

Hyundai 5 Year Case Study



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Documented Google Analytics Views

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Tier Loyalty Programs

Highest Converting Traffic Provider!
Beyond Impressive Results!





FAMILY OWNED & OPERATED FOR OVER 40 YEARS!

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- [HOME](#)
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- [FINANCE](#)
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- [CAREERS](#)
- [ORDER YOUR VEHICLE](#)

[SIGN IN](#)

Category
Make
Model
Year

Any Category
Any Make
Any Model
Any Year

261 VEHICLES

[SEARCH INVENTORY](#)

[SCHEDULE SERVICE](#)

[ORDER PARTS](#)



IF YOU DON'T SEE YOUR NEXT VEHICLE IN STOCK WE CAN ORDER IT!

[NEW VEHICLE ORDER FORM](#)

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Financing for **18 MONTHS.**

SPRING

2.9%

72

+ \$1000 BONUS CASH

Financing for **18 MONTHS**

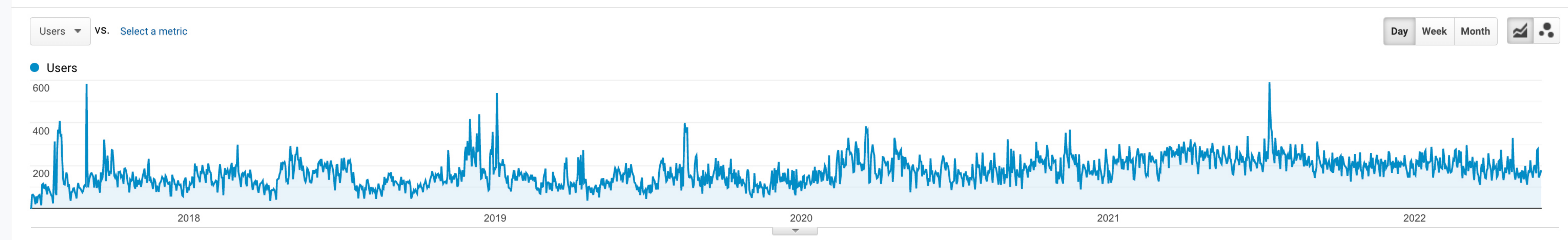
[CHAT NOW](#)

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 - Source/Medium
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 - Google Ads
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- Attribution BETA
- Discover
- Admin

All Traffic SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment Jun 26, 2017 - Jun 1, 2022

