

AdMob

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Mastering AdMob Edwin Cano, This book Mastering AdMob: A Beginner's Guide to Mobile Advertising provides a practical and comprehensive guide to AdMob, Google's mobile advertising platform. It is divided into seven chapters that cover the following topics: Chapter 1: Getting Started with AdMob This chapter provides an introduction to AdMob and explains how to set up an AdMob account, create an AdMob project, and integrate the AdMob SDK into your mobile app. It also provides an overview of AdMob's different ad formats. Chapter 2: Creating Ad Units This chapter explains how to create different types of ad units, including banner ads, interstitial ads, native ads, and rewarded ads. It also explains how to set ad unit targeting criteria and optimize ad performance. Chapter 3: AdMob Auctions and Ad Targeting This chapter provides an overview of AdMob auctions and how they work. It also explains how AdMob uses machine learning algorithms to optimize ad targeting and placement for maximum revenue. Chapter 4: AdMob Reporting and Analytics This chapter explains how to use AdMob's reporting dashboard to track ad performance and revenue. It also provides key metrics to track and optimize for revenue and explains how to use AdMob's data to improve ad placement and targeting. Chapter 5: Best Practices for AdMob Optimization This chapter provides strategies for maximizing revenue through AdMob, including ad placement strategies, ad design tips, A/B testing, and best practices for ad optimization. Chapter 6: Troubleshooting Common AdMob Issues This chapter provides troubleshooting tips for common AdMob issues, including ad serving errors, ad fraud, and low ad revenue. Chapter 7: AdMob and App Store Optimization (ASO) This chapter explains the relationship between AdMob and App Store Optimization (ASO) and provides strategies for optimizing both for maximum revenue. It also provides an overview of future trends and developments in mobile advertising and AdMob. Overall, the book provides a comprehensive and practical guide to AdMob for mobile app developers who are looking to monetize their apps through advertising.

Google AdMob™ Mastery Training Guide Laura Maya, 2021-10-18 Smartphones are now an everyday part of our lives. Naturally, with the growth of mobile users, there has been an increase in apps and app monetization tools. This makes identifying the right app with innovative in-app ad monetization that can level up your business Google AdMob™ Is the Leading Mobile Ads Platform in the World's Largest Android Market. When it comes to making money with your mobile apps, you have plenty of options. The king of in-app-advertising is without a doubt, AdMob™. It makes earning revenue easy with in-app ads, actionable insights, and powerful, easy-to-use tools that grow your app business. Wherever you are, whatever your app can do, it can help you grow lasting revenue. Over 1 million apps are using 'AdMob' to generate reliable revenue with more than \$1 billion paid to the developers. Thousands of Developers, engineers, and brands are excitedly pushing to get their app on the market, excited about the profit they can make using Google AdMob™. If you are a business owner, looking to improve and optimize your App Advertising Revenue then Google AdMob™ is the right choice for you. Definitely, It has the potential. It helps developers grow their business and maximize revenue with industry-leading monetization technology. So, here we are with our awesome eguide - Google AdMob™ Mastery Training Guide This guide will educate you about steps to integrate Google AdMobs™ and how to use it, earn money with it, tips for ecommerce apps, launch AdMob™ campaigns and so much more. Smartphones are now an everyday part of our lives. Naturally, with the growth of mobile users, there has been an increase in apps and app monetization tools. This makes identifying the right app with innovative in-app ad monetization that can level up your business. Worthy to note, much growth has been progressively and uprising with data reflected in the follows stats :- • On average, app users spend 77% of their time on their 3 favourite apps; this leaves plenty of room for monetization to be effective. •

Gaming app revenue far exceeds non-gaming apps, netting \$31.9 billion in Q4 2020 while non-gaming apps reached \$10.1 billion the same quarter • A 2019 PubMatic study found that 56% of media buyers believed in-app advertising yielded stronger audience targeting than other options; 54% said there was improved customer engagement AdMob helps maximize revenue with more advertiser demand that helps drive high CPMs and fill rates globally. It can help developers' immensely in building an ad-supported app and in diversifying revenue streams beyond paid subscriptions or in-app upgrades and purchases. Using the strategy and information provided in our Mastery Guide, you will master the essentials of Using Google AdMob™. So, consider getting our comprehensive and up-to-date guide jam loaded with the latest and best-in-the-industry knowledge about using Google AdMob™ campaigns for optimizing in-app Ad revenue. Learn how to optimize app advertising revenue with Google AdMob™!

