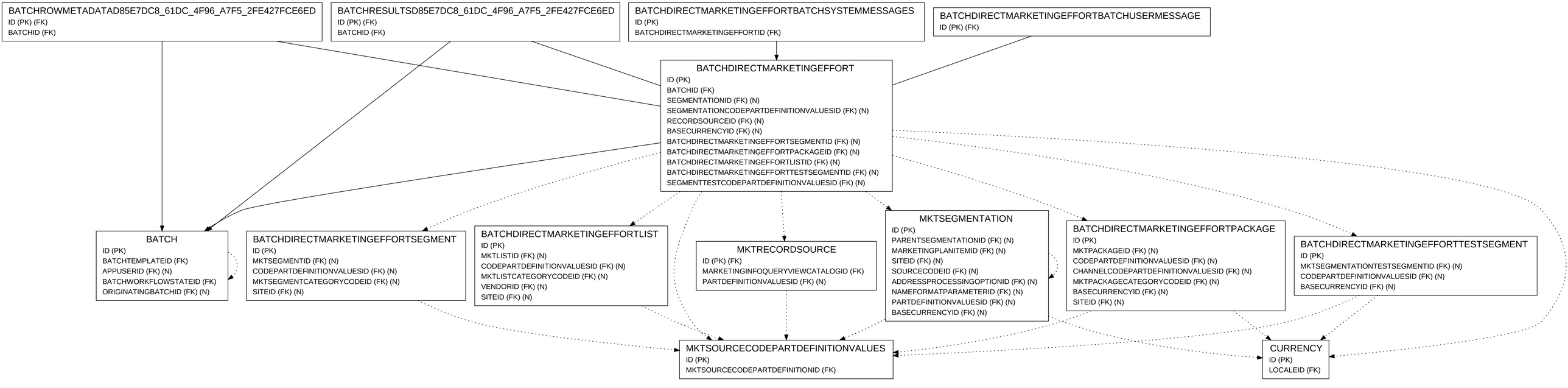BATCHDIRECTMARKETINGEFFORT