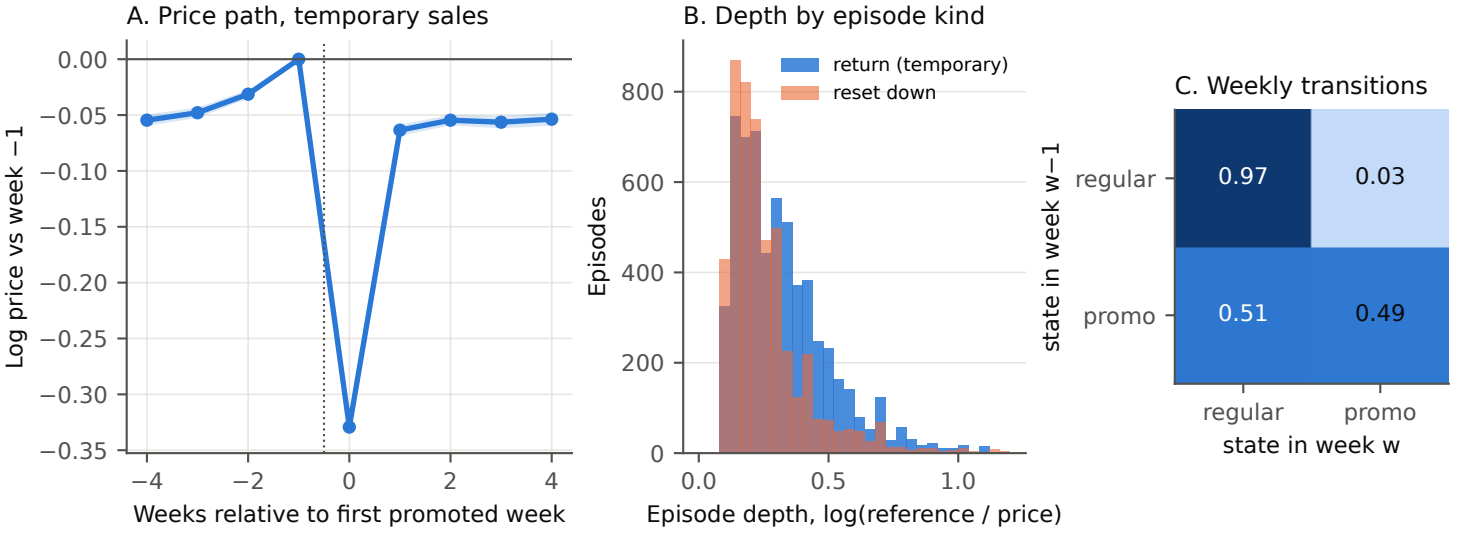

A. Price path, temporary sales
Log price vs week −1
0.00
−0.05
−0.10
−0.15
−0.20
−0.25
−0.30
−0.35
−4
−2
0
2
4
Weeks relative to first promoted week
B. Depth by episode kind
return (temporary)
reset down
Episodes
800
600
400
200
0
0.0
0.5
1.0
Episode depth, log(reference / price)
C. Weekly transitions
state in week w−1
regular
promo
0.97
0.03
0.51
0.49
regular
promo
state in week w