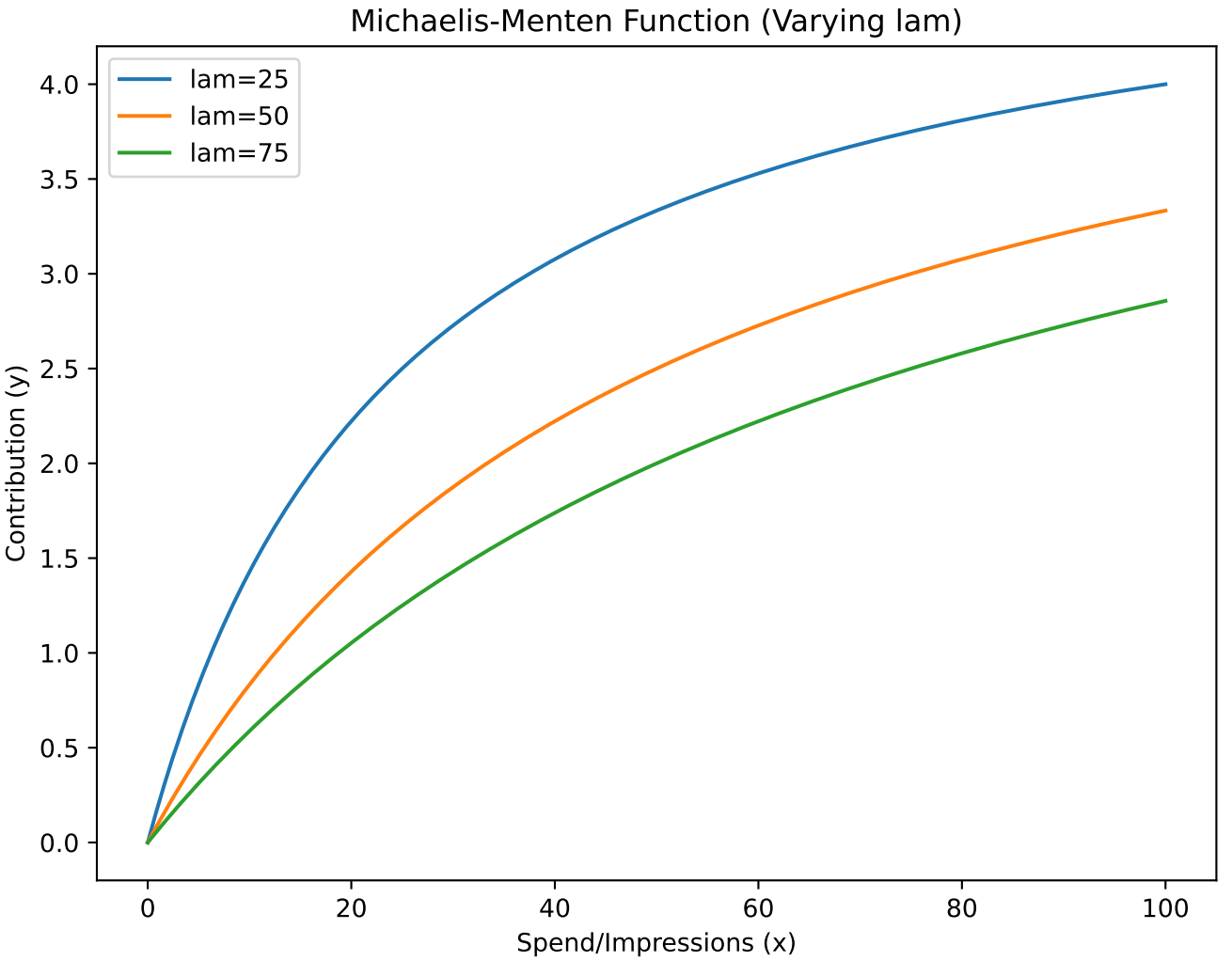
Michaelis-Menten Function (Varying lam)
lam=25
lam=50
lam=75
Contribution (y)
Spend/Impressions (x)
0.0
0.5
1.0
1.5
2.0
2.5
3.0
3.5
4.0
0
20
40
60
80
100