

A STUDY ON DIGITAL MARKETING AND IT'S ANALYSIS ABOUT SEO (SEARCH ENGINE OPTIMIZATION) TOWARDS VINS.NET SOLUTION

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Abstract— *The study deals with the consumer behaviour towards online usage and its further benefits. The tools which are used to develop the promotion of product service by Vins.net solution private limited. Advertising is evolving quickly, and the means of promoting is moving towards advanced. Organization needs to figure out the new period of promoting framework and roll out comparable improvements in the business tasks. The review will assist per user with understanding the meaning of having on the web presence, and the significance of computerized showcasing. The concentrate likewise help the per user to figure out web based purchasing conduct of Indian supporters. The concentrate on advanced promoting, the apparatuses, and methods considered under the review are taken from Vins.net Solution Private Limited.*

Keywords: *Advertising, Digital Marketing, E-Marketing, Search Engine Marketing, Search Engine Optimization.*

INTRODUCTION

The promotion of products or brands via one or more forms of electronic media. For example, advertising mediums that are used as part of the digital marketing strategy of a business include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influence marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, social media marketing.

STATEMENT OF THE PROBLEM

The study deals with the consumer behaviour towards online usage and its further benefits. The tools which are used to develop the promotion of product service by Vins.net solution private limited.

NEED AND RELEVANCE OF STUDY

Advertising is evolving quickly, and the means of promoting is moving towards advanced. Organization needs to figure out the new period of promoting framework and roll out comparable improvements in the business tasks. The review will assist per user with understanding the meaning of having on the web presence, and the significance of computerized showcasing. The concentrate likewise help the per user to figure out web based purchasing conduct of Indian supporters. The concentrate on advanced promoting, the apparatuses, and methods considered under the review are taken from Vins.net Solution Private Limited.

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and sales promotions for its clients. Types of ad agencies are

- Full service agencies
- Creative agencies
- Specialized agencies
- In-house agencies
- Digital agencies or new media agencies

This report is completely discussing about digital or new media agencies. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was Traditional methods are expensive. Compared to digital marketing channels, you could end up spending lakhs of rupees more.

- Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers).
- Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

The digital landscape is moving at a lightning fast pace. Every industry has been affected by the advances in digital. Digital marketing is an essential part of this for companies who want to utilise the power of the internet in order to boost business. The tremendous scope of Internet Marketing in USA, we have to understand that marketing through the internet can be an entirely different ball game. In fact it is a potent combination of technology and marketing acumen.

Digital Marketing like traditional form of marketing is a highly result driven and set objective practice. One can't begin a digital marketing campaign without setting the campaign objectives. A digital marketer understands the needs of the clients and visualizes their needs to deliver what they want.

Taking a look at last year's figures, let's see what AdAge discovered when looking at the statistics:

77% of people interact with brands on Facebook by looking at posts

17% share news and experiences with others about the brand

13% post updates about brands they have connected with

56% said they would recommend a brand after becoming a fan on Facebook

34% of digital marketers have generated leads from Twitter

So as a marketing management student it's very essential to research on such an important marketing tool and study on its impact on revenue generation will help you to know about how marketing agencies performing.

AIMS OF THE STUDY

- To identify the tools and techniques of online marketing.
- To analyse online buying behaviour of Indian customers.
- To determine the strategies used in digital marketing.
- To understand the important terms used in digital marketing.
- To study the types of advertisements.

Scope of the project:

- To understand the digital marketing models.
- To understand marketing effectiveness.
- To understand how digital marketing campaign's takes place.

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- To understand how digital marketing agencies works and generating revenue.
- To understand how digital marketing has impact on revenue generation.

Limitations of this project:

- The time span for the project is limited.
- This revenue generation model completely with reference to Branex
- Time of campaigns for some client is more than three months.
- Advertising expenditure of some companies is confidential so it can't be revealed

Hypothesis:

Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smartphones, cell phones, tablets and game consoles to engage with stakeholder

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, tv and radio advertisement.

LITERATURE REVIEW

Promoting procedures that were taken on quite a few years back can't be dependable today. It's the advanced age and everything in the realm of innovation is quick developing. This has impacted showcasing techniques the most. Showcasing techniques accessible today are essentially coordinated towards advanced discernments. With dramatic development in web access, organizations are utilizing on the web stages to feature their items and administrations. They have, as a matter of fact, re-planned their promoting main concerns and have embraced computerized innovations. The manners by which organizations connect with their clients today were unimaginable even a long time back.

