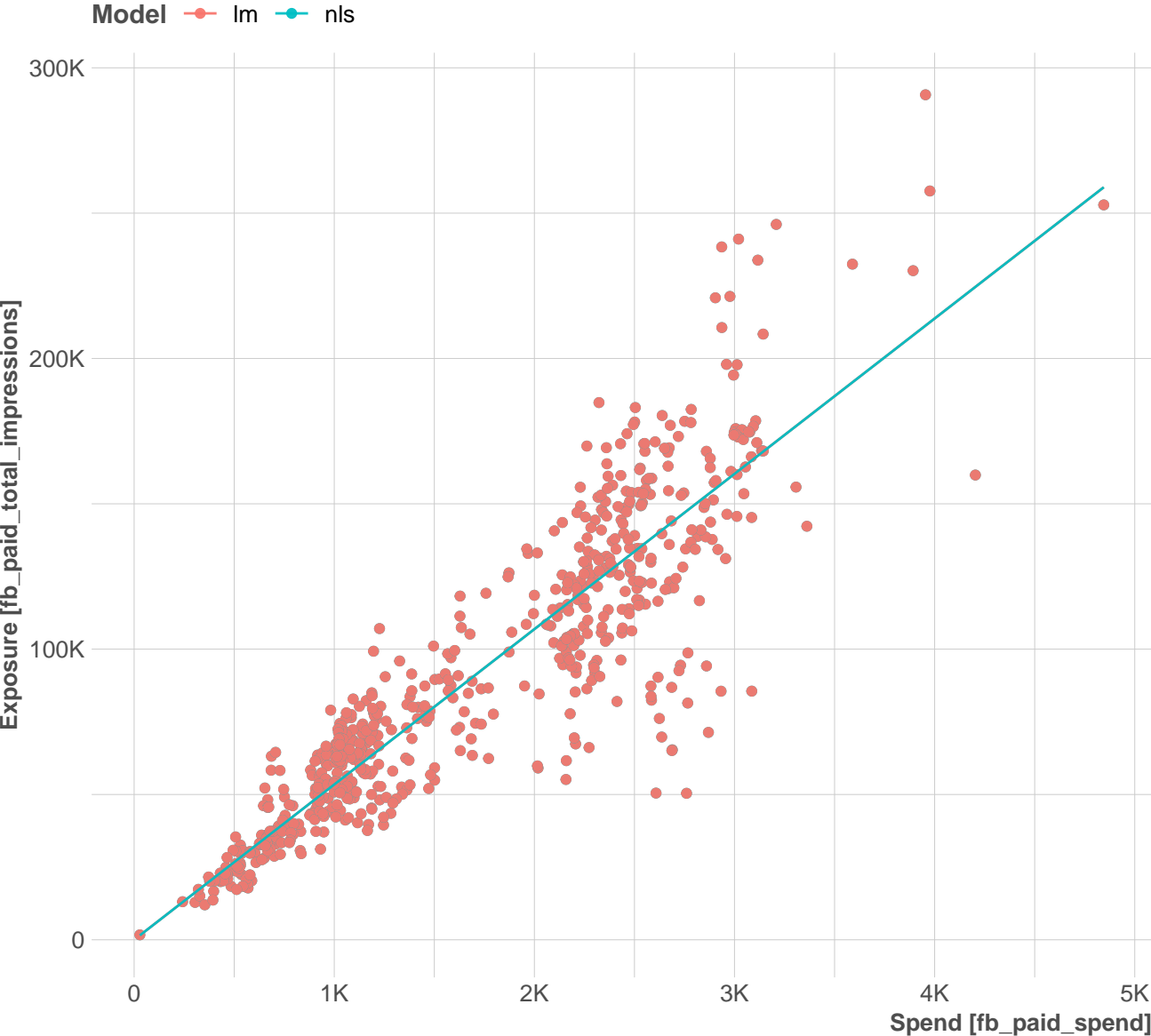
