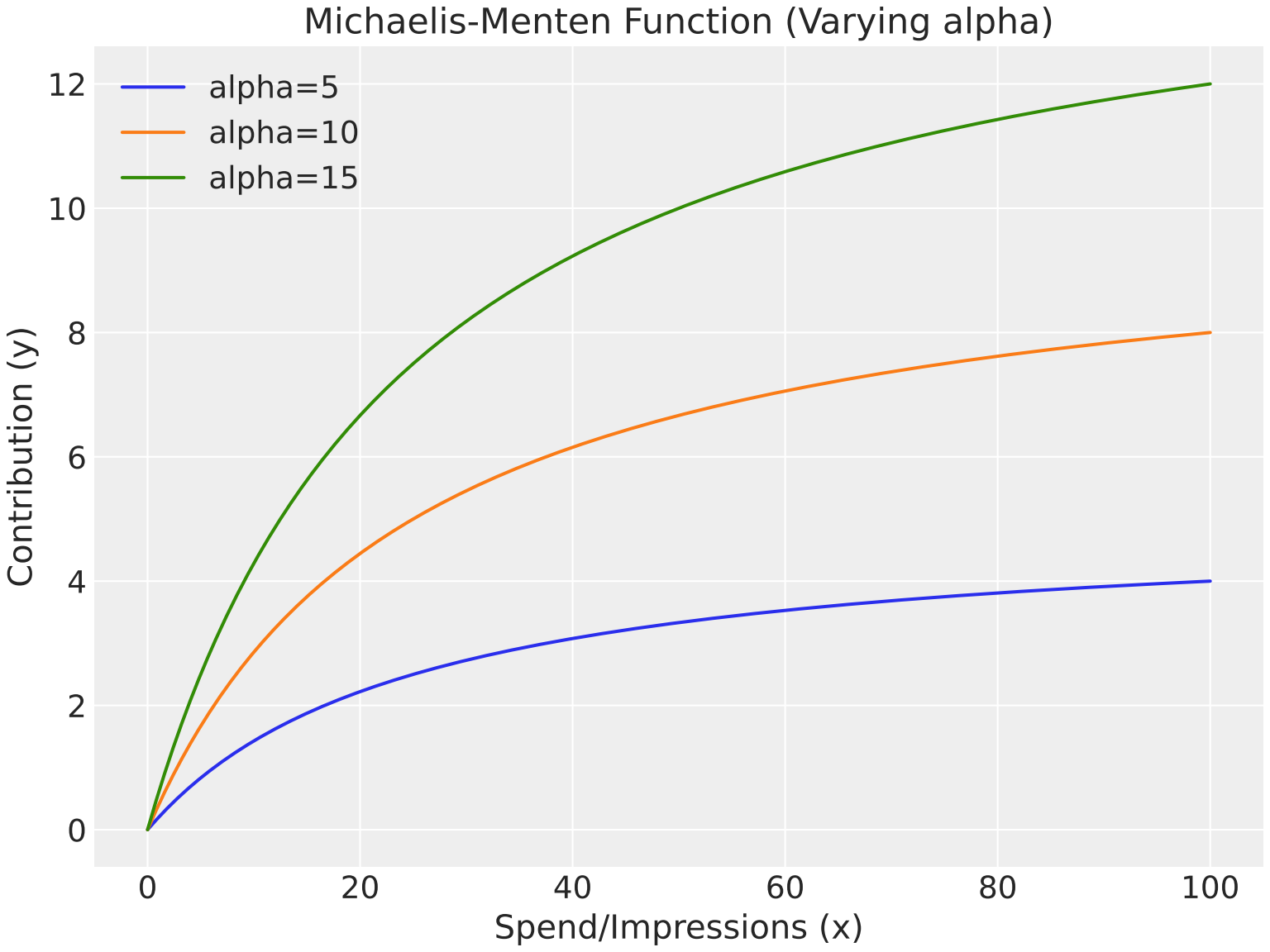
Michaelis-Menten Function (Varying alpha)
alpha=5
alpha=10
alpha=15
Contribution (y)
Spend/Impressions (x)
0
2
4
6
8
10
12
0
20
40
60
80
100