CONCLAVO

ORIGINAL RESEARCH



CONCLAVO RESEARCH BRIEF

Give AI the facts it needs to recommend your product

By Conclavo

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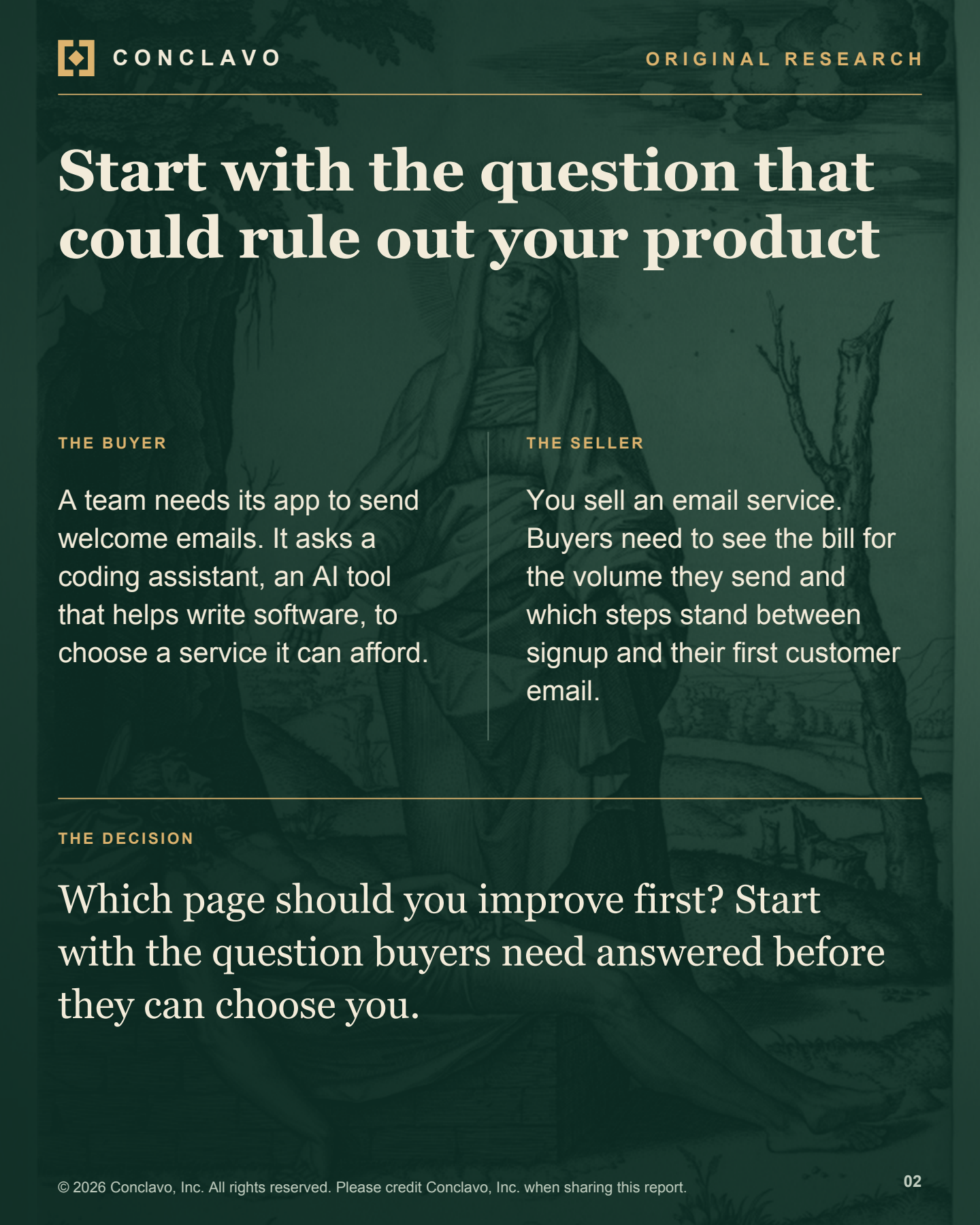
𝕏 @EricXProfile

Start with the question that could rule out your product



THE BUYER

A team needs its app to send welcome emails. It asks a coding assistant, an AI tool that helps write software, to choose a service it can afford.