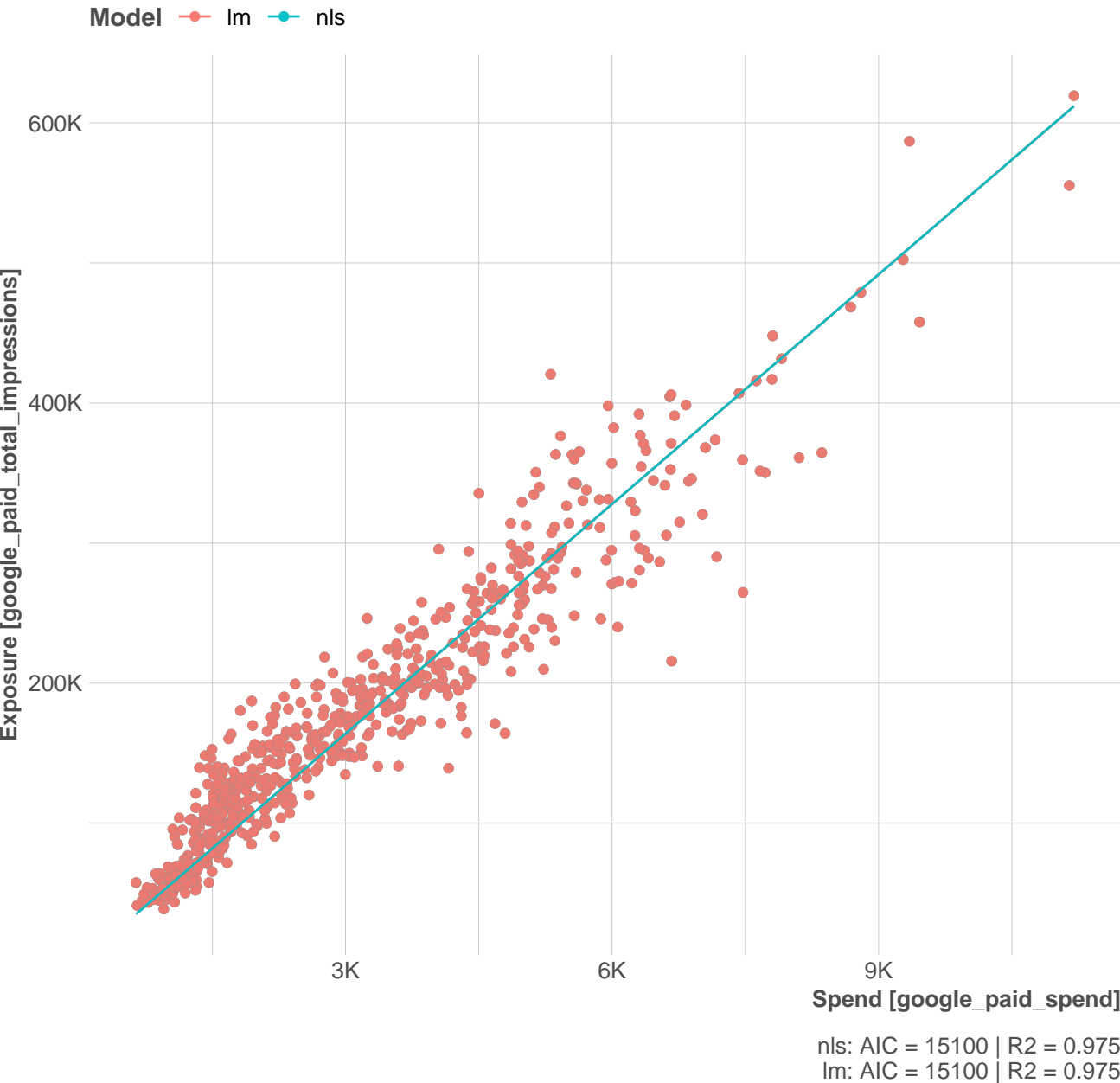