Simply know that a decent computerized promoting procedures doesn't mean the number of contraptions and neologisms you that pack into it. How really your advertising procedures can accomplish its objectives, is overwhelmingly significant. Subsequently, the manner in which you characterize your goal will affect whether you succeed or bomb in your undertaking. There are associations that reaffirm confidence in this idea and accept that achievement can be accomplished just by means of consumer loyalty.

The idea originates from the way that clients are just intrigued by items and administrations valuable to them. Not in that frame of mind of the things you can do. Organizations today don't sell what they can make. It's the alternate way round. They make what they can sell. Every one of their endeavors are coordinated to gain new clients and turning to computerized stages seems OK in view of the simple accessibility of gadgets like tabs and advanced mobile phones.

New Age Strategies: Google Pursuit

Codenamed „Hummingbird“, the progressions to Google's calculation implies catchphrases are presently not significant and that more prominent inclination is given to the substance facilitated on a site. Google search will presently act more like a person, giving better satisfied a higher positioning.

As a consequence of this most recent change, the sheer number of new High Level Spaces entering the foundation of the Web combined with Google's new spotlight on happy quality will mean advertisers need to reevaluate existing sites. Legitimate spaces in new TLDs that are connected with their substance and business class are bound to rank higher in natural hunt and assist advertisers with controlling the web traffic for their image.

Cookies

As of late, Microsoft, Face book, Google and others have begun to utilize their own innovation to follow clients rather than treats. This will permit these organizations to all the more likely screen what their clients are doing on their sites and foster missions that target clients appropriately.

Domain Names

Individual area names will likewise develop with significance. Computerized advertisers need to adopt a comprehensive strategy to their in general web-based methodology, including obtaining space names that will reverberate with a specific

crowd or mission. The TLDs add another component to the internet promoting condition while at the same time giving an impetus to imagination.

While the world is changing into computerized very numerous organizations are as well. As a matter of fact today computerized media is at the actual front of showcasing abandoning age-old conventional media, for example, papers, television broadcasting and radio promoting.

Computerized Media has transformed into a significant player in the promoting field and it is significant for new companies and limited scope organizations to understand its valid and enormous potential. Computerized media is continually transforming and advancing into meeting our promoting and advertising needs leaving us with vast possibilities.

The explanation most organizations today are picking an online entertainment shoppers.

Neelika Arora has published research article entitled “Trends in Online Advertising” in advertising Express, Dec2013. Global online advertising revenues are expected to reach US \$10 billion by 2015. In USA, the revenues at present are estimated to be Rs.80 cr. and are expected to increase six times more within the next five years. In USA, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these, it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only. Some of the top spenders in USA are automobiles, followed by brands like Pepsodent, Kelloggs, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunsilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms- Goggle, Yahoo, Microsoft, AOL (America Online Launchers), and Overture. Approximately, 90% of the Goggle revenues come from advertising. In USA, portals like USAtimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc are attracting major online spender.

This article explains demographic profile of American users. It also gives the comparison between global trend and American trend, which is useful for my research work.

Sumanjeet has published article on “On Line Banner Advertising” in American Journal of Marketing. Online banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented.

Jaffrey Graham⁴⁵ has published his article entitled “Web advertising’s future e-Marketing strategy” Morgan Stanley Dean Witter published an equity research report analysing the Internet marketing and advertising industry. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media. Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.

Advertising in social media: How consumers act after seeing social ads. Adapted from Nielsen (2012: 10). Social media has not only changed how people communicate online, but it has also changed the consumption of other media too. Online social connections are used to filter, discuss, disseminate, and validate news, entertainment, and products for consumption. (Ryan 2011: 15) The next chapters will explain more about each of the world’s current most widely used social medias. There are, of course, many other social networks and applications (apps) available but considering the study, the focus is on the main Medias.

Vikas Bondar has published his article on “sales and marketing strategies” Internet is a really good thing. The Internet gives people a gre ater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now. This article explains how internet is useful tool for advertisement.