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AndroidSDK 2010-08-20 11

Firebase Cookbook Houssein Yahiaoui, 2017-11-29 Practical solutions for developing seamless experiences for application that scales. About This Book A Solution based approach that would help you create high-quality apps for your businesses Harness the power of real-time database to create apps that work on multiple platforms Build a customized solution for your app development challenges with Firebase Who This Book Is For This book will assume you have at least a minimum set of skills in JavaScript, HTML and CSS. Also, having some familiarity with backend technologies will be helpful. After all we're going to build a backend application that will change the way backend developer works. What You Will Learn Use Firebase Diverse Authentication systems Integrate easy, secure File Hosting using Firebase Storage services Make your application serverless using Firebase Cloud Functions Use the powerful Firebase Admin SDK for privilege management Use Firebase within NativeScript apps for cross-platform applications Modify, structure, save and serve data in and from Realtime Database Get acquainted with the newly introduce Cloud Firestore, a scalable database for your web and mobile applications In Detail Do you feel tired just thinking or even hearing about backend technologies, authentication or the tedious task of deployment? Firebase is here to change the way you develop and make your app a first-class citizen of the cloud. This books takes a solution based approach by providing you recipes that would help you understand the features of Firebase and implement them in your existing web or mobile applications. We start-off by creating our first Firebase application and integrating its services into different platforms and environments for mobile as well as web applications. Then we deep dive into Real-time Database and Firebase Storage that allows your users to access data across various devices with realtive ease. With each chapter you will gradually create the building blocks of your application from securing your data with Firebase Rules to authenticating your users with O-Auth. Moving along we would explore modern application development techniques such as creating serverless applications with Firebase Cloud Functions or turning your traditional applications into progressive apps with Service workers. Finally you will learn how to create cross-platform mobile apps, integrate Firebase in native platforms, and learn how to monetize your mobile applications using Admob for Android and iOS. Style and approach This recipe-based practical guide presents each topic with step-by-step instructions on how you can create collaborative and efficient progressive applications using the latest features and capabilities in Firebase.

Google Earning Secrets Training Guide Laura Maya, 2021-04-16 Discover How To Unravel The Mysteries Of Google To Make Tremendous Wealth Faster & More Efficiently With Google's Powerful Online Tools, Services & Applications! As the marketplace moves from physical store locations to ecommerce stores, Google has become a valuable tool for helping businesses big and small reach their target audience online. Learning how to earn

money from Google is an important first step in setting your modern business up for success. Profiting through the Internet may be a dream for many, the idea of having an online business that generates money for you and allows you to spend time with your family and friends, such an idea is really tempting. Although it is closer to a dream for some, it is a reality, and many around the world earn thousands, or even millions, of dollars online. With A Network That's Made Up Of Over 2 Million Websites And A Reach That Encompasses 90% Of Consumers, You'd Be Remiss Not To Take Advantage Of Google! Google has grown into a one-stop search resource for consumers all over the world. If you like listening to music, traveling, writing, or need to find an address or product, Google is the #1 go-to for most people. With its large set of tools and assets, Google has created a multi-billion dollar company. You can use some of the tools they have created to make money yourself, especially more now during this COVID-19 pandemic-outbreak. That said, Google also provides many opportunities for people to make money. Using Google's tools, features and benefits can allow you to earn a sizeable income working from home as well. A cash cow for the enterprising, Google is literally littered with opportunities to make money online at home, become an entrepreneur, or generate passive income. To put this further into perspective, let's take a look at a few stats... 62% of all core search queries in the United States are generated by Google. 76% of the search engine market belongs to Google. 73% of the paid search market belongs to Google. Consumers make more than 160 billion searches per month on Google alone. Google sees an average of 83,787 searches every second of the day. 98% of advertisers rate Google as most trustworthy with a 4 or 5 out of 5 on the trust index. Introducing... Google Earning Secrets Training Guide Uncover The Top-Secret Ways To Earn Life-Changing Income From Google! For sure, you are also among those who are interested in knowing more about how to earn money online with Google. Through varied ways, humans worldwide are earning a good amount of currency by doing Google online work. Some prefer to spend many hours (even the whole day) for this purpose while some believe in spending less time in exchange for a satisfactory amount. So, don't wait any longer, get started today with Google Earning Secrets.