THE SELLER

You sell an email service. Buyers need to see the bill for the volume they send and which steps stand between signup and their first customer email.

THE DECISION

Which page should you improve first? Start with the question buyers need answered before they can choose you.

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Show the price. Test what delays the first customer email.

Postmark's $15 price and approval rule stayed the same in all four versions. Codex chose the service in none of them. Test where real customers lose time.

FIRST

Quote the bill for 10,000 emails.

Name the lowest plan that fits. Show what counts toward the limit, what an extra 1,000 emails cost, and whether the buyer needs approval.

NEXT

Show how to send the first customer email.

Link from that plan to a working example. If domain verification is enough, say so. If a review is required, show when to start it and how to tell it is complete.

THEN

Test the change with real buyers.

At the same price, compare the share of new accounts that send a first customer email within 14 days using the old and new pages. Test prices separately.

CONCLAVO'S GUIDANCE

Measure how long new customers spend in setup and approval. Use that evidence to decide what to change.

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How we did this

We asked AI tools to choose an email service for an imaginary app team.

We tried taking a page away.

We showed AI tools information from four vendors. Then we hid a price, a technical limit or a setup guide and asked again.

We watched Codex shop.

Codex chose its own pages on four vendor sites. In a later test it browsed private copies. We edited one pricing page, recorded each decision, then asked what it had learned.

We tested what changed the choice.

We changed prices, budgets and goals in separate tests. Mailgun and Postmark traded made-up offers. We tested three versions of Resend's approval rule. We also kept each set of offers fixed and tried all 24 ways to list the four vendors.

We recorded visits, recommendations and follow-up answers. Checking email delivery or sales would require real accounts and customers.

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The AI often dropped its pick when it lost the page it needed

We gave AI tools summaries of pages from four email services. Each question named the page to check. In each pair, only one service documented the answer.

TIMES ONE AI CHOSE THE SERVICE THAT MET THE REQUIREMENT

What the buyer needed	Page shown	Page hidden
A bill of $16 a month or less	7 of 8	0 of 8
200 different emails in one request	5 of 6	0 of 6
A test email in a real inbox	5 of 6	1 of 6

We tested both vendor orders. This table shows one AI setup (SmolLM3). In a wider test where the AI could choose which summary to use, no setup got two thirds right on all three tasks.

In a separate test, Codex browsed private copies of four sites. Postmark got zero picks across 96 sessions with four versions of its pricing page. The guide drew more visits with a direct link. All 94 sessions that chose Resend alone said its approval rule was unclear.

CONCLAVO'S GUIDANCE

Show the bill and the steps to email a customer. Verify which step actually delays the first send.

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Show the monthly bill for the amount buyers use

The buyer needed 10,000 emails a month and could spend $16. Two services fit. We paired each $15 option with a more expensive rival and tried both orders.

MONTHLY BASE PRICE FOR 10,000 EMAILS

WITHIN THE $16 BUDGET		ABOVE THE $16 BUDGET	
Mailgun	$15	SendGrid	$19.95
Postmark	$15	Resend	$20

With the price shown, the AI chose the $15 plan in 7 of 8 comparisons. With its price hidden, it chose that plan in 0 of 8. Another setting of the same model went from 6 of 8 to 0 of 8.

US monthly base prices on November 23, 2026, before tax or extras. The two higher-priced plans start with 50,000 emails. Select a plan above to see its pricing.

CONCLAVO'S GUIDANCE

Give buyers a worked price example. Put the monthly minimum beside the number of emails it covers.