According to Garder’s survey (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key findings also revealed that a company’s marketing success relies mostly on their website, social marketing, and digital advertising,

which are all parts of digital marketing. In addition, savings made by using digital marketing can be reinvested elsewhere. Normally, companies spend 10 percent of their revenue on marketing and 2.4 percent on digital marketing, which will increase to 9 percent in the future.

J Suresh Reddy²⁶ has published article in American Journal of Marketing. Title of article is "Impact of E-commerce on marketing". Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases.

Economic times published article on "American companies using digital marketing for competitive advantage" in Oct 2014.

According to this article a growing number of marketers in USA are leveraging digital marketing to increase their competitive advantage, a research by Adobe and CMO Council has revealed. According to the study, USA leads in the confidence in digital marketing as a driver of competitive advantage. Ninety-six per cent of the American marketers have high confidence in the ability of digital marketing to drive competitive advantage. It is among the highest in AsiaPacific APAC with only Australia leading with 97 per cent, the research said. However, while American marketers believe that the key driver to adopting digital is a growing internet population (70 per cent in USA against 59 per cent in APAC), their belief that customer preference and digital dependence drive the adoption of digital, and that digital can engage the audience, is lower than the APAC averages, it added.

The 2014 Adobe APAC Digital Marketing Performance Dashboard was compiled through quantitative surveys with over 800 marketers across the region.

Marketers from Australia, Korea, China, USA, Hong Kong, Singapore and other countries were covered. "However, while USA is an emerging leader in Digital Marketing, it has dipped in its own performance this year as compared to the previous year. It is important to note that USA scored much higher than the APAC average last year," it said.

Adobe Managing Director South Asia Umang Bedi said that customer preference and digital dependence would increase along with the increase in penetration of internet in the American market. "Therefore, what would matter is how the American marketers are able to increase engagement and activate audience through digital marketing. This presents challenges in programme planning, execution and most importantly measurement," he added. The study also revealed that compared to their APAC counterparts, American marketers are receiving lesser support from channel and sales teams for increasing digital spends. However they are doing better as compared to last year suggesting that departments that have a customer interface are realising the importance of digital marketing in augmenting their effort.

Andy mallinson in digital marketing magazine on Jan 23 2015 published article titles how social media engagement will impact the retail space it says

Retailers mustn't underestimate the power of social engagement as a method of generating sales. This was proved by Wanted Shoes, who recently worked with us to design and integrate a 'social catalogue' onto their site. The social catalogue depicted real-life images of products that customers had recently purchased. When hovering over a post, users of the site were then directed to a link to buy the exact shoe displayed in the picture, or alternatively, were able to shop for other shoes from that designer.

Supporting the concept that that social media engagement can facilitate purchase orders, according to Nielsen, 77% of shoppers say 'social exposure' and validation to a product is the most persuasive source of information, and does indeed drive them to make more purchases.

After all, we mustn't forget how powerful the trust of our peers can be, and this has a direct impact of driving revenue.

METHODOLOGY

RESEARCH APPROACHES

Exploratory methodology is portrayed by a lot more prominent command over the examination climate and for this situation a few factors are controlled to notice their impact on different factors. Recreation approach includes the development of a counterfeit climate inside which important data and information can be created. This allows a perception of the powerful way of behaving of a framework (or its sub-framework) under controlled conditions. The term

“simulation” with regards to business and sociologies applications alludes to "the activity of a mathematical model that addresses the design of a unique cycle.

Given the upsides of starting circumstances, boundaries and exogenous factors, a reenactment is raced to address the way of behaving of the cycle over the long run." Recreation approach can likewise be helpful in building models for grasping future circumstances. Subjective way to deal with research is worried about emotional appraisal of mentalities, suppositions and conduct.

Research in such a circumstance is an element of researcher’s bits of knowledge and impressions. Such a way to deal with research creates results either in non-quantitative structure or in the structure which are not exposed to thorough quantitative examination. For the most part, the strategies of center gathering interviews, projective methods and profundity interviews are utilized.

DATA COLLECTION PROCEDURE:

The wellsprings of enlistment are extensively partitioned into Interior Sources and Facades Sources. Inward Sources are the sources inside hierarchical pursuits. The essential information is gathered with direct cooperation with competitors through survey and individual meeting. The survey comprises of shut finished and questions that could go either way. Facades Sources will be sources outside authoritative pursuits.