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

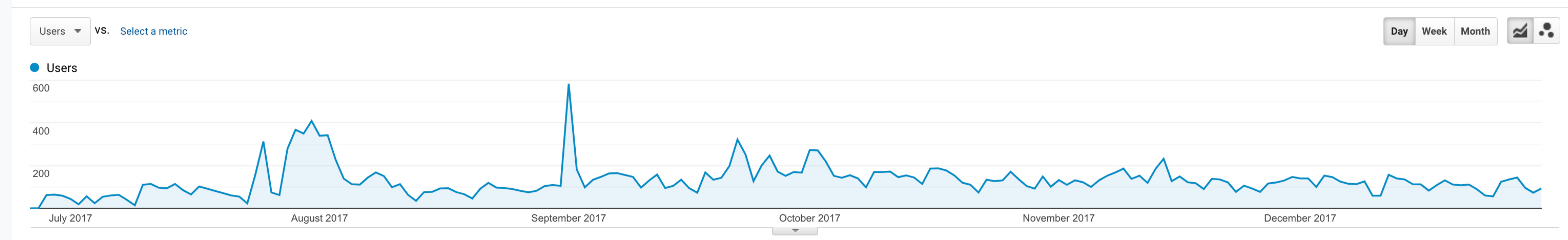
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	236,343 <small>% of Total: 100.00% (236,343)</small>	238,188 <small>% of Total: 100.00% (238,188)</small>	382,778 <small>% of Total: 100.00% (382,778)</small>	33.77% <small>Avg for View: 33.77% (0.00%)</small>	2.86 <small>Avg for View: 2.86 (0.00%)</small>	00:03:57 <small>Avg for View: 00:03:57 (0.00%)</small>	1.68% <small>Avg for View: 1.68% (0.00%)</small>	6,418 <small>% of Total: 100.00% (6,418)</small>	\$281.00 <small>% of Total: 100.00% (\$281.00)</small>
1. [blurred]	63,059 (25.39%)	63,124 (26.50%)	116,708 (30.49%)	36.31%	2.81	00:05:07	1.09%	1,274 (19.85%)	\$74.00 (26.33%)
2. dealerleads.com / referral	60,143 (24.22%)	57,564 (24.17%)	74,764 (19.53%)	37.47%	2.68	00:02:25	2.08%	1,552 (24.18%)	\$96.00 (34.16%)
3. [blurred]	43,985 (17.71%)	41,816 (17.56%)	64,800 (16.93%)	30.46%	3.16	00:03:19	2.89%	1,872 (29.17%)	\$53.00 (18.86%)
4. [blurred]	30,433 (12.26%)	29,990 (12.59%)	40,627 (10.61%)	35.36%	2.47	00:01:51	1.19%	482 (7.51%)	\$4.00 (1.42%)
5. [blurred]	24,917 (10.03%)	22,473 (9.43%)	40,119 (10.48%)	31.23%	2.93	00:04:07	1.68%	676 (10.53%)	\$29.00 (10.32%)
6. [blurred]	6,517 (2.62%)	5,679 (2.38%)	8,789 (2.30%)	12.56%	3.92	00:03:30	1.99%	175 (2.73%)	\$2.00 (0.71%)
7. [blurred]	4,579 (1.84%)	4,451 (1.87%)	5,439 (1.42%)	64.48%	1.91	00:01:33	0.79%	43 (0.67%)	\$6.00 (2.14%)
8. [blurred]	2,315 (0.93%)	2,146 (0.90%)	3,132 (0.82%)	16.54%	3.05	00:02:31	1.12%	35 (0.55%)	\$0.00 (0.00%)
9. [blurred]	2,303 (0.93%)	2,242 (0.94%)	3,874 (1.01%)	25.84%	2.68	00:04:45	2.94%	114 (1.78%)	\$4.00 (1.42%)
10. [blurred]	1,970 (0.79%)	1,749 (0.73%)	3,781 (0.99%)	12.70%	3.98	00:05:17	1.14%	43 (0.67%)	\$3.00 (1.07%)

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- Admin

All Traffic SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment Jun 26, 2017 - Dec 31, 2017

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19,443 <small>% of Total: 100.00% (19,443)</small>	19,059 <small>% of Total: 100.00% (19,059)</small>	30,519 <small>% of Total: 100.00% (30,519)</small>	47.83% <small>Avg for View: 47.83% (0.00%)</small>	2.64 <small>Avg for View: 2.64 (0.00%)</small>	00:03:42 <small>Avg for View: 00:03:42 (0.00%)</small>	1.37% <small>Avg for View: 1.37% (0.00%)</small>	419 <small>% of Total: 100.00% (419)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,139 (30.92%)	5,963 (31.29%)	7,545 (24.72%)	61.68%	2.00	00:01:40	1.52%	115 (27.45%)	\$0.00 (0.00%)
2. [blurred]	5,241 (26.40%)	5,166 (27.11%)	10,463 (34.28%)	43.45%	2.92	00:05:21	0.80%	84 (20.05%)	\$0.00 (0.00%)
3. dealerleads.com / referral	4,409 (22.21%)	4,159 (21.82%)	5,829 (19.10%)	37.16%	2.89	00:02:44	2.20%	128 (30.55%)	\$0.00 (0.00%)
4. [blurred]	2,355 (11.86%)	2,154 (11.30%)	3,737 (12.24%)	40.57%	2.97	00:04:50	2.03%	76 (18.14%)	\$0.00 (0.00%)
5. [blurred]	879 (4.43%)	875 (4.59%)	1,299 (4.26%)	74.13%	1.70	00:01:19	0.77%	10 (2.39%)	\$0.00 (0.00%)
6. [blurred]	147 (0.74%)	145 (0.76%)	185 (0.61%)	45.95%	2.74	00:01:47	0.54%	1 (0.24%)	\$0.00 (0.00%)
7. [blurred]	79 (0.40%)	67 (0.35%)	107 (0.35%)	85.98%	1.21	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	58 (0.29%)	54 (0.28%)	258 (0.85%)	29.07%	4.18	00:19:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	37 (0.19%)	37 (0.19%)	39 (0.13%)	76.92%	1.26	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	32 (0.16%)	28 (0.15%)	96 (0.31%)	41.67%	4.16	00:06:08	0.00%	0 (0.00%)	\$0.00 (0.00%)

