

[Deal Title: Coastal Contacts] \$60 to Spend on Prescription Eyeglasses (Now \$19)			
Model	Real purchases	Predicted purchases	Relative error
baseline1 with 12-hour observation	129	32	0.75
baseline2 with 12-hour observation	129	245	0.90
SP with 12-hour observation	129	110	0.14

[Deal Title: Dawgs!] \$10 (Pay \$5) or \$20 (Pay \$10) to Spend on Food and Drink			
Model	Real purchases	Predicted purchases	Relative error
baseline1 with 12-hour observation	75	28	0.63
baseline2 with 12-hour observation	75	147	0.96
SP with 12-hour observation	75	110	0.47