Research is much of the time portrayed as a functioning, industrious and methodical course of request pointed toward finding, deciphering and changing realities. This scholarly examination delivers a more noteworthy comprehension of occasions, ways of behaving or hypotheses and makes reasonable applications through regulations and speculations. The term research is likewise used to depict an assortment of data about a specific subject, and is generally connected with science and logical strategy.

To the proprietors of a business, what counts is how much money it is producing. To decide the genuine incomes, Exploration utilizes a type of measurable bookkeeping to disentangle budget reports, consolidating probably awesome and most opportune data sets accessible with current data innovation devices. Despite the fact that income examination has acquired many proselytes and types in the 25 years since it spearheaded the functional use of these ideas, Its methodology is exceptional in its exquisite straightforwardness and observational approval.

Data collection method:

Primary data

Secondary data

RESEARCH DESIGN:

Research configuration is the applied design with in which examination would be directed. The capability of the exploration configuration is to furnish the assortment of important proof with least use of endeavors, time and cash. The reasonable plan is the one that limits inclination and amplifies the dependability of the information gathered and investigated.

An Exploration configuration is plan that determines the goals of the review, strategy to be taken on in the assortment of the information, devices in examination of information and supportive to approach hypothesis."A research configuration is the game plan of condition for assortment and examination of information in a way that means to join importance to investigate reason with economy in system".

Research configuration is required on the grounds that it works with the going great of the different task activities, subsequently making the venture as effective as conceivable yielding maximal data with insignificant use of exertion time and cash. Likewise it limits inclination and expands the unwavering quality of the information gathered.

DESCRIPTIVE RESEARCH DESIGN

The examination is clear in nature thus it incorporates enlightening exploration plan. The assessment is illuminating in nature from this time forward it consolidates unquestionable exploration plan. Clarifying assessment setup is used to contemplate the characteristics of a people that is being pondered. This plan goes for retreating tide other than stream matters or issues total a course of data assembling and approves the expert to show circumstance totally.

PRIMARY DATA

It is an immediate data, it is accumulated truly. The particular procedure for gathering crucial information is close to home gathering, study, audit thus out from the shadows. As my undertaking is clear review there is no imperative information gathered subsequently. Essential information wellspring of the review is interview and perception

Interview: interview has been made with office staff, where a few irregular of questions has been asked connected with computerized showcasing and the rest has been recorded.

Perception: perception has been made on advanced promoting devices and strategies and techniques that they use to advance their business.

SECONDARY DATA

Helper information is gathered from productively current springs in different idea brochures and chronicles. Optional material focused on the assessment were gathered from the periodicals, destinations and various verifiable examinations. To meet objectives, the examination used emotional exploration. The unmistakable examination stood total by review of present composing that supported endorsement and withdrawal of the huge factors and issues. Data was assembled from assistant bases. Assistant sources stood periodicals, locales, records, office authorities, other than companions data. In the assessment I have assembled data from assistant sources.

LEARNINGS

- Get to know about challenges and opportunities for digital marketing in USA.
- Gain basic understanding of SEO, SEM, SMM, ORM, etc.
- Fulfilling each and every requirement of client is very important regardless of whether that requirement is small or big.
- I learned how to pitch the client while meeting.
- I experienced the corporate feeling which gives me a good exposure.
- I was able to put in practice what I have learnt in my first year of marketing management curriculum.
- Leadership quality, it's all about the impact you have on other people. You need to have leaders within an organization. Leaders will deal with the customer, project, etc. as a leader.
- Healthy Competition forced to do better job the trick is to learn from your competitors quicker than they can learn from you. Always look for your competitors' strengths.

Digital marketing work is all about a team work and it always try to give best out of all. □ Time management is the big management lesson I have learnt as make individual more divert to words it work.

- How to do a formal communication, the way how to communicate with each level of management to get work done.
- **Every day same task, but the situations are different.** It's not only from my experience, but also from my observation. All colleagues are doing the same type of work, but the situation is different. Sometime they have problem with a client, but on the next day they problems with vendors or with creative team. While coming to me, my first month was more concentrated with pitch presentation. Industry or clients are different or requirements of the client are different, but contents or the flow of pitch presentations are same.
- **Observation is the best teacher.** There are lots of situations where I am completely blank and I don't know how to do some task. In those situations I observed my colleagues to know how they are doing it and I understood the importance of observation.
- **Work life balancing.** This is the most important learning for me. This internship thought me how to balance your personal responsibility and professional responsibility together and how to enjoy life even after getting a job. Working in an agency is not an easy task, the person wants to face a lot of stress and challenges. I am the only person in my office leaving early, while comparing with others. Because my colleagues have lots of

work, sometime they will leave by late night only. But they are really enjoying all the moments in their life. They don't have any difference between professional life and personal life.

