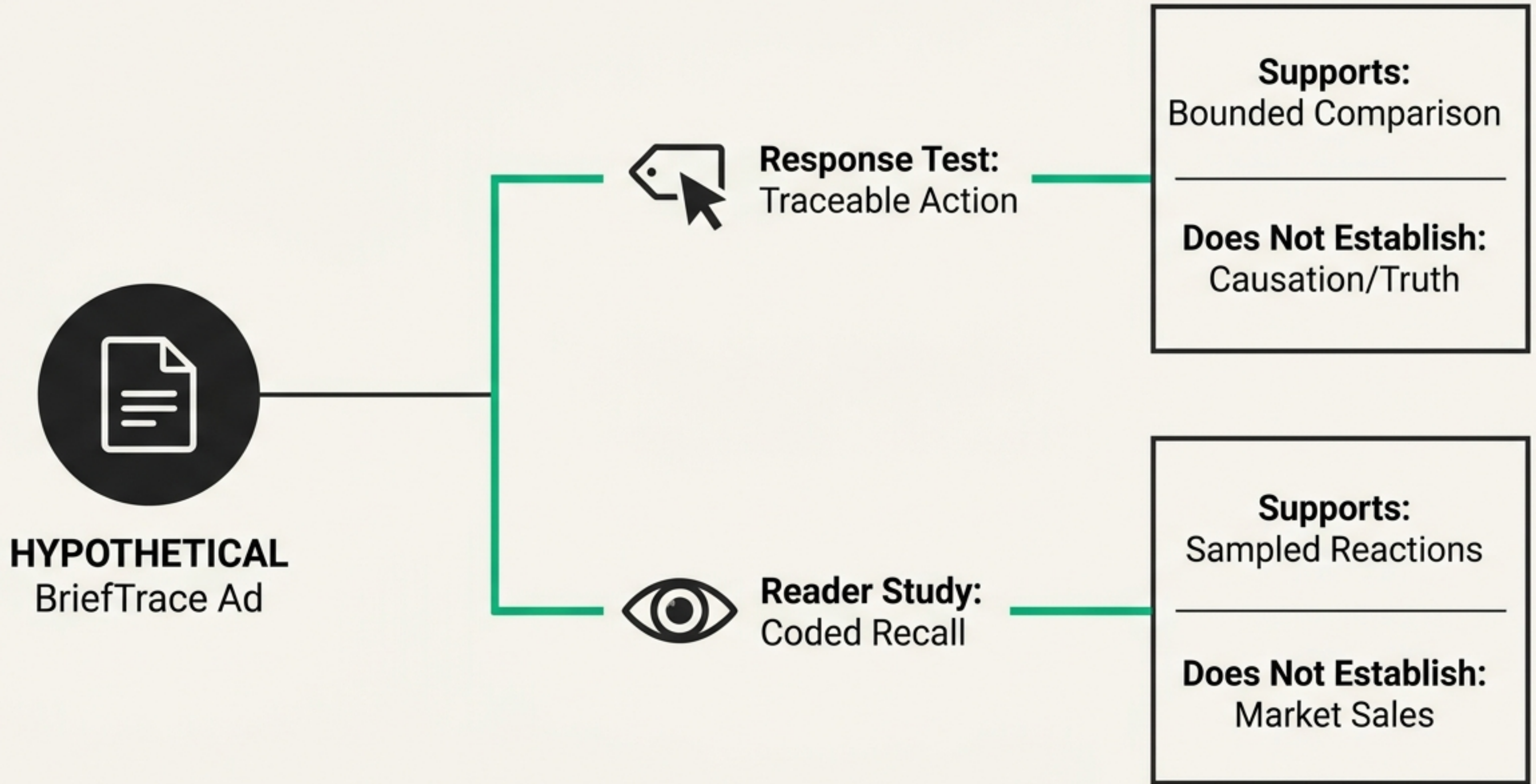
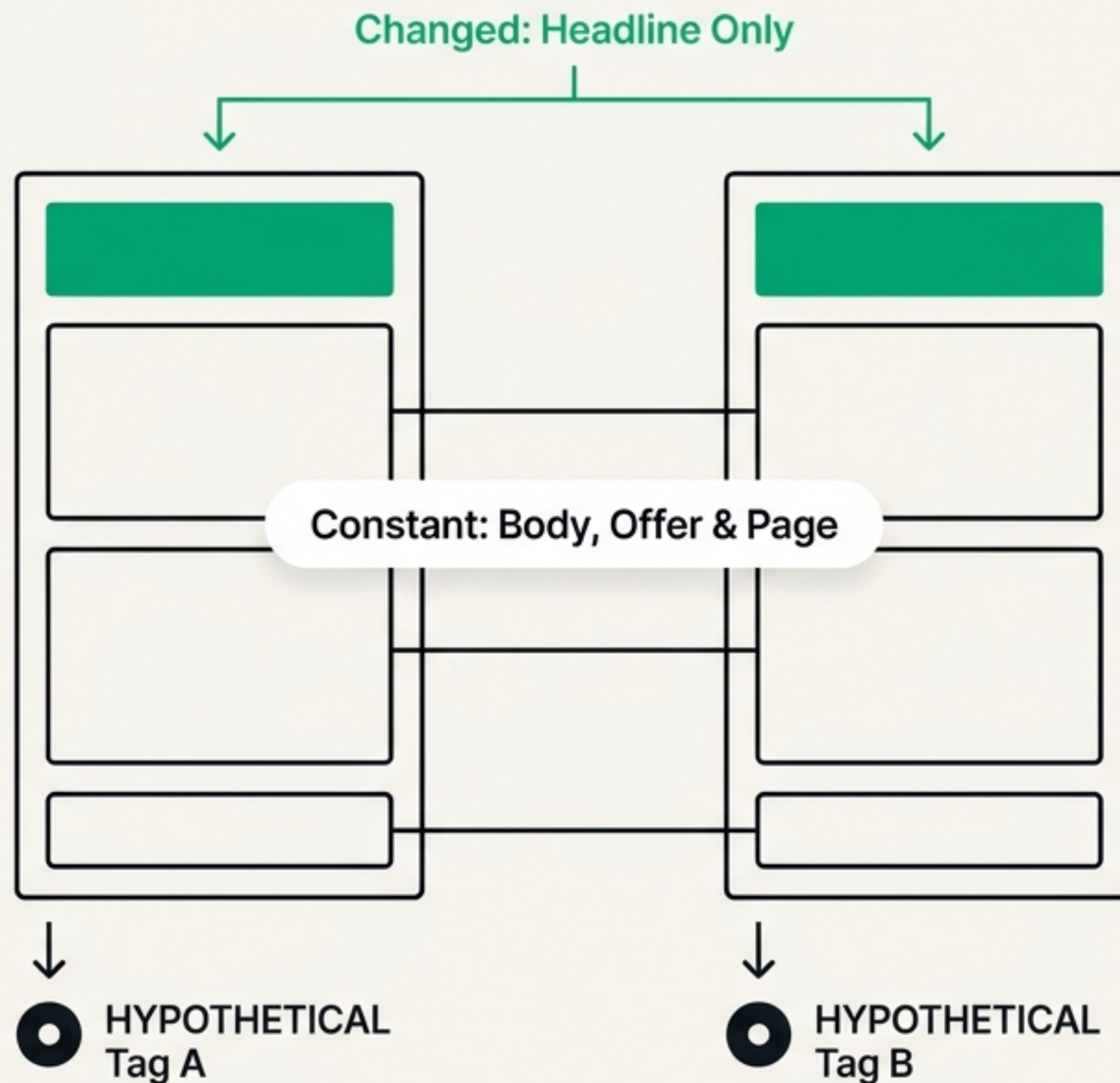




Counts alone do not establish causation; causal inference depends on the study design.

Hopkins-Style Isolation



HYPOTHETICAL
BriefTrace Worksheet



Observed: Ad
sequence/timestamps



Measured:
Logged completed
requests



Interpretation:
Analyst explanation



Hypothesis:
Needs future test