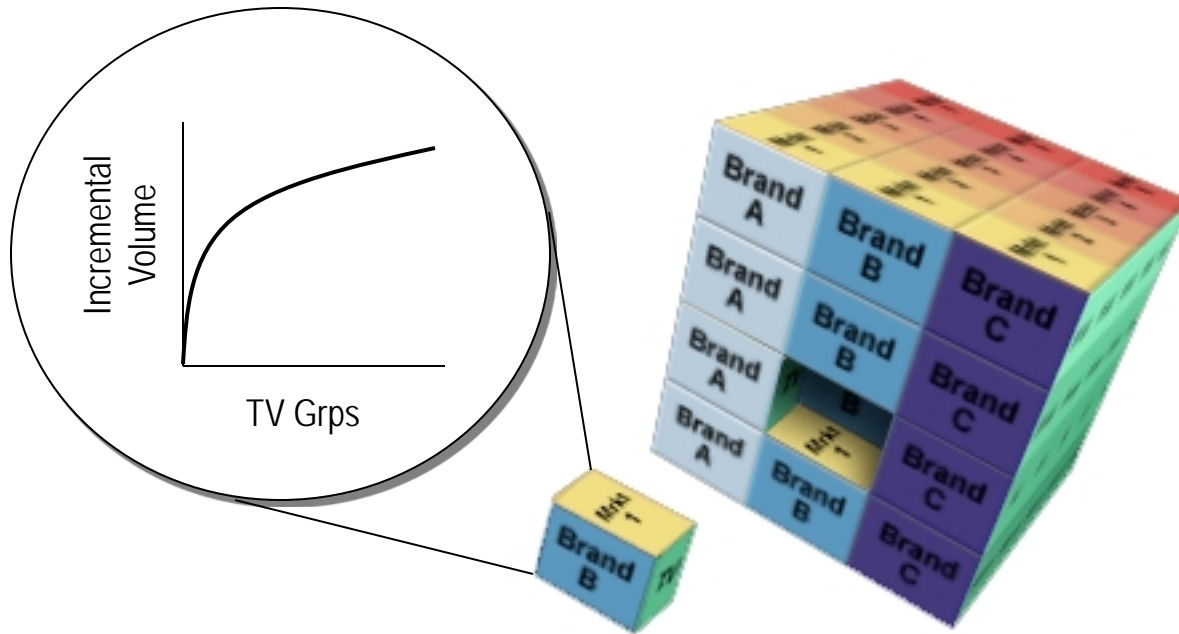


Response Curves for Each Marketing Vehicle



The actual relationship contained in the database, quantifies the rate at which changes in support drive incremental volume. This relationship can be described as a “diminishing returns” function where incremental support drives less volume than support that came before it.