ANALYSIS OF THE STUDY

WORLDWIDE PRESENCE: In computerized showcasing isn't just makes any business to nearby locale yet additionally on worldwide level. Organization site permits the clients to track down new business sectors and exchange. The best model is amazon commercial center permit to sell our items on the web and this be can be gotten to by anybody from any area of the planet.

COST PRODUCTIVE: Compared to old-style promoting DM is financially savvy, it will reach to a more prominent number of individuals with extremely less sum. For instance, show of promotion via web-based entertainment is less expensive than print promotion with a designated client reach. DM is strengthening viable than old-style promoting. independent company associations or little shop can do computerized show casing without spending single rupee.

IDENTIFIABLE AND QUANTIFIABLE OUTCOME: In computerized promoting we can track and gauge the aftereffect of our commercial or site, for example, the number of individuals that have seen, what are the exercises they do in the site, their conduct in site, how long they remained in the on the web, what are the demographical attributes of specific crowd these everything we can get from a portion of the computerized advertising devices, for example, google examination.

INFORMATION AND RESULTS CAN BE RECORDED: Google investigation we can be utilized to check the compass of missions done and store them for future choices. It will assist with keeping in track clients and their exercises and what's to come assumptions. Generally it will help in portioning and focusing on a similar specific arrangement of individuals called remarketing.

PERSONALIZATION: connecting client information base to site is generally significant, at whatever point client visit the site, we can welcome them with designated suggestions and remarket the item. This makes purchasers to have a unique outlook on the specific brand.

OUTCOMES OF THE STUDY RESULTS IN REGARDS TO SHOPPERS

- India as of now have online clients of 214 million, among them 60% are guys and remaining are females.
- There are 112 million portable controllers among them 70% are men and remaining 30% are ladies
- 3.176 million whole web people are portion of collective media.
- Brand need to shape a cool participation over computerized platform because the client will do examination about the creation after located an or subsequent to getting enthused.
- organizations are getting more touch sentiments to reach target group in a costpowerful way.

OUTCOMES OF DIGITAL MARKETING

- Meta title and portrayal is shown by google pixel width however not by the length of characters.
- URL structure generally must be referenced with the essential catchphrases.
- URL structure must accompany dash and incorporate area assuming it is given with spaces it will take with rate.
- H1 must be with one centered watchword, google crawels will just creep h1 tag under header labels so it must be centered more.
- Google won't ever creep pictures it will slither the text behind it.
- Picture streamlining has two labels alt and title tag.
- To show the name of the picture when we place the cursor. We use title tag.

CONCLUSION

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels.

Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians. Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers. Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

Importance of digital presence increasing importance of digital agencies, so they making money through digital advertising raising of digital marketing consciousness making money for digital agencies by which they are booming and making more money with small investments.

I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and to plan for future strategies.

The genuine finish of this effort demonstrates that the ultimate future of marketing is in the progressive indicators. DM isn't only concerned with placing. It contains integrated managements and coordinated stations, as well as advertisements in entrances. Promoters are required to successfully use these segments in order to arrive at objective meetings and create a product. In this computerised period, the promoter is not the concierge for a product; rather, the supervisors are people who are involved in the advanced stages. Because clients prefer electronic media over other media, products must maintain their quality over time. Furthermore, buyers are voracious information savers, and electronic media is the critical stage for two-way communication between products and customers.

Advanced broadcasting is the best stage for converting an item into a product. Meanwhile, it is wiser and gives promoter tract of trace emphases.

Products can get ready to connect with their impartial meeting in a plausible approach as the stages progress. Products can shape their customers or they can grasp their current customers via progressive media. Electronic stages aid in shaping the outcome of product evaluation in unbiased sessions. The study focused on client purchasing behaviour demonstrates that Indian buyers are avid information seekers and will perform research on an item before going to a merchandising facility. As a result, products must provide stages for buyers to understand their product or to obtain a true texture of that.

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