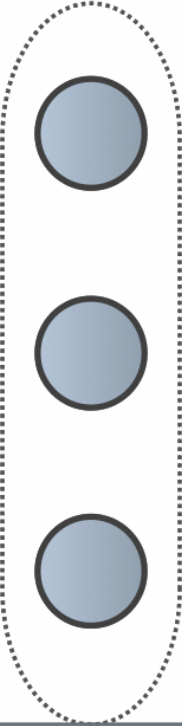
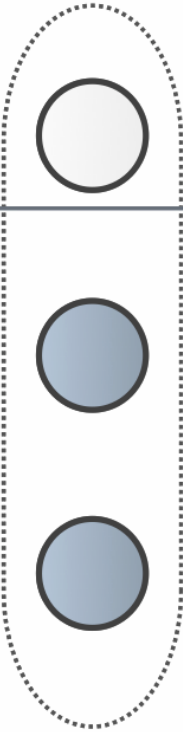

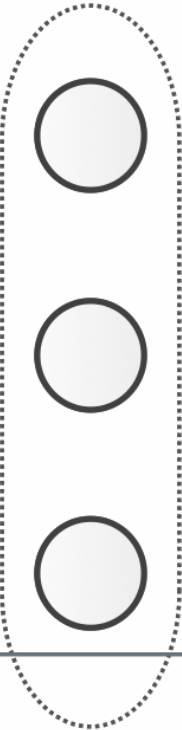


Response-Rate		Test	Control
Human	Cookie		
$r_t = r_c(1 + a)$	$r_t/3$		
$r_t = r_c(1 + a)$	$r_t/3$		
r_c	$r_c/3$		



Exposed cookie



Unexposed cookie