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All Traffic

SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment

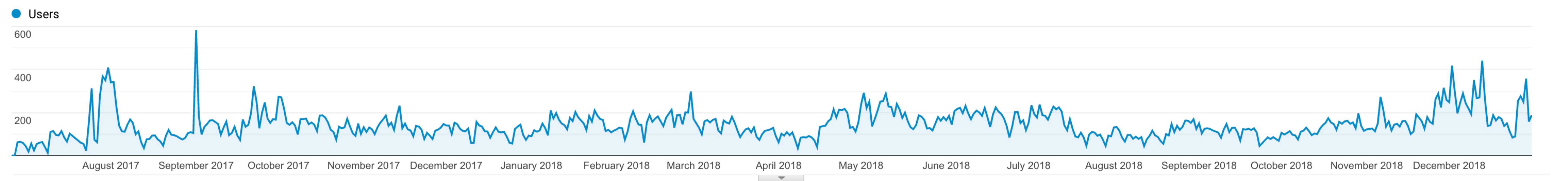
Jun 26, 2017 - Dec 31, 2018

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Day Week Month



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	61,684 <small>% of Total: 100.00% (61,684)</small>	61,611 <small>% of Total: 100.00% (61,611)</small>	97,089 <small>% of Total: 100.00% (97,089)</small>	44.73% <small>Avg for View: 44.73% (0.00%)</small>	2.56 <small>Avg for View: 2.56 (0.00%)</small>	00:03:27 <small>Avg for View: 00:03:27 (0.00%)</small>	1.73% <small>Avg for View: 1.73% (0.00%)</small>	1,675 <small>% of Total: 100.00% (1,675)</small>	\$113.00 <small>% of Total: 100.00% (\$113.00)</small>
1. [blurred]	18,141 (28.11%)	18,047 (29.29%)	31,631 (32.58%)	43.28%	2.47	00:04:10	1.12%	355 (21.19%)	\$22.00 (19.47%)
2. dealerleads.com / referral	17,504 (27.12%)	16,692 (27.09%)	23,391 (24.09%)	37.08%	2.85	00:02:39	2.92%	684 (40.84%)	\$56.00 (49.56%)
3. [blurred]	12,429 (19.26%)	11,919 (19.35%)	15,896 (16.37%)	56.63%	2.17	00:01:48	1.76%	280 (16.72%)	\$8.00 (7.08%)
4. [blurred]	8,084 (12.53%)	7,041 (11.43%)	13,325 (13.72%)	38.19%	2.92	00:04:32	1.97%	263 (15.70%)	\$14.00 (12.39%)
5. [blurred]	3,597 (5.57%)	3,482 (5.65%)	4,248 (4.38%)	65.18%	1.91	00:01:36	0.82%	35 (2.09%)	\$5.00 (4.42%)
6. [blurred]	882 (1.37%)	878 (1.43%)	1,310 (1.35%)	74.27%	1.70	00:01:19	0.76%	10 (0.60%)	\$0.00 (0.00%)
7. [blurred]	637 (0.99%)	629 (1.02%)	731 (0.75%)	69.63%	2.01	00:01:17	0.55%	4 (0.24%)	\$0.00 (0.00%)
8. [blurred]	522 (0.81%)	522 (0.85%)	522 (0.54%)	99.81%	1.00	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	340 (0.53%)	298 (0.48%)	766 (0.79%)	19.32%	4.34	00:09:36	1.70%	13 (0.78%)	\$4.00 (3.54%)
10. [blurred]	175 (0.27%)	143 (0.23%)	595 (0.61%)	29.58%	2.98	00:04:13	0.50%	3 (0.18%)	\$2.00 (1.77%)