HTML5 Advertising John Percival, 2013-02-03 Web advertising is changing. What was once a predominantly Flash-based medium is making the switch to HTML5, with the benefit of a plug-in free environment giving a larger audience for ads, and better integration with the page they are featured on. We live in a time where marketers, designers, and developers are confused as to what they can and can't do on different devices, browsers, and operating systems. What better way to finally make sense of it all, than by stepping through the entire campaign process on your own terms? HTML5 Advertising will educate you on the whole digital advertising process from start to finish, and help you take advantage of new HTML5 features such as canvas, CSS3 animations, DOM events, audio and video, and offline storage. You'll also learn how to get around discrepancies in browser support with JavaScript and polyfills. You will be provided with tips and tricks to better optimize content across screens and make the most successful campaign with the lightest footprint possible, which is especially important when deploying to mobile devices. This book: Takes you through the advertising campaign process with HTML5 from design to delivery Provides in-depth knowledge into the digital advertising landscape and the HTML5 specification Communicates tips and tricks coming from Flash and ActionScript to HTML5, CSS3 and JavaScript. HTML5 Advertising equips you with the knowledge to attack cutting-edge, rich media projects with confidence and scale, while also learning the essentials to communicate to internal and external clients. HTML5 is here whether you like it or not, so why not jump in early and head down the path of building the future.

Android App Development: From Concept to Code Prasun Barua, Welcome to "Android

App Development: From Concept to Code"! This book serves as your gateway to the world of Android app development, offering a structured and in-depth exploration of the Android ecosystem. Whether you're a novice stepping into the world of app development or an experienced developer looking to refine your skills, this guide empowers you with the knowledge and practical expertise to create exceptional Android applications. Android, with its vast user base and diverse range of devices, presents enticing opportunities for developers. Its versatility and reach allow you to build innovative and impactful apps, whether it's a popular game, a productivity tool, or a niche-specific utility. We understand that learning can be challenging, and this book aims to make it smooth and rewarding. With practical examples, clear explanations, and a hands-on approach, we bridge the gap between theory and application. This book caters to a diverse audience, including beginners, intermediate developers, and experienced professionals. Beginners will appreciate the step-by-step guidance, while intermediate and experienced developers can explore advanced topics and refine their coding practices. Whether you follow the chapters sequentially or dive into specific sections that align with your needs, hands-on practice is essential. Each chapter includes practical examples and exercises to reinforce your learning through active coding. This comprehensive guide covers a wide range of topics, including setting up your development environment, designing user interfaces, handling user interactions, working with data, networking, security, optimizing performance, and much more. It also provides insights into publishing your app, monetization options, and testing and debugging strategies. As you embark on this Android app development journey, remember that it's not just about building apps; it's about creating meaningful experiences, solving real-world problems, and making a difference in users' lives. Embrace each chapter with curiosity, practice relentlessly, and view challenges as opportunities for growth. Happy coding!

Beginning Hybrid Mobile Application Development Mahesh Panhale, 2015-12-30

Create HTML5, JQuery, and CSS3-based hybrid applications and deploy them on multiple mobile devices, including on Android, iOS and Windows Phone. This kind of application development has the edge over native application development. Beginning Hybrid Mobile Application Development shows you how you can convert existing web application into mobile applications with minimal effort. You'll see how hybrid applications can give many web applications a larger audience by making them available as mobile applications. What You Will Learn Understand the basics of hybrid application development Discover the platforms and frameworks used for hybrid application development Master hybrid application development using the available APIs Access data in hybrid application See the role of JSON versus XML in hybrid applications Secure your code Who This Book Is For Mobile and web application developers.

