**Table S1.** Regression functions for frequency and recency effects when using window sizes 10, 30, 50, 70, and 90.

|  |  |
| --- | --- |
|  | Predictor |
| Window size (*w*) | Frequency | Recency |
| Function | *R2* | Function | *R2* |
| 10 | –0.042 + 0.091 *f* | 0.978 | 0.624 *r*–0.91 | 0.859 |
| 30 | –0.014 + 0.031 *f* | 0.993 | 0.626 *r*–0.91 | 0.900 |
| 50 | 0.010 + 0.018 *f* | 0.987 | 0.699 *r*–0.96 | 0.892 |
| 70 | 0.015 + 0.013 *f* | 0.972 | 0.785 *r*–1.03 | 0.838 |
| 90 | 0.019 + 0.010 *f* | 0.913 | 0.605 *r*–0.94 | 0.718 |