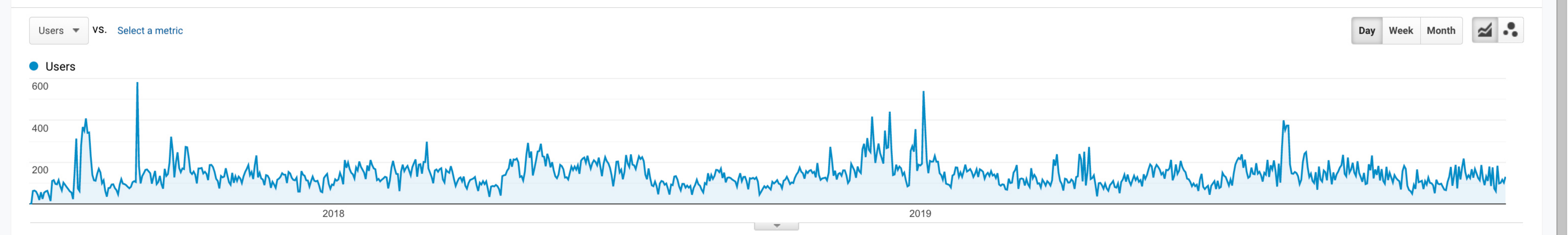
Show rows: 10 Go to: 1 1 - 10 of 310

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All Traffic SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment Jun 26, 2017 - Dec 31, 2019

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce



Primary Dimension: Source / Medium Secondary dimension: Source Medium Keyword Other

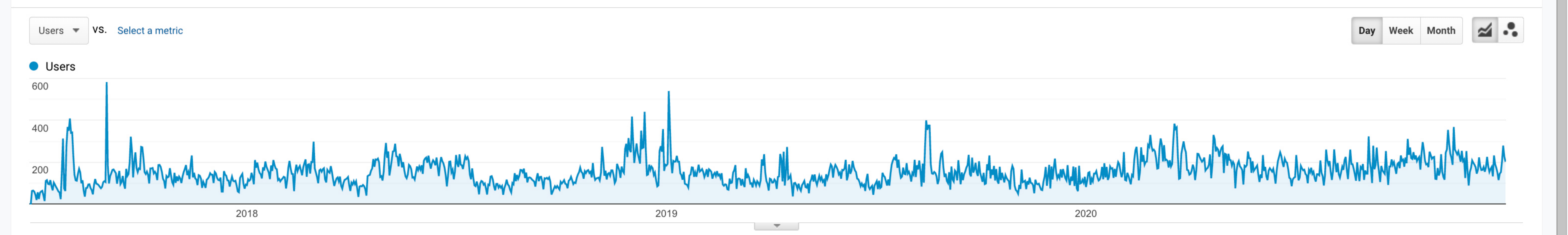
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	100,355 <small>% of Total: 100.00% (100,355)</small>	101,357 <small>% of Total: 100.00% (101,357)</small>	158,088 <small>% of Total: 100.00% (158,088)</small>	39.98% <small>Avg for View: 39.98% (0.00%)</small>	2.68 <small>Avg for View: 2.68 (0.00%)</small>	00:03:41 <small>Avg for View: 00:03:41 (0.00%)</small>	1.68% <small>Avg for View: 1.68% (0.00%)</small>	2,656 <small>% of Total: 100.00% (2,656)</small>	\$237.00 <small>% of Total: 100.00% (\$237.00)</small>
1. dealerleads.com / referral	30,697 (29.22%)	29,565 (29.17%)	38,963 (24.65%)	36.92%	2.78	00:02:27	2.41%	938 (35.32%)	\$89.00 (37.55%)
2. [blurred]	29,445 (28.03%)	29,770 (29.37%)	52,327 (33.10%)	40.91%	2.56	00:04:27	1.11%	580 (21.84%)	\$61.00 (25.74%)
3. [blurred]	18,083 (17.22%)	17,296 (17.06%)	24,892 (15.75%)	45.35%	2.64	00:02:31	2.41%	601 (22.63%)	\$41.00 (17.30%)
4. [blurred]	11,935 (11.36%)	10,567 (10.43%)	19,403 (12.27%)	35.36%	2.92	00:04:22	1.86%	361 (13.59%)	\$25.00 (10.55%)
5. [blurred]	4,578 (4.36%)	4,450 (4.39%)	5,437 (3.44%)	64.47%	1.91	00:01:33	0.79%	43 (1.62%)	\$6.00 (2.53%)
6. [blurred]	4,174 (3.97%)	4,111 (4.06%)	4,733 (2.99%)	30.74%	2.94	00:01:48	0.97%	46 (1.73%)	\$0.00 (0.00%)
7. [blurred]	882 (0.84%)	878 (0.87%)	1,310 (0.83%)	74.27%	1.70	00:01:19	0.76%	10 (0.38%)	\$0.00 (0.00%)
8. [blurred]	791 (0.75%)	740 (0.73%)	1,139 (0.72%)	13.35%	4.08	00:03:46	0.97%	11 (0.41%)	\$0.00 (0.00%)
9. [blurred]	522 (0.50%)	522 (0.52%)	522 (0.33%)	99.81%	1.00	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	484 (0.46%)	471 (0.46%)	710 (0.45%)	24.93%	2.92	00:04:53	2.11%	15 (0.56%)	\$3.00 (1.27%)