Expert Android Programming Prajyot Mainkar, 2017-09-29 Become a pro with the latest Android SDK and create state of the art applications for Android. About This Book Dive deep into Android development with practical hands on examples to help you in each stage. Develop smart professional grade apps for the latest Android N version and become a pro android developer. Unclog your development highway by utilising the industry standard best practices techniques. Who This Book Is For This book is for mobile developers having some expertise in building android apps and who wish to now take a leap into building complex app such as Zomato, using latest Android N power of Google. What You Will Learn Building UI/UX following best industry practices Development of Zomato Clone Measure and improve app performance Improving app using test mechanisms Bringing the app live on the play store In Detail Android O brings a number of important changes for the users as well as the developers. If you want to create smart android applications which are fast, lightweight and also highly efficient then this is the book that will solve all your problems. You will create a complex enterprise grade app in

this book. You will get a quick refresher of the latest android SDK and how to configure your development environment. Then you will move onto creating app layouts, component and module building, creating smart and efficient UIs. The most important part of a modern day app is how real time they are. With this book, you will create a smooth back-end for your app, ensure dynamic and real time communication between different app layers. As we move on, you will learn to leverage the different Android APIs and create an efficient SQLite data layer for your apps. You will implement effective testing techniques to make your app reliable and robust and finally you will learn to deploy it efficiently. The multiple stages of android development will also be simplified by giving you an industry standard set of best practices. Style and approach This book will have a dedicated practical tutorial style approach with focus on professional & enterprise grade android app development. The examples in each chapter will be modular and will also help you to create a complete fully featured android app by the end of the book.

The Business of Android Apps Development Mark Rollins, Roy

Sandberg, 2013-07-22 The growing but still evolving success of the Android platform has ushered in a second mobile technology “gold rush” for app developers. Google Play and Amazon Appstore for Android apps has become the second go-to apps eco for today's app developers. While not yet as large in terms of number of apps as iTunes, Google Play and Amazon Appstore have so many apps that it has become increasingly difficult for new apps to stand out in the crowd. Achieving consumer awareness and sales longevity for your Android app requires a lot of organization and some strategic planning. Written for today's Android apps developer or apps development shop, this new and improved book from Apress, *The Business of Android Apps Development*, Second Edition, tells you today's story on how to make money on Android apps. This book shows you how to take your app from idea to design to development to distribution and marketing your app on Google Play or Amazon Appstore. This book takes you step-by-step through cost-effective marketing, public relations and sales techniques that have proven successful for professional Android app creators and indie shops—perfect for independent developers on shoestring budgets. It even shows you how to get interest from venture capitalists and how they view a successful app vs. the majority of so-so to unsuccessful apps in Android. No prior business knowledge is required. This is the book you wish you had read before you launched your first app! What you'll learn How to take your app from idea to design to development to distributing and marketing your app on Google Play or Amazon Appstore How do Venture Capitalists validate new App Ideas, and use their techniques. How to monetize your app: Freemium, ads, in-app purchasing and more What are the programming tips and tricks that help you sell your app How to optimize your app for the marketplace How to marketing your app How to listen to your customer base, and grow your way to greater revenue Who this book is for This book is for those who have an idea for an app, but otherwise may know relatively little about entrepreneurship, app development, or even business in general. You should be able to pick up this book and feel like someone is holding your hand as they go through the process of evaluating your idea, learning to code, placing your app in the marketplace, marketing your app, and finally, improving your app to meet the needs of your customer base. Table of Contents 1. The Android Market: A Background 2. Making Sure Your App Will Succeed 3. Legal Issues: Better Safe Than Sorry 4. A Brief Introduction to Android Development 5. Develop Apps Like a Pro 6. Making Money with Ads on Your Application 7. In-App Billing: Putting A Store in Your Application 8. Making App Marketplaces Work for You 9. Getting The Word Out 10. After You Have A User Base

Android Development with Flash Julian Dolce, 2011-01-13 The visual guide to developing for one of the world's hottest new mobile platforms, the Android OS The Android operating system works on phones that combine a camera, Web browser, e-mail,

GPS, and mapping tool into a single accessible pocket-sized unit, and can function on computers, as well. Aimed at visual learners and packed with hundreds of screen shots, this guide brings Flash developers up to speed on the necessary factors to take into account when developing for this touch-based, mobile platform. Experienced Flash developer Julian Dolce escorts you through the process of creating applications for the Android OS using the Flash CS5 development platform and informs you of best practices to try as well as common pitfalls to avoid. Guides you step by step through the process of creating applications for the Android OS using Flash CS5 Explores the capabilities and limitations of developing apps for the Android OS Points out common pitfalls and teaches you best practices Features hundreds of screen shots to assist with visual learning Android Development with Flash: Your visual blueprint for developing mobile apps gets you on your way to developing apps for Android... in a flash!

