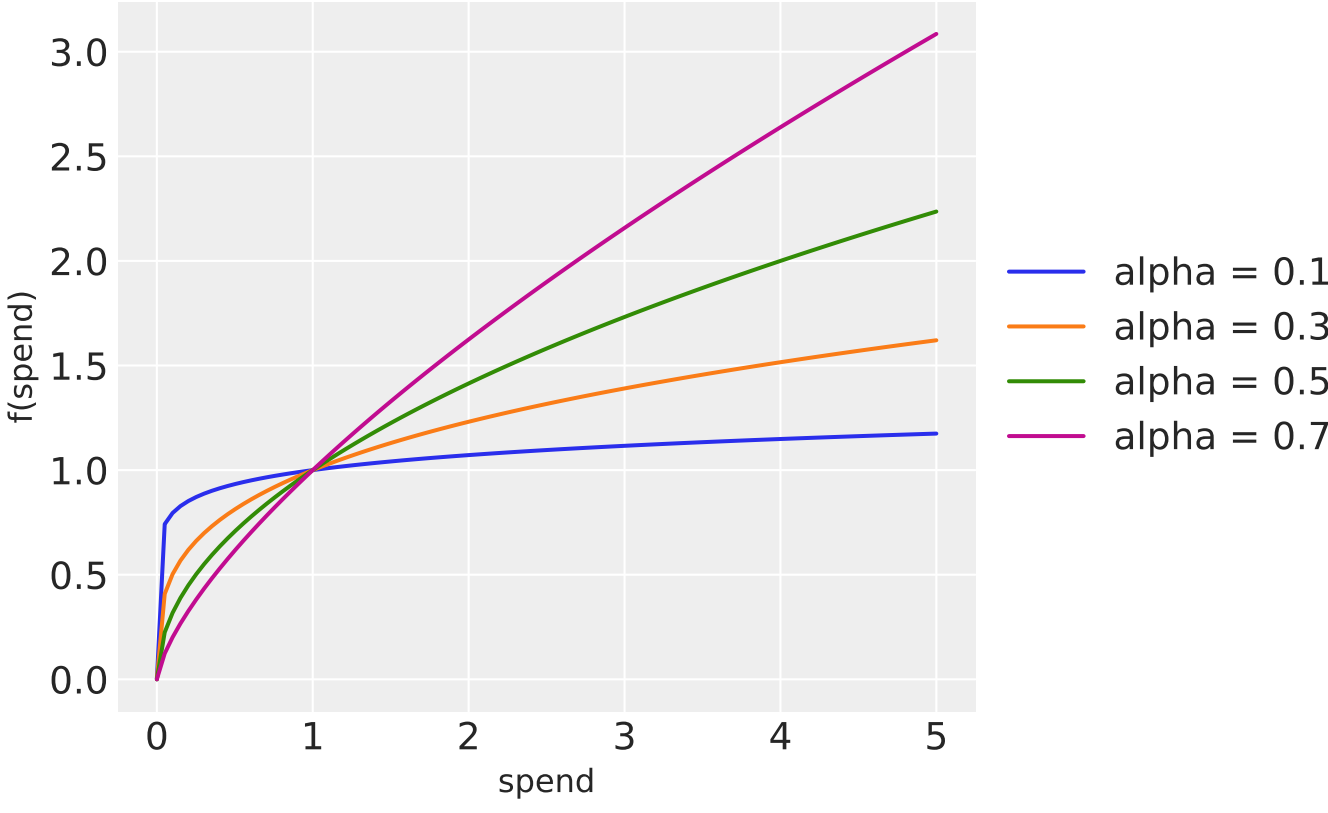
3.0
2.5
2.0
1.5
1.0
0.5
0.0
f(spend)
0
1
2
3
4
5
spend
alpha = 0.1
alpha = 0.3
alpha = 0.5
alpha = 0.7