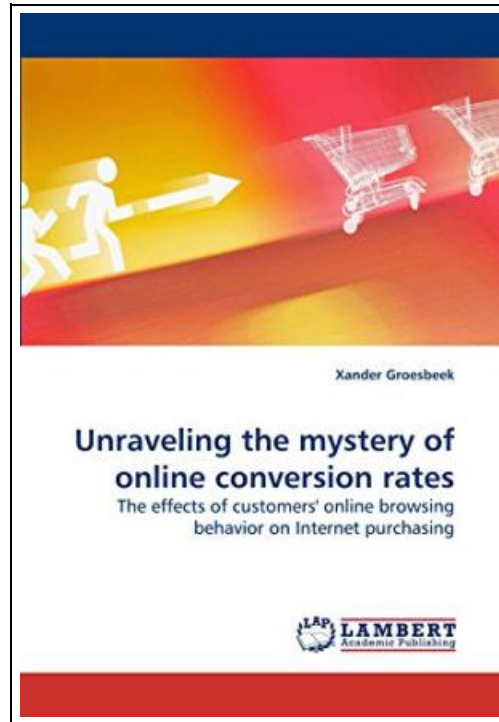


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UNRAVELING THE MYSTERY OF ONLINE CONVERSION RATES



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