Machine-to-Machine Marketing (M3) via Anonymous Advertising Apps

Anywhere Anytime (A5) Jesus Mena, 2012-07-02 In today's wireless environment, marketing is more frequently occurring at the server-to-device level—with that device being anything from a laptop or phone to a TV or car. In this real-time digital marketplace, human attributes such as income, marital status, and age are not the most reliable attributes for modeling consumer behaviors. A more effective approach is to monitor and model the consumer's device activities and behavioral patterns. Machine-to-Machine Marketing (M3) via Anonymous Advertising Apps Anywhere Anytime (A5) examines the technologies, software, networks, mechanisms, techniques, and solution providers that are shaping the next generation of mobile advertising. Discussing the interactive environments that comprise the web, it explains how to deploy Machine-to-Machine Marketing (M3) and Anonymous Advertising Apps Anywhere Anytime (A5). The book is organized into four sections: Why - Discusses the interactive environments and explains how M3 can be deployed How - Describes which technologies and solution providers can be used for executing M3 Checklists - Contains lists of techniques, strategies, technologies, and solution providers for M3 Case Studies - Illustrates M3 and A5 implementations in companies across various industries Providing wide-ranging coverage that touches on data mining, the web, social media, marketing, and mobile communications, the book's case studies show how M3 and A5 are being implemented at JP Morgan Chase, Hyundai, Dunkin' Donuts, New York Life, Twitter, Best Buy, JetBlue, IKEA, Urban Outfitters, JC Penney, Sony, eHarmony, and NASCAR just to name a few. These case studies provide you with the real-world insight needed to market effectively and profitably well into the future. Each company, network, and resource mentioned in the book can be accessed through the hundreds of links included on the book's companion site: www.jesusmena.com

***The Business of iPhone App Development* Dave Wooldridge, Michael**

Schneider, 2010-08-26 The phenomenal success of the iPhone and the iPod touch has ushered in a "gold rush" for developers, but with well over 100,000 apps in the highly competitive App Store, it has become increasingly difficult for new apps to stand out in the crowd. Achieving consumer awareness and sales longevity for your iPhone app requires a lot of organization and some strategic planning. This book will show you how to incorporate marketing and business savvy into every aspect of the design and development process, giving your app the best possible chance of succeeding in the App Store. The Business of iPhone App Development was written by experienced developers with business backgrounds, taking you step-by-step through cost-effective marketing techniques that have proven successful for professional iPhone app creators—perfect for independent developers on shoestring budgets. Although there are a few iPhone app marketing books on the horizon, they appear to tackle the subject from purely a marketer's perspective. What makes this book unique is that it was written by developers

for developers, showing you not only what to do, but also how to do it, complete with time-saving resources and ready-to-use code examples. No prior business knowledge is required. This is the book you wish you had read before you launched your first app!