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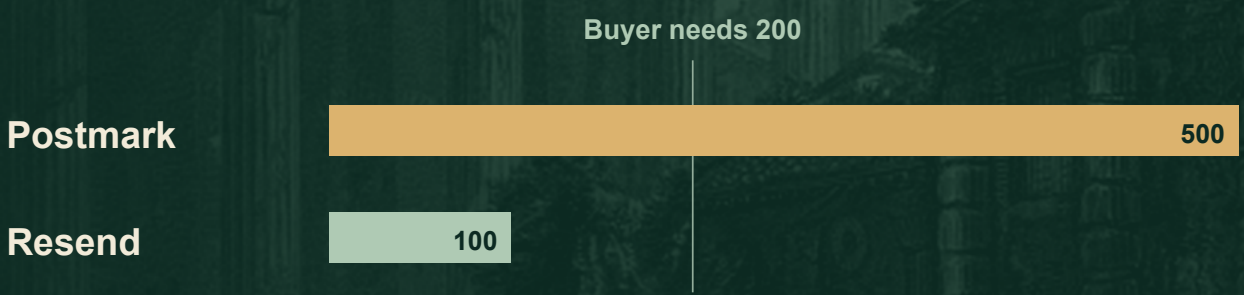
Say how many different emails fit in one request

The app had 200 emails, each with its own subject and message. The buyer needed to send them all in one request. Two guides listed limits for this exact job.

DIFFERENT EMAILS ALLOWED IN ONE REQUEST



Mailgun and SendGrid described ways to personalize a shared message. This buyer needed to supply a separate subject and full message for each email.

With Postmark's guide, the AI chose it in 5 of 6 comparisons. Without that guide, it chose Postmark in 0 of 6. With all the summaries shown, only one of three AI setups chose Postmark at least 4 times out of 6.

Postmark Resend Mailgun SendGrid

CONCLAVO'S GUIDANCE

Name the thing your limit counts. "500 different emails per request" answers a question that "bulk sending" leaves open.

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Show buyers how to get a test email in their own inbox

The buyer wanted to try the service before setting up a company sending address. Mailgun's getting-started guide gave a way to do that with its own test address.

FROM MAILGUN'S GUIDE

1. Open a test account and create an access key.
2. Add your own email as a recipient and confirm it.
3. Send from the test address Mailgun gives you.
4. **Open your inbox and look for the message.**

With its guide, the AI chose Mailgun in 5 of 6 comparisons. Without it, Mailgun got 1 of 6. A second AI tool, from Apple, went from 4 of 6 to 0 of 6.

Mailgun

We tested the AI's recommendation. We did not send email in these trials.

CONCLAVO'S GUIDANCE

End your guide with something a buyer can check for themselves, like the message arriving in their inbox.

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With the key page missing, the AI usually chose no one

We followed the 17 answers in which one AI first chose the service that met the requirement. We asked again with that service's requested page summary hidden.

WHAT THE AI CHOSE THE SECOND TIME



- 11 No service
- 4 The other service
- 1 The original service
- 1 Unclear answer

ONE WRONG RECOMMENDATION

After we hid Postmark's $15 price, the AI chose Resend. It divided $20 by 50,000 emails and called that affordable. The plan would still cost $20 that month, or $4 over budget.

CONCLAVO'S GUIDANCE

Read the reason for a recommendation. Check the price or limit the AI used against the buyer's actual requirement.

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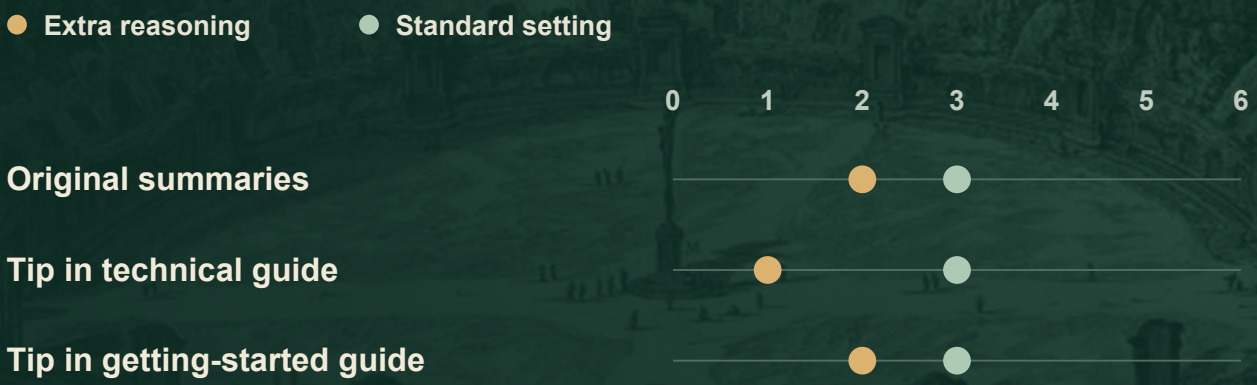
Adding the tip to either guide gave Resend no clear advantage

Resend allows a real test email to the address on your account. We added that sentence to one of the two page summaries we showed the AI. This time the question let it use either guide.

