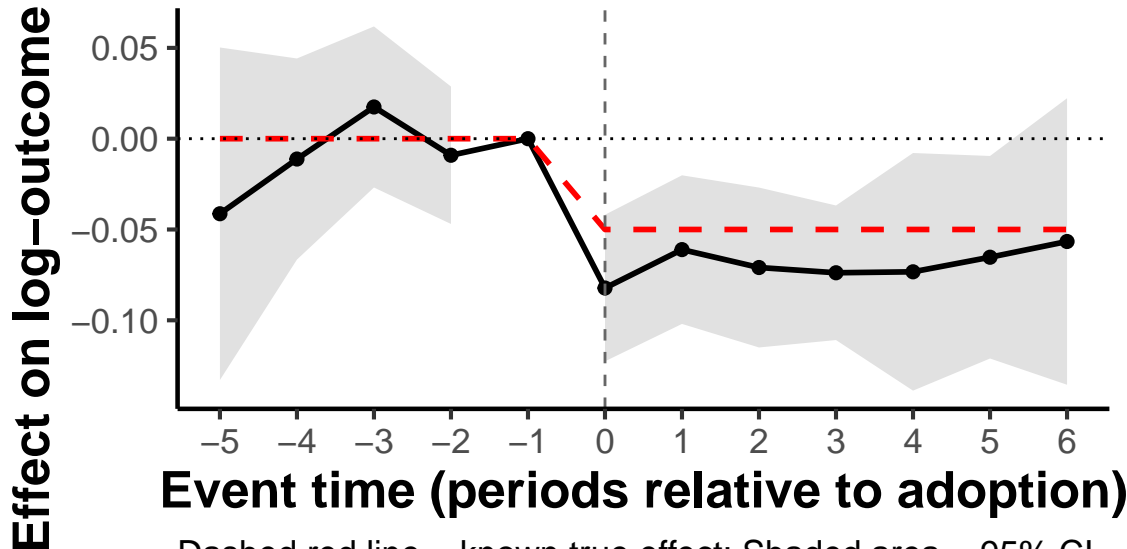


Event-Study Plot vs. Known True Effect

Business simulation with new marketing platform adoption



Dashed red line = known true effect; Shaded area = 95% CI