Event−Study Plot vs. Known True Effect

Business simulation with new marketing platform ado...

Effect on log-outcome (ATT)

Event time (periods relative to adoption)
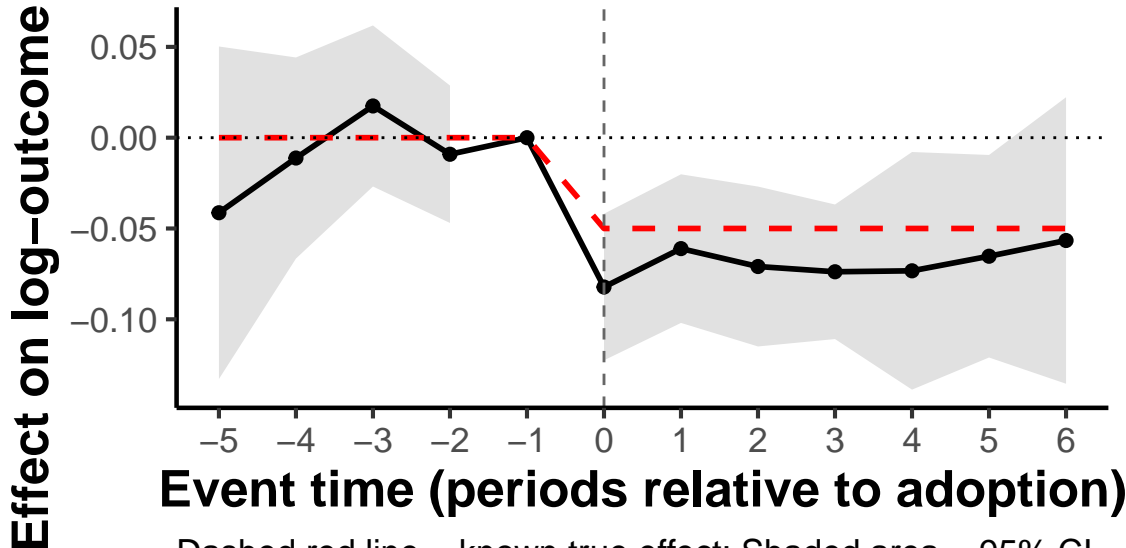
Dashed red line = known true effect; Shaded area = 95% CI