HOW OFTEN THE AI CHOSE RESEND



In both settings, every readable answer picked the first service listed. With extra reasoning, 11 of 18 answers were readable. In the standard setting, all 18 were readable. Each row above covers six comparisons per setting.

Resend · testing with your own address

CONCLAVO'S GUIDANCE

Try the same question with the services listed in reverse order before deciding where the answer belongs.

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Codex chose Postmark in all four live-site inbox tests

The team could verify its own domain. It wanted 10,000 emails for $16 a month or less and an easy first test in its own inbox. Codex started at four homepages and chose what to read next.

ORDER WE GAVE THE AI

Mailgun	**Postmark**	Resend	SendGrid

Postmark chosen in 2 of 2 runs

SendGrid	Resend	**Postmark**	Mailgun

Postmark chosen in 2 of 2 runs

All four checked pricing, Postmark's first-email and approval guides, and Mailgun's quickstart. Both plans cost $15. Two answers favored keeping the same sending address after approval. Two highlighted that Postmark creates a server and starts address verification at signup.

Postmark · first email **Postmark · approval** **Mailgun · first email**

Four fresh Codex sessions, November 23, 2026. Each judged effort from the written steps. We did not time setup or send email.

CONCLAVO'S GUIDANCE

Tell buyers what they can test today and which steps they can reuse when they start serving customers.

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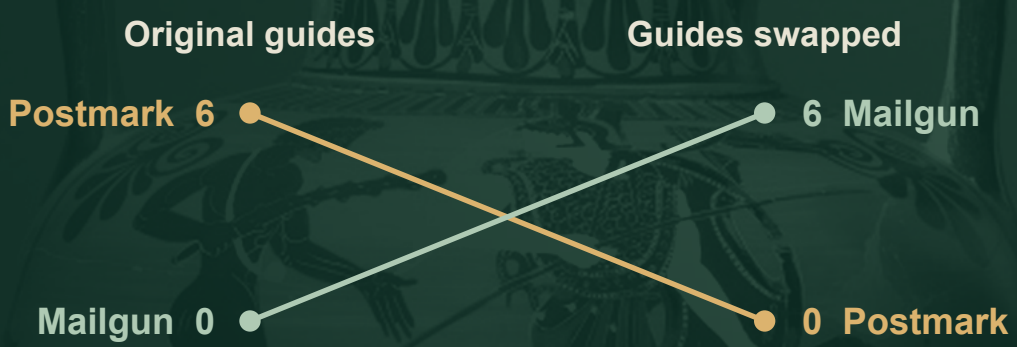
Swapping the written steps changed the AI's choice

Twelve fresh Codex sessions got the same buyer question and written summaries of four services. In half the sessions, we exchanged only the first-email instructions for the two $15 plans.

RECOMMENDATIONS OUT OF SIX SESSIONS PER VERSION



Every answer favored the guide that let the team confirm its work address and send from that address to itself. The other guide used a temporary sender and required a separate step to authorize the recipient.

Three sessions tried each list order per version. Prices and approval policies stayed fixed. All four steps changed together on paper in both guides.

CONCLAVO'S GUIDANCE

Show buyers which sending address they can test with today and which setup steps carry over to launch.

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No single change made Codex pick Mailgun in both orders

The buyer still wanted the easiest first email in a real inbox. Editing Mailgun's guide alone gave it zero wins in 24 runs. Trading one step between the two $15 plans gave Mailgun four wins in a separate 24 runs.

