**Recommended Actions**

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| **Action Recommended** | **Rationale for the action** |
| Incentive team with medium strength | We have seen that the teams with medium strength are the team that have spent more money and clicked more adds, its important to incentive this teams to play |
| Put adds in strategic zone | We have seen than the amount spent is directly related with the addClicks. We could put the adds in strategic zones of the game to encourage the team to click it. |