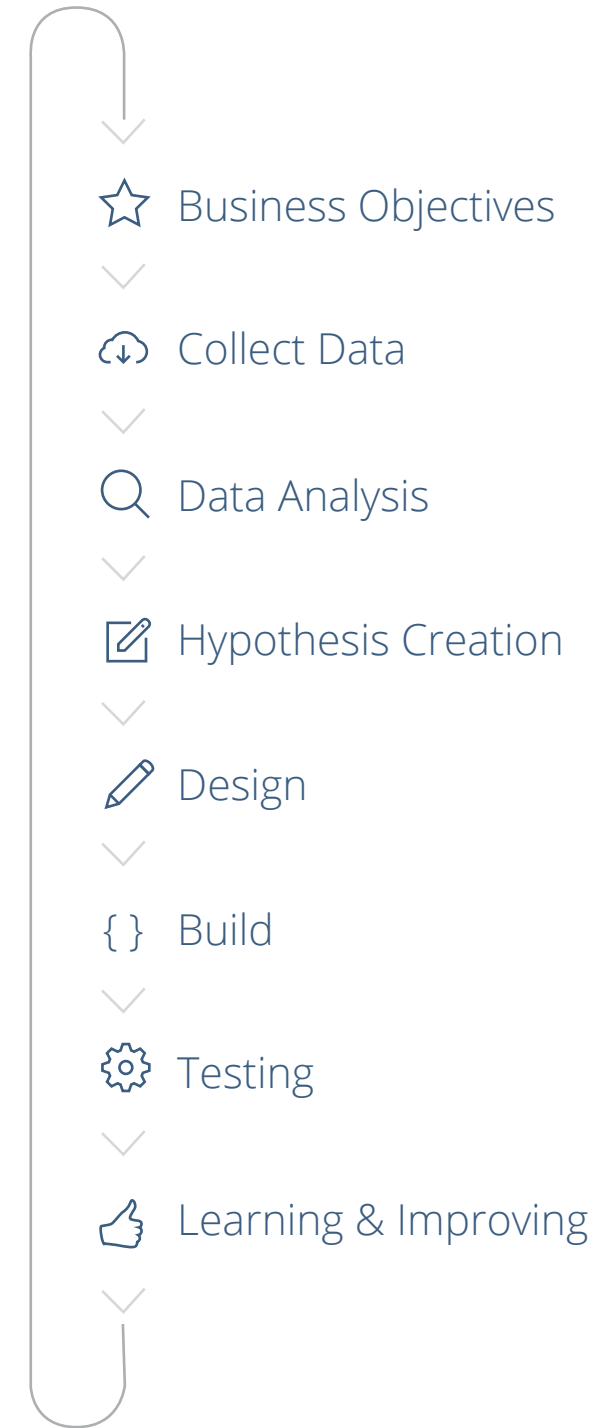


Conversion Rate Optimization Process



Conversion Hierarchy