TIMES CODEX CHOSE MAILGUN OUTRIGHT IN THREE TRIES

	Edit Mailgun only		Trade the whole step	
Mailgun edit at each step	**Listed first**	**Listed last**	**Listed first**	**Listed last**
Supply a ready-made key at signup	0 / 3	0 / 3	0 / 3	**2 / 3**
Add the test inbox automatically	0 / 3	0 / 3	0 / 3	0 / 3
Send from the team's own address	0 / 3	0 / 3	**2 / 3**	0 / 3
Switch to the verified domain automatically	0 / 3	0 / 3	0 / 3	0 / 3

First and last refer to Mailgun's place in the four-service list. The signup trade also moved account activation and server setup. Both wins on the sender trade cited a conflict in Postmark's edited guide.

Adding the inbox automatically produced one tie in each order. The team still had to click a confirmation link. The other four answers chose Postmark.

The full swap changed both guides. Next we kept Postmark's guide fixed and combined the Mailgun changes.

CONCLAVO'S GUIDANCE

Try your guide from signup to the first email. Check where the buyer gets each address and access key.

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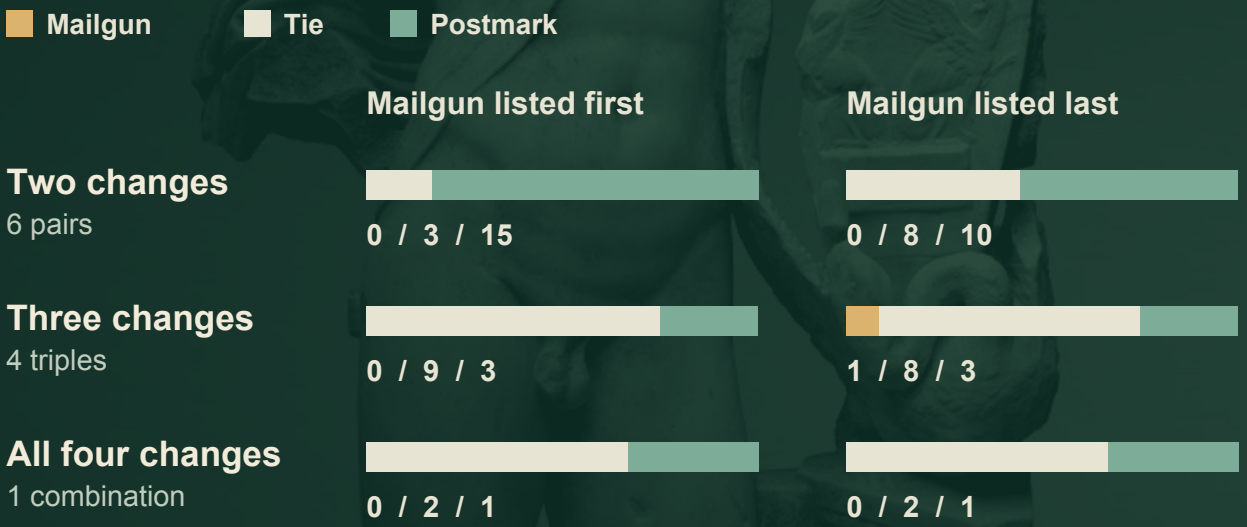
Three setup changes earned Mailgun six ties with Postmark

In one version, Mailgun supplied the access key, added the team's inbox to the test list and let it send from that address. All six Codex sessions tied. Across all six pairs, four triples and the full set, no version won in both orders.

RESULTS GROUPED BY NUMBER OF CHANGES



Each bar combines the results for every version in that row. The counts below it give Mailgun picks, ties and Postmark picks. Each version had three sessions per order. The original guides gave Postmark six picks in six sessions.

The only Mailgun pick came with a ready-made key, automatic inbox enrollment and an automatic domain switch. That answer cited Postmark's later approval for customer mail. Five of six called this version a tie.

CONCLAVO'S GUIDANCE

Measure from signup until the test email arrives. List the approvals a buyer still needs to email customers.

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When setup steps matched, Codex usually called it a tie

In 48 fresh sessions, we repeated the original guides and the full swap. In two other versions, we copied one vendor's four written steps into the other guide. Both plans still cost $15 and kept their own rules for customer mail.