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All Traffic SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment Jun 26, 2017 - Dec 31, 2020

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce



Primary Dimension: Source / Medium Secondary dimension: Sort Type: Default

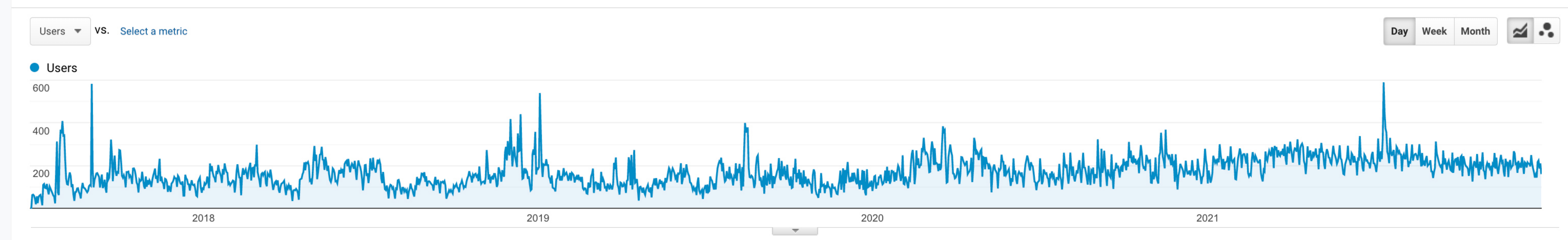
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	151,268 <small>% of Total: 100.00% (151,268)</small>	153,550 <small>% of Total: 100.00% (153,550)</small>	242,853 <small>% of Total: 100.00% (242,853)</small>	35.39% <small>Avg for View: 35.39% (0.00%)</small>	2.88 <small>Avg for View: 2.88 (0.00%)</small>	00:03:58 <small>Avg for View: 00:03:58 (0.00%)</small>	1.76% <small>Avg for View: 1.76% (0.00%)</small>	4,283 <small>% of Total: 100.00% (4,283)</small>	\$281.00 <small>% of Total: 100.00% (\$281.00)</small>
1. [blurred]	43,809 (27.41%)	44,139 (28.75%)	77,300 (31.83%)	38.38%	2.71	00:04:44	1.16%	897 (20.94%)	\$74.00 (26.33%)
2. dealerleads.com / referral	41,327 (25.86%)	39,386 (25.65%)	51,940 (21.39%)	35.68%	2.80	00:02:33	2.31%	1,199 (27.99%)	\$96.00 (34.16%)
3. [blurred]	28,012 (17.53%)	26,681 (17.38%)	40,929 (16.85%)	35.48%	3.08	00:03:15	2.88%	1,178 (27.50%)	\$53.00 (18.86%)
4. [blurred]	17,627 (11.03%)	15,864 (10.33%)	27,472 (11.31%)	34.09%	2.90	00:04:06	1.79%	492 (11.49%)	\$29.00 (10.32%)
5. [blurred]	12,810 (8.02%)	12,643 (8.23%)	16,265 (6.70%)	27.09%	3.12	00:02:25	1.42%	231 (5.39%)	\$4.00 (1.42%)
6. [blurred]	4,579 (2.87%)	4,451 (2.90%)	5,439 (2.24%)	64.48%	1.91	00:01:33	0.79%	43 (1.00%)	\$6.00 (2.14%)
7. [blurred]	3,484 (2.18%)	3,081 (2.01%)	4,664 (1.92%)	8.86%	4.39	00:04:03	2.10%	98 (2.29%)	\$2.00 (0.71%)
8. [blurred]	1,289 (0.81%)	1,254 (0.82%)	2,253 (0.93%)	27.30%	2.74	00:05:23	2.09%	47 (1.10%)	\$4.00 (1.42%)
9. [blurred]	882 (0.55%)	878 (0.57%)	1,310 (0.54%)	74.27%	1.70	00:01:19	0.76%	10 (0.23%)	\$0.00 (0.00%)
10. [blurred]	850 (0.53%)	756 (0.49%)	1,912 (0.79%)	15.95%	3.88	00:05:15	0.99%	19 (0.44%)	\$3.00 (1.07%)

