WEB APPENDIX A
FIRST-STAGE SELECTION ESTIMATES

Covariate	**OnlineCatSearch[a]**	**OnlinePurch%**	**CustSPContact**
BuyGroup	.133	.025	.076**
	(.087)	(.050)	(.023)
CustTenure	-.136**	-.076**	-.026**
	(.023)	(.012)	(.006)
CreditLim	.137**	.082**	.035**
	(.018)	(.015)	(.006)
NewBuy%	-.036**	.021**	.010*
	(.017)	(.005)	(.006)
ZipAge	.025	.009	.016**
	(.023)	(.012)	(.006)
ZipEduc	.073**	.012*	.007
	(.021)	(.007)	(.008)
ZipUrban	.011*	.030**	-.016**
	(.006)	(.012	(.006)
Constant	-2.24**	-.009	-.005
	(.038)	(.012)	(.006)

Notes: n = 28,909; ** p<.05, * p<.10; Standard errors in parentheses; [a] Probit specification

WEB APPENDIX B

ESTIMATES OF SELF-SELECTION TERMS

Covariate	CustDisc% *Equation 1*		log(Sales) *Equation 2*		log(Net Profit) *Equation 3*	
	Mean	**SD**	**Mean**	**SD**	**Mean**	**SD**
IMR^{OS}	-.535*	.127	-.143*	.037	-.037*	.011
$\hat{\varepsilon}_{c}^{OP}$	-.501*	.088	-.058	.047	-.022*	.011
$\hat{\varepsilon}_{c}^{SP}$	.372*	.099	.393*	.113	.044	.024
$\hat{\varepsilon}_{ct}^{OP}$	-.165*	.011	-.003	.013	-.002	.003
$\hat{\varepsilon}_{ct}^{SP}$	.052	.048	.058	.053	.013	.011
OnlinePurch% × $\hat{\varepsilon}_{c}^{OP}$	.125*	.039	.010	.010	.005*	.003
CustSPContact × $\hat{\varepsilon}_{c}^{OP}$	.265	.206	-.427*	.075	-.041	.022
CustSPContact × $\hat{\varepsilon}_{c}^{SP}$	-.020	.025	-.007*	.002	-.002*	.001
OnlinePurch% × $\hat{\varepsilon}_{c}^{SP}$	-.078	.066	-.131*	.050	-.065*	.015
OnlinePurch% × $\hat{\varepsilon}_{ct}^{OP}$	.028*	.005	.017*	.002	.005*	.000
CustSPContact × $\hat{\varepsilon}_{ct}^{OP}$	-.066*	.026	-.061*	.014	-.010*	.004
CustSPContact × $\hat{\varepsilon}_{ct}^{SP}$	.000	.000	.001	.001	.001	.001
OnlinePurch% × $\hat{\varepsilon}_{ct}^{SP}$	.098	.086	-.065*	.024	-.035*	.007

Notes: n = 28,909; * zero not within the 95% credible interval;
OP = OnlinePurch%; OS = OnlineCatSearch; SP = CustSPContact.