# Exposure–Spend Models Fit Comparison

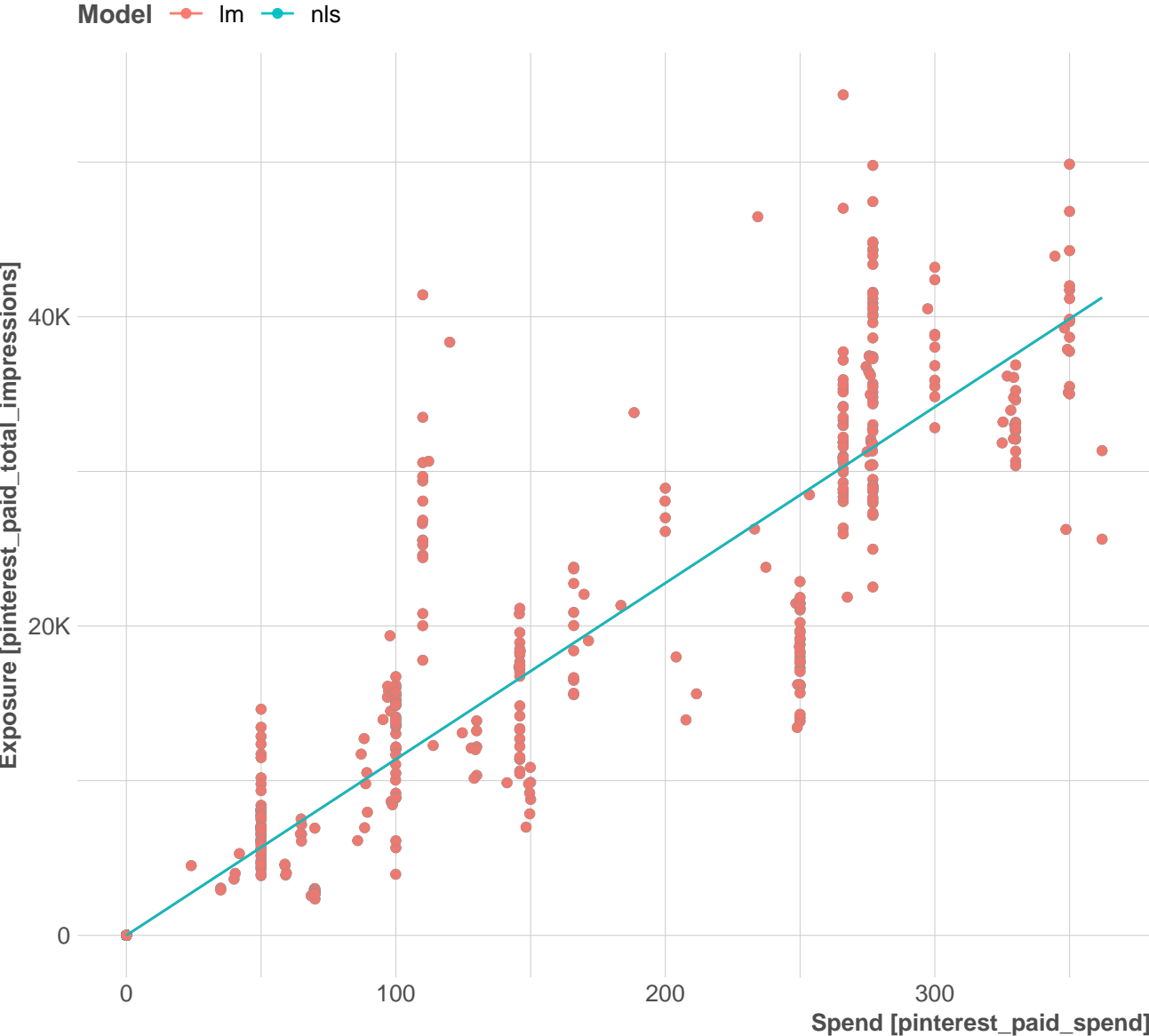


nls: AIC = 14700 | R2 = 0.956  
Im: AIC = 14700 | R2 = 0.956

# Exposure–Spend Models Fit