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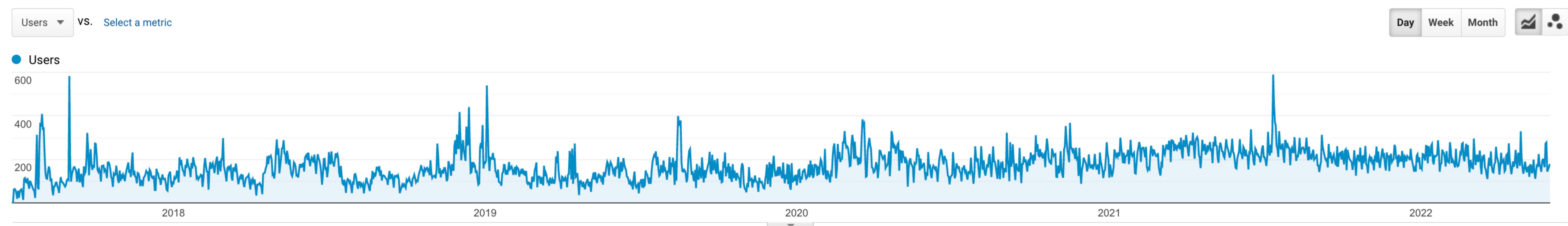
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	214,028 <small>% of Total: 100.00% (214,028)</small>	215,662 <small>% of Total: 100.00% (215,662)</small>	345,130 <small>% of Total: 100.00% (345,130)</small>	34.07% <small>Avg for View: 34.07% (0.00%)</small>	2.87 <small>Avg for View: 2.87 (0.00%)</small>	00:03:57 <small>Avg for View: 00:03:57 (0.00%)</small>	1.69% <small>Avg for View: 1.69% (0.00%)</small>	5,841 <small>% of Total: 100.00% (5,841)</small>	\$281.00 <small>% of Total: 100.00% (\$281.00)</small>
1. [blurred]	57,570 (25.58%)	57,597 (26.71%)	104,957 (30.41%)	36.88%	2.80	00:05:05	1.10%	1,153 (19.74%)	\$74.00 (26.33%)
2. dealerleads.com / referral	55,051 (24.46%)	52,475 (24.33%)	68,638 (19.89%)	36.32%	2.73	00:02:28	2.15%	1,479 (25.32%)	\$96.00 (34.16%)
3. [blurred]	38,891 (17.28%)	37,082 (17.19%)	57,266 (16.59%)	31.35%	3.17	00:03:18	2.89%	1,653 (28.30%)	\$53.00 (18.86%)
4. [blurred]	26,903 (11.95%)	26,477 (12.28%)	36,040 (10.44%)	35.19%	2.51	00:01:53	1.21%	436 (7.46%)	\$4.00 (1.42%)
5. [blurred]	23,451 (10.42%)	21,157 (9.81%)	37,301 (10.81%)	31.99%	2.92	00:04:05	1.72%	641 (10.97%)	\$29.00 (10.32%)
6. [blurred]	5,406 (2.40%)	4,671 (2.17%)	7,295 (2.11%)	11.80%	4.05	00:03:35	1.91%	139 (2.38%)	\$2.00 (0.71%)
7. [blurred]	4,579 (2.03%)	4,451 (2.06%)	5,439 (1.58%)	64.48%	1.91	00:01:33	0.79%	43 (0.74%)	\$6.00 (2.14%)
8. [blurred]	2,265 (1.01%)	2,096 (0.97%)	3,082 (0.89%)	16.71%	3.06	00:02:32	1.14%	35 (0.60%)	\$0.00 (0.00%)
9. [blurred]	2,092 (0.93%)	2,036 (0.94%)	3,540 (1.03%)	26.27%	2.68	00:04:52	2.91%	103 (1.76%)	\$4.00 (1.42%)
10. [blurred]	1,752 (0.78%)	1,556 (0.72%)	3,475 (1.01%)	13.18%	3.97	00:05:18	1.18%	41 (0.70%)	\$3.00 (1.07%)

