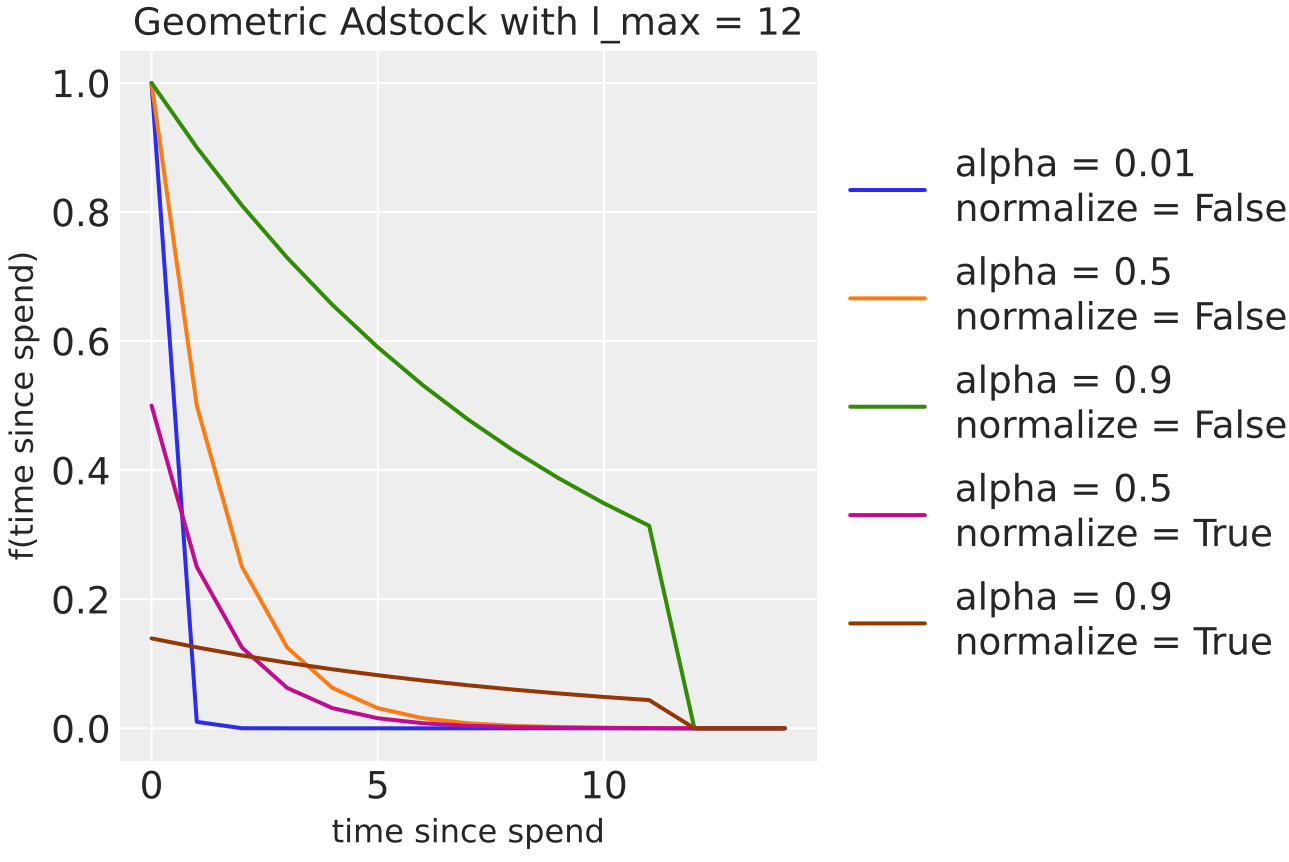
Geometric Adstock with l_max = 12
1.0
0.8
0.6
0.4
0.2
0.0
f(time since spend)
0
5
10
time since spend
alpha = 0.01
normalize = False
alpha = 0.5
normalize = False
alpha = 0.9
normalize = False
alpha = 0.5
normalize = True
alpha = 0.9
normalize = True