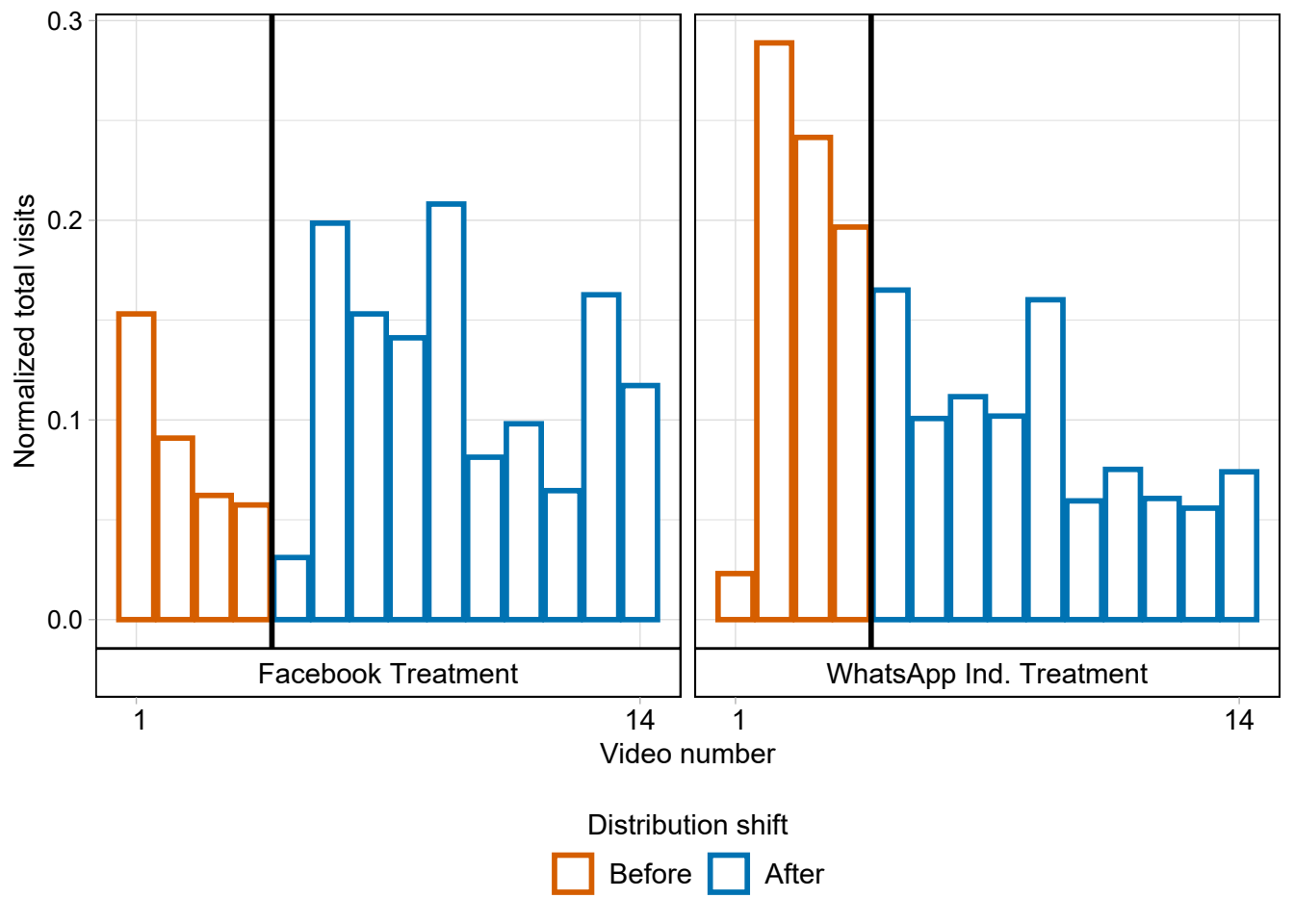
0.3
0.2
0.1
0.0
Normalized total visits
Facebook Treatment
WhatsApp Ind. Treatment
1
14
1
14
Video number
Distribution shift
Before
After