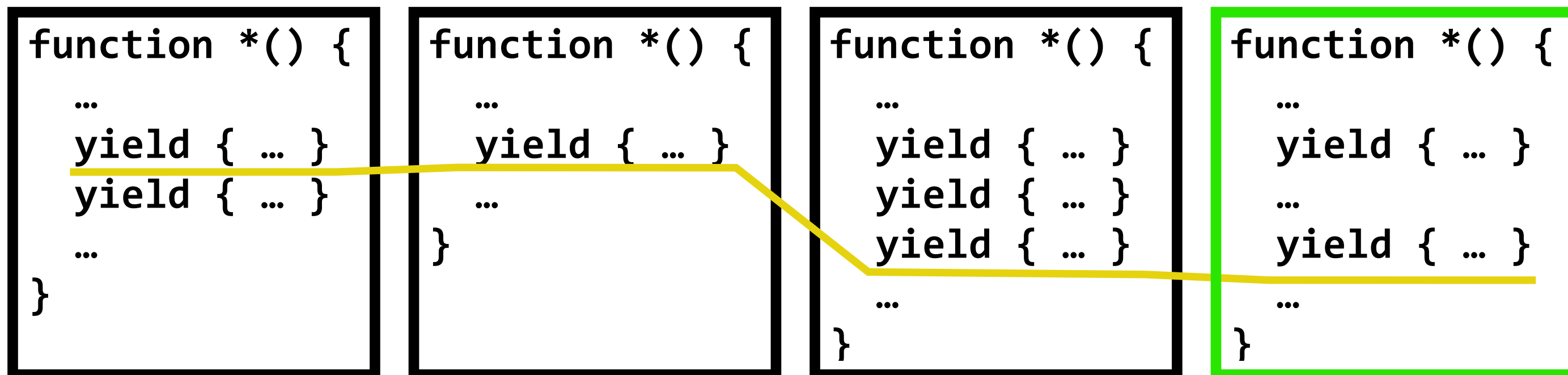
CANCEL_REQUEST

FETCH_MOVIES

LOAD_DATA

SHOW_DIALOG

Positive and negative incrementality



CANCEL_REQUEST

FETCH_MOVIES

LOAD_DATA

SHOW_DIALOG

FETCH_DATA