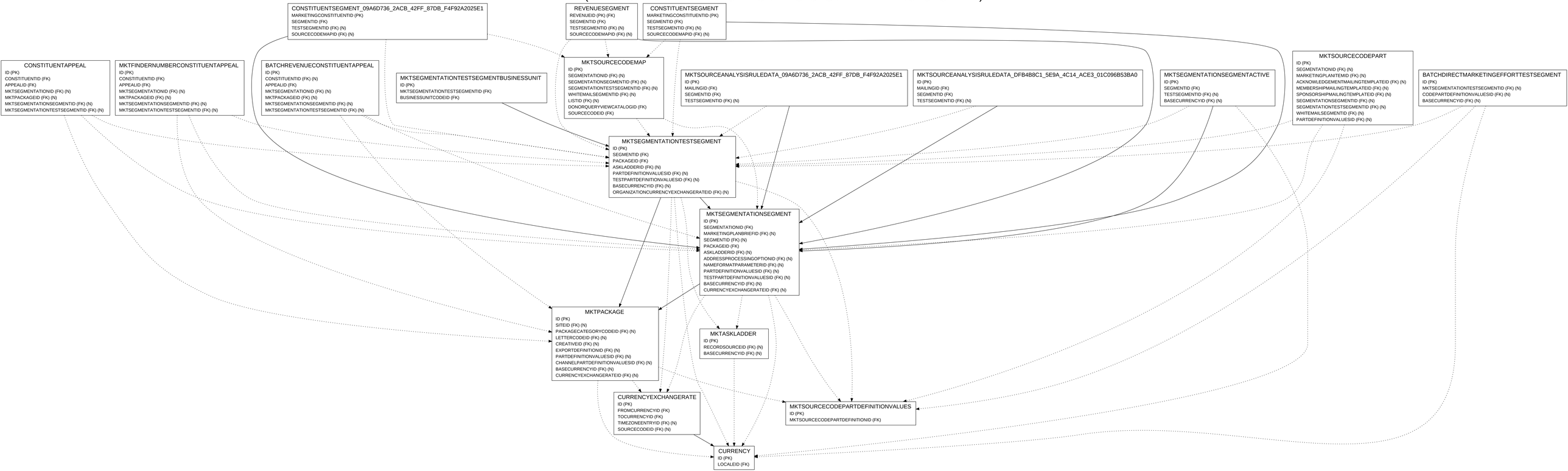MKTSEGMENTATIONTESTSEGMENT
(BATCHDIRECTMARKETINGEFFORTTESTSEGMENT-REVENUESEGMENT)