Comparison



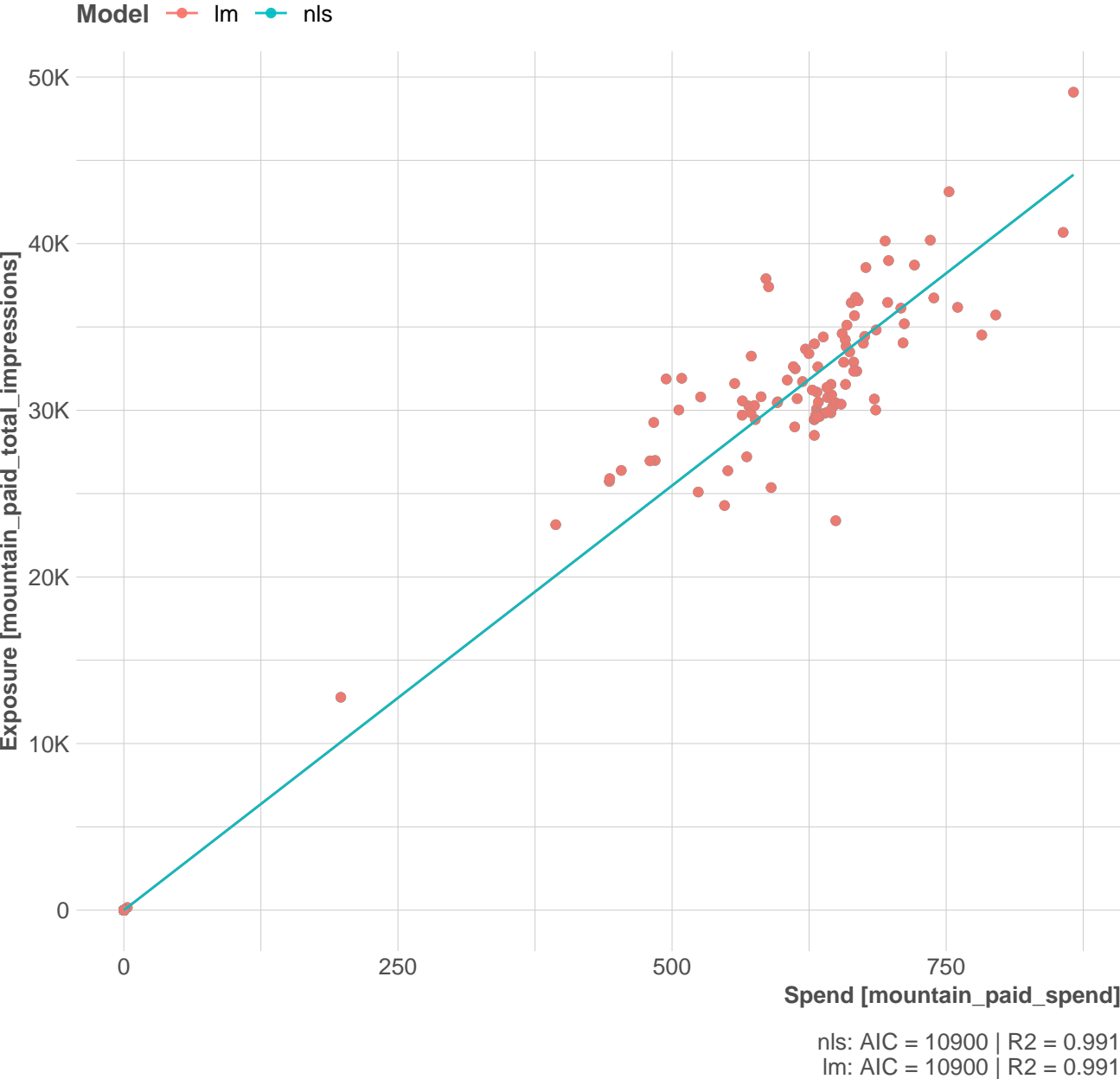
# Exposure–Spend Models Fit Comparison



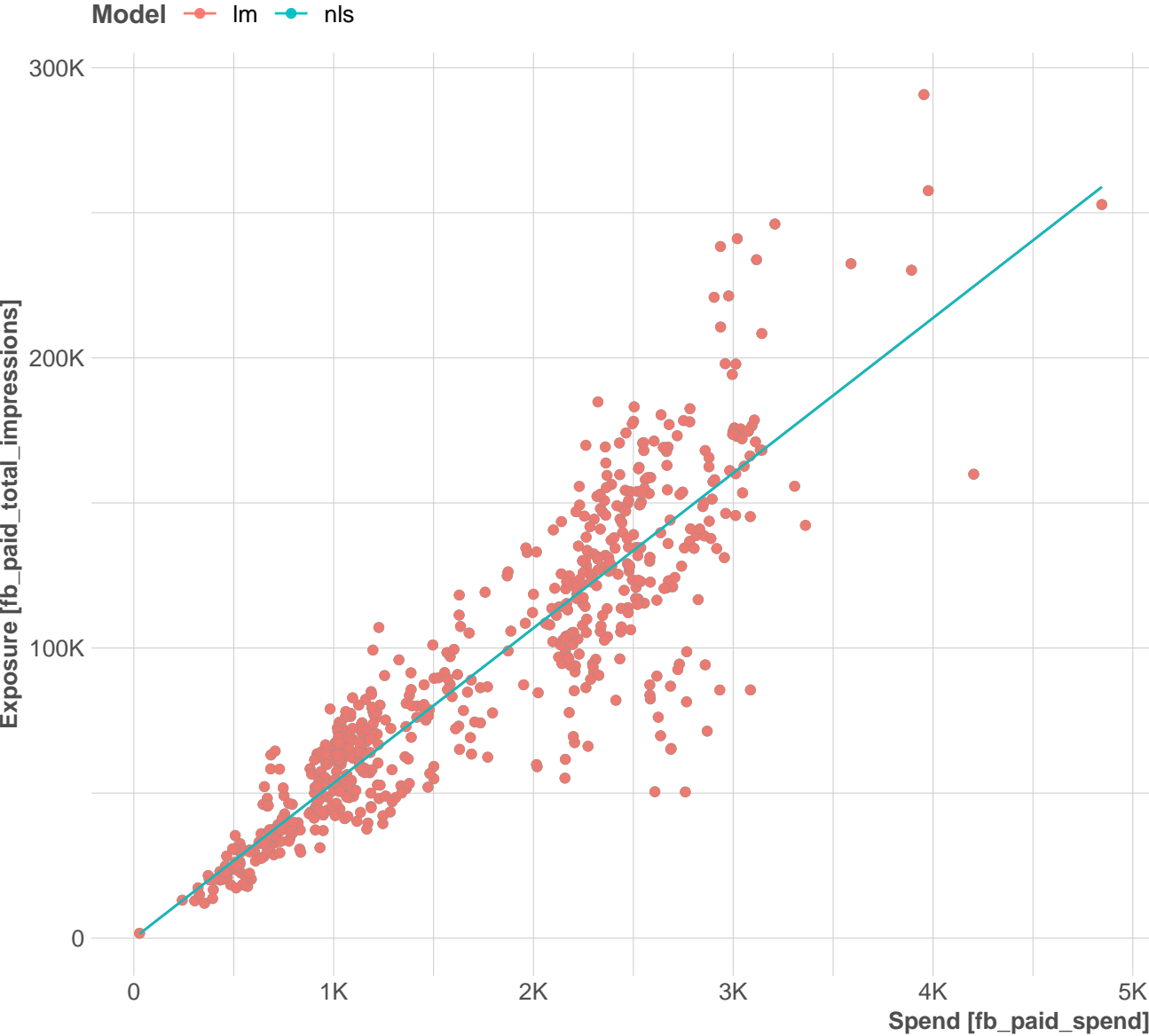
nls: AIC = 12800 | R2 = 0.93

lm: AIC = 12800 | R2 = 0.93

# Exposure–Spend Models Fit Comparison



# Exposure–Spend Models Fit Comparison



nls: AIC = 14700 | R2 = 0.956  
Im: AIC = 14700 | R2 = 0.956

