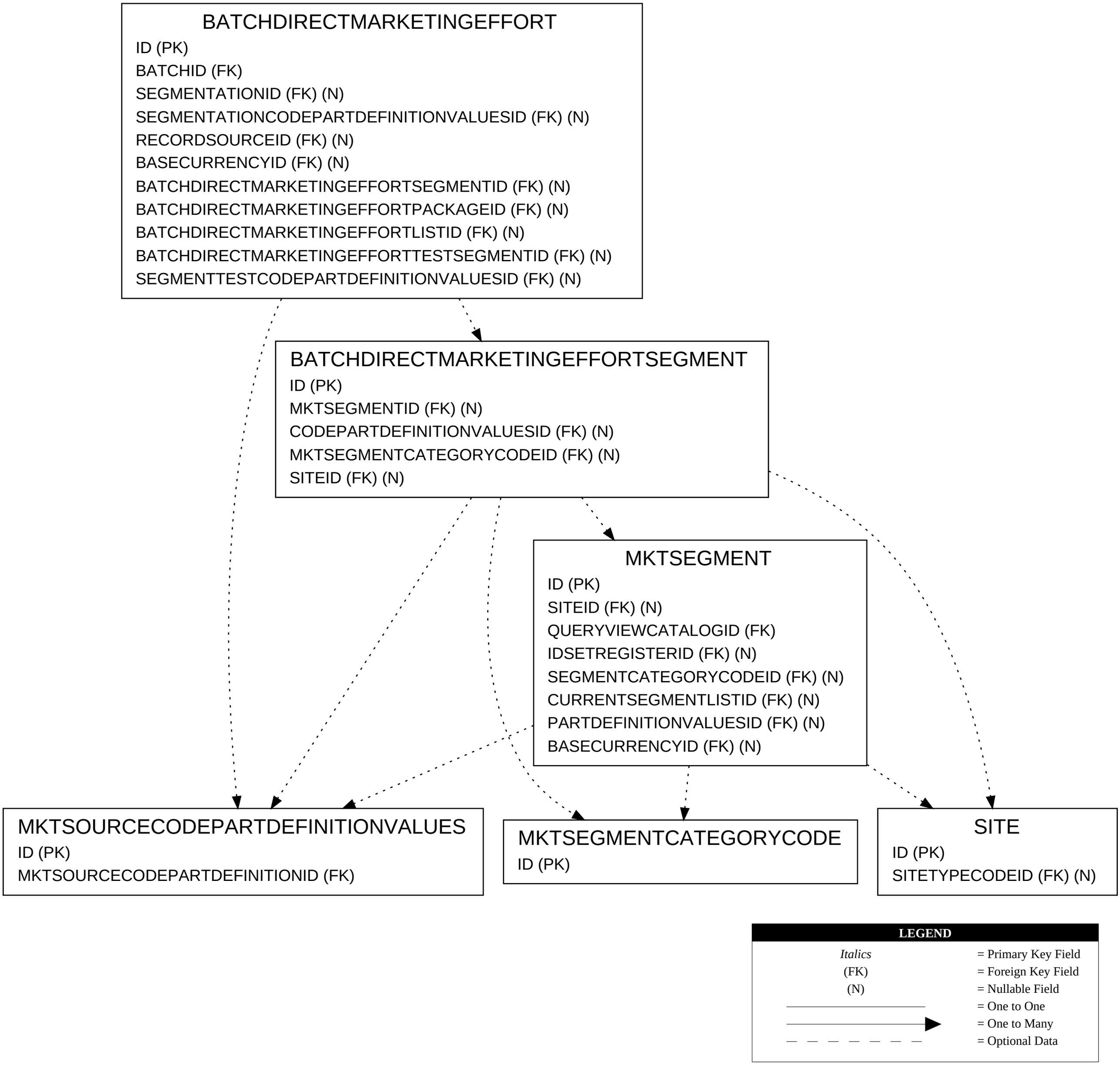BATCHDIRECTMARKETINGEFFORTSEGMENT