Google Analytics Breakthrough Feras Alhlou, Shiraz Asif, Eric Fettman, 2016-09-06 A complete, start-to-finish guide to Google Analytics instrumentation and reporting Google Analytics Breakthrough is a much-needed comprehensive resource for the world's most widely adopted analytics tool. Designed to provide a complete, best-practices foundation in measurement strategy, implementation, reporting, and optimization, this book systematically demystifies the broad range of Google Analytics features and configurations. Throughout the end-to-end learning experience, you'll sharpen your core competencies, discover hidden functionality, learn to avoid common pitfalls, and develop next-generation tracking and analysis strategies so you can understand what is helping or hindering your digital performance and begin driving more success. Google Analytics Breakthrough offers practical instruction and expert perspectives on the full range of implementation and reporting skills: Learn how to campaign-tag inbound links to uncover the email, social, PPC, and banner/remarketing traffic hiding as other traffic sources and to confidently measure the ROI of each marketing channel Add event tracking to capture the many important user interactions that Google Analytics does not record by default, such as video plays, PDF downloads, scrolling, and AJAX updates Master Google Tag Manager for greater flexibility and process control in implementation Set up goals and Enhanced Ecommerce tracking to measure performance against organizational KPIs and configure conversion funnels to isolate drop-off Create audience segments that map to your audience constituencies, amplify trends, and help identify optimization opportunities Populate custom dimensions that reflect your organization, your content, and your visitors so Google Analytics can speak your language Gain a more complete view of customer behavior with mobile app and cross-device tracking Incorporate related tools and techniques: third-party data visualization, CRM integration for long-term value and lead qualification, marketing automation, phone conversion tracking, usability, and A/B testing Improve data storytelling and foster analytics adoption in the enterprise Millions of organizations have installed Google Analytics, including an estimated 67 percent of Fortune 500 companies, but deficiencies plague most implementations, and inadequate reporting practices continue to hinder meaningful analysis. By following the strategies and techniques in Google Analytics Breakthrough, you can address the gaps in your own still set, transcend the common limitations, and begin using Google Analytics for real competitive advantage. Critical contributions from industry luminaries such as Brian Clifton, Tim Ash, Bryan and Jeffrey Eisenberg, and Jim Sterne - and a foreword by Avinash Kaushik - enhance the learning experience and empower you to drive consistent, real-world improvement through analytics.

Mobile Internet For Dummies Michael J. O'Farrell, John R. Levine, Jostein Algroy, James Pearce, Daniel Appelquist, 2008-06-23 You're on the go all the time -- maybe for business, maybe because it's a byproduct of your busy lifestyle. But either way, your life would be easier if you had Internet access wherever you are. Well, when it comes to the Internet, you CAN take it with you! You just need the right stuff, and Mobile Internet For Dummies tells you what that is, how to find it, and how to use it. This easy-to-follow guide is packed with tips on choosing the best mobile device, software, and service provider for your needs, but that's not all. You'll see how to use your mobile Web browser, find made-for-mobile content (and create your own) and much more. Mobile Internet For Dummies explains how the Mobile Internet differs from the garden-variety Internet, and shows you how to: Find your mobile phone browser Use the Mobile Internet to surf, shop, blog, watch movies, and more -- on the go Send and receive e-mail from your mobile device Locate other mobile applications Watch TV on your mobile phone Manage your kids' access to the

Mobile Internet Secure and name a mobile Internet site and acquire mobile Web development tools Build your own made-for-mobile Web site Use your Mobile Internet site to promote your business and generate revenue With the help of Mobile Internet For Dummies, you'll be able to stay connected wherever you happen to be, and maybe even make it pay off with a bit of income.

Android Cookbook Ian Darwin, 2012-04-20 Jump in and build working Android apps with the help of over 200 tested recipes contributed by more than three dozen developers.

The Secrets to App Success on Google Play (Second Edition) Google Inc., 2015-11-17

Mastering Firebase for Android Development Ashok Kumar S, 2018-06-29 Firebase is a completely scalable, real-time backend service and provides all the tools necessary to develop rich, collaborative applications using client side code. This books will take deep dive into the features of Firebase by exploring its complete toolchain.

Android Programming Step by Step for Beginners Antonio Morales Carmona, Programming book for beginners (very novice) who want to venture into Android programming as well as object-oriented programming. Step by step, with multiud catch and source code 100% tested.

Uncover the mysteries within is enigmatic creation, Embark on a Mystery with **AdMob** . This downloadable ebook, shrouded in suspense, is available in a PDF format (Download in PDF: *). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

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AdMob Introduction

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FAQs About AdMob Books

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Bookstores: Physical bookstores like Barnes & Noble, Waterstones, and independent local stores. Online Retailers: Amazon, Book Depository, and various online bookstores offer a wide range of books in physical and digital formats.
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3. How do I choose a AdMob book to read? Genres: Consider the genre you enjoy (fiction, non-fiction, mystery, sci-fi, etc.). Recommendations: Ask friends, join book clubs, or explore online reviews and recommendations. Author: If you like a particular author, you might enjoy more of their work.
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