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Dealer Leads - Conversion ... Try searching "Top channels by users"

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	236,343 <small>% of Total: 100.00% (236,343)</small>	238,188 <small>% of Total: 100.00% (238,188)</small>	382,778 <small>% of Total: 100.00% (382,778)</small>	33.77% <small>Avg for View: 33.77% (0.00%)</small>	2.86 <small>Avg for View: 2.86 (0.00%)</small>	00:03:57 <small>Avg for View: 00:03:57 (0.00%)</small>	1.68% <small>Avg for View: 1.68% (0.00%)</small>	6,418 <small>% of Total: 100.00% (6,418)</small>	\$281.00 <small>% of Total: 100.00% (\$281.00)</small>
1. [blurred]	63,059 (25.39%)	63,124 (26.50%)	116,708 (30.49%)	36.31%	2.81	00:05:07	1.09%	1,274 (19.85%)	\$74.00 (26.33%)
2. dealerleads.com / referral	60,143 (24.22%)	57,564 (24.17%)	74,764 (19.53%)	37.47%	2.68	00:02:25	2.08%	1,552 (24.18%)	\$96.00 (34.16%)
3. [blurred]	43,985 (17.71%)	41,816 (17.56%)	64,800 (16.93%)	30.46%	3.16	00:03:19	2.89%	1,872 (29.17%)	\$53.00 (18.86%)
4. [blurred]	30,433 (12.26%)	29,990 (12.59%)	40,627 (10.61%)	35.36%	2.47	00:01:51	1.19%	482 (7.51%)	\$4.00 (1.42%)
5. [blurred]	24,917 (10.03%)	22,473 (9.43%)	40,119 (10.48%)	31.23%	2.93	00:04:07	1.68%	676 (10.53%)	\$29.00 (10.32%)
6. [blurred]	6,517 (2.62%)	5,679 (2.38%)	8,789 (2.30%)	12.56%	3.92	00:03:30	1.99%	175 (2.73%)	\$2.00 (0.71%)
7. [blurred]	4,579 (1.84%)	4,451 (1.87%)	5,439 (1.42%)	64.48%	1.91	00:01:33	0.79%	43 (0.67%)	\$6.00 (2.14%)
8. [blurred]	2,315 (0.93%)	2,146 (0.90%)	3,132 (0.82%)	16.54%	3.05	00:02:31	1.12%	35 (0.55%)	\$0.00 (0.00%)
9. [blurred]	2,303 (0.93%)	2,242 (0.94%)	3,874 (1.01%)	25.84%	2.68	00:04:45	2.94%	114 (1.78%)	\$4.00 (1.42%)
10. [blurred]	1,970 (0.79%)	1,749 (0.73%)	3,781 (0.99%)	12.70%	3.98	00:05:17	1.14%	43 (0.67%)	\$3.00 (1.07%)

Show rows: 10 Go to: 1 1 - 10 of 447

This report was generated on 6/3/22 at 8:47:18 AM - Refresh Report

THANK YOU

FOR VIEWING THIS INFORMATIVE CASE STUDY



800-346-0050

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