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Correction: Longer or shorter? A large-scale randomized field experiment on the impact of free trial duration on sustainable user conversion in the Freemium model

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KEYWORDS

Freemium model, free trial duration, user conversion, field experiment, behavioral operations

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In the published article, an additional affiliation was erroneously omitted for author Ling Zhang. The previous information read:

“Ling Zhang and Jiang Duan*

School of Computing and Artificial Intelligence, Southwestern University of Finance and Economics, Chengdu, China”

The correct affiliation information appears below:

“Ling Zhang^{1,2} and Jiang Duan^{1*}

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The original version of this article has been updated.

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