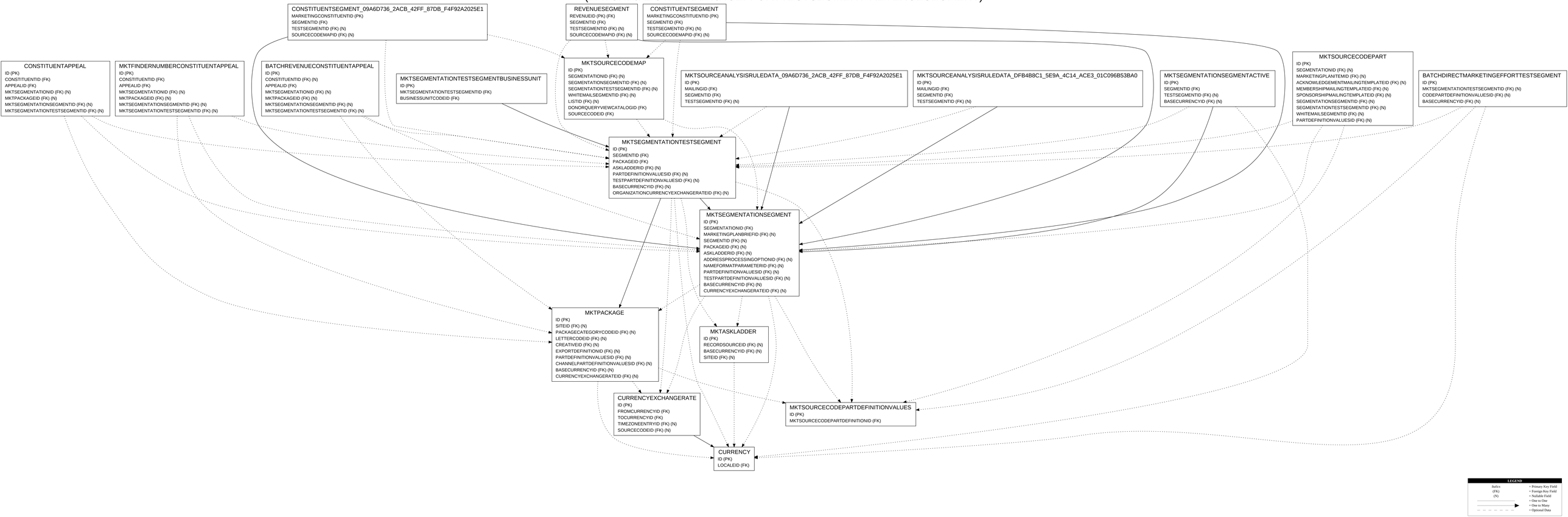MKTSEGMENTATIONTESTSEGMENT (BATCHDIRECTMARKETINGEFFORTTESTSEGMENT-REVENUESEGMENT)