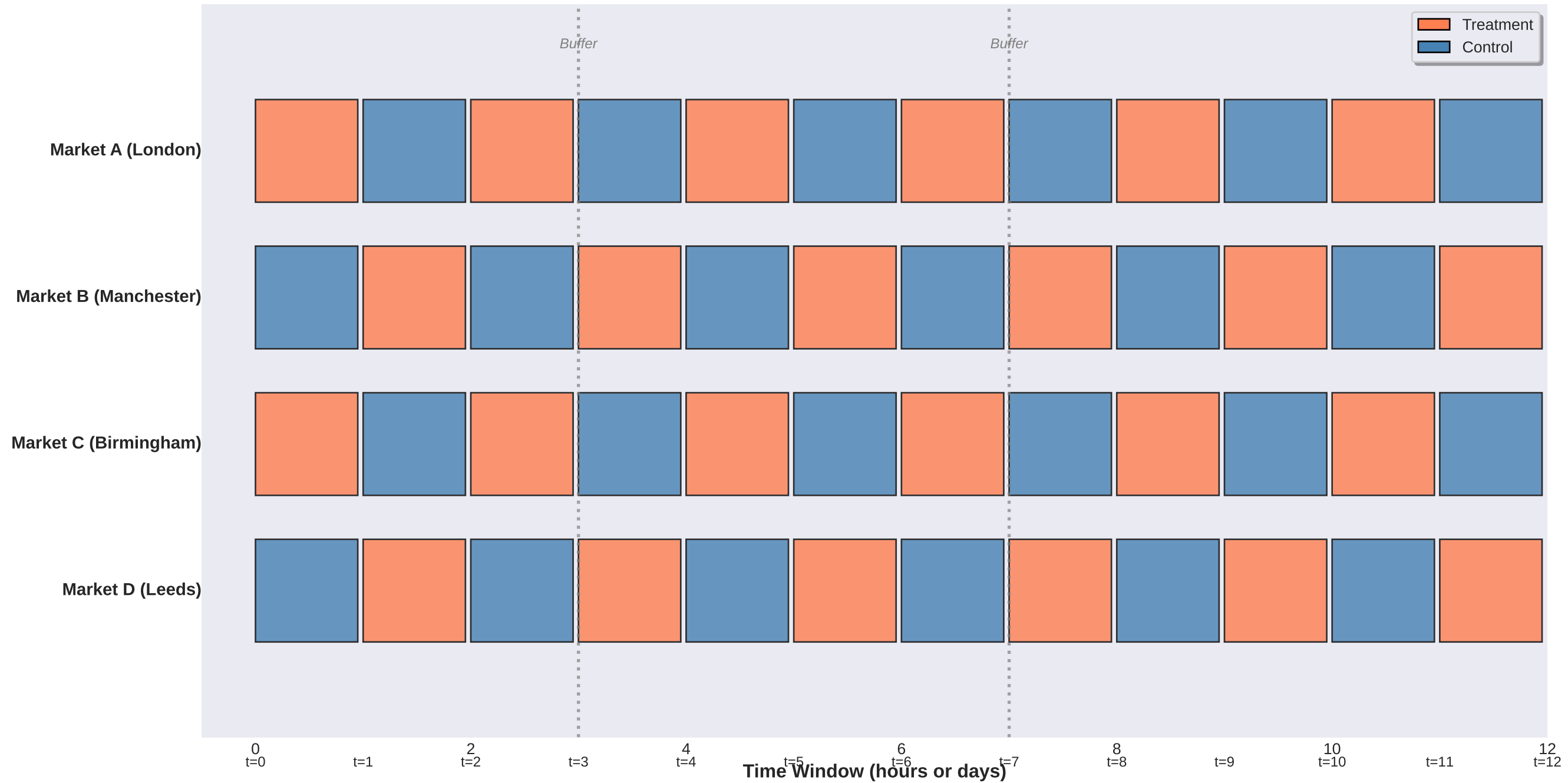


Switchback Experiment Design: Alternating Treatment Across Time and Markets



Each market alternates between treatment and control, with buffer periods between switches