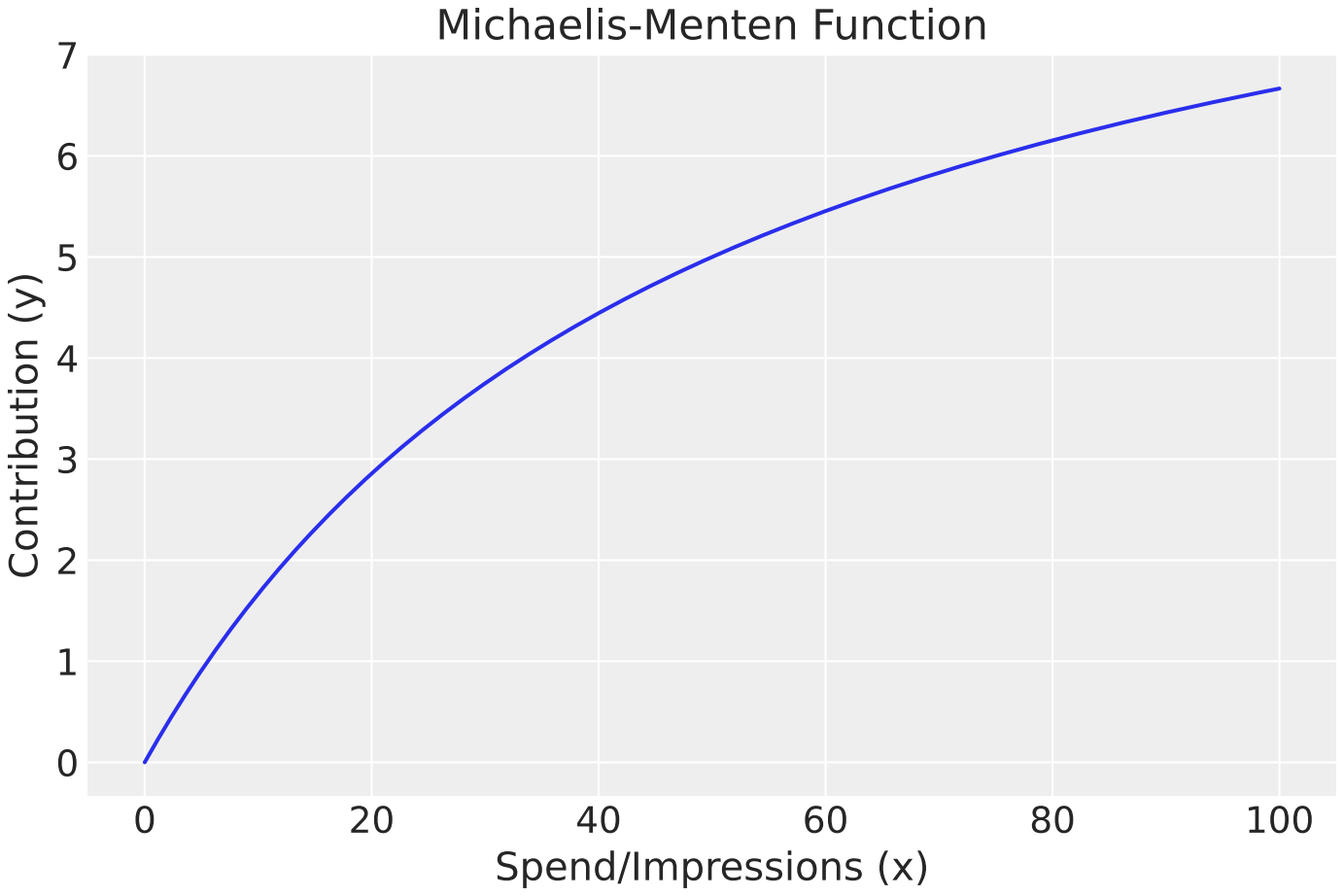
Michaelis-Menten Function
Contribution (y)
Spend/Impressions (x)
0
1
2
3
4
5
6
7
0
20
40
60
80
100