WHAT HAPPENED WHEN ONLY ONE GUIDE CHANGED

Both use

Postmark's steps

Both send from the team's confirmed address.

11 of 12

sessions called it a tie

6 ties in 6 with Mailgun listed first

5 ties in 6 with Mailgun listed last

Both use

Mailgun's steps

Both send from a test address to an approved inbox.

12 of 12

sessions called it a tie

6 ties in 6 with Mailgun listed first

6 ties in 6 with Mailgun listed last

Postmark took all 12 picks with the original guides. Mailgun took all 12 with the full swap. The lone Mailgun pick with matching steps called setup effort equal and said Mailgun's guide listed no separate review for customer mail.

CONCLAVO'S GUIDANCE

Compare what each guide asks buyers to do before their first email. Show which address and approvals they need.

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Codex chose the service without extra approval in 7 of 24 tries

The buyer wanted a test email in its own inbox. Both $15 plans gave the same steps. In 24 decisions, only one guide required approval to email a customer after domain verification. In 24 more, both rules matched.

WHICH VENDOR REQUIRED APPROVAL TO EMAIL A CUSTOMER?

Approval required by	Mailgun listed first	Mailgun listed last
Postmark only	2 Mailgun · 4 ties	4 Mailgun · 2 ties
Mailgun only	6 ties	1 Postmark · 5 ties
Neither vendor	6 ties	6 ties
Both vendors	6 ties	6 ties

Six decisions per cell. In a separate test, review applied only outside verified domains. The buyer could verify its own domain. All 48 decisions tied.

All seven outright choices cited the extra approval step. In the other 17, Codex called a tie. Both guides described the same steps for the team's first email to its own inbox.

CONCLAVO'S GUIDANCE

Show when buyers can send a test email and when they can email a customer. State who must approve each step.

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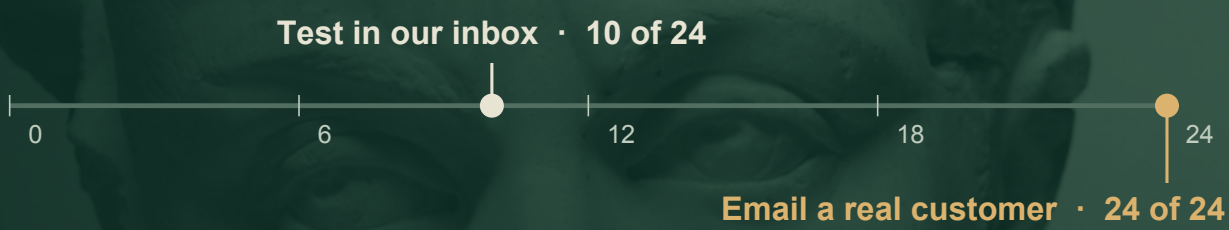
Approval decided all 24 picks for a buyer ready to email a customer

In 96 new sessions we repeated the earlier inbox test alongside the customer goal. The inbox result was 7 of 24 on page 16 and 10 of 24 here. The $15 prices and inbox-test steps stayed fixed. In the chart, only one guide required approval to email a customer after domain verification.

HOW OFTEN CODEX CHOSE THE VENDOR WITHOUT EXTRA APPROVAL



WHEN THE BUYER WANTED TO EMAIL A CUSTOMER

Mailgun without approval

6 of 6 picks with Mailgun listed first

6 of 6 picks with Mailgun listed last

Postmark without approval

6 of 6 picks with Mailgun listed first

6 of 6 picks with Mailgun listed last

The other 14 inbox decisions tied. All 24 customer picks cited approval. When both vendors had the same rule, all 24 decisions for each goal tied.

CONCLAVO'S GUIDANCE

Show when buyers can email their first customer and whose approval they need.

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The $16 budget ruled out the $30 plan in all 24 trials

The buyer had $16 a month for 10,000 emails. It wanted the least work to email its first customer. In 48 new sessions, we changed only the price of the hypothetical plan without extra approval. The plan requiring approval stayed at $15.

PRICE OF THE PLAN WITHOUT EXTRA APPROVAL

$16 per month

At the buyer's limit

24 of 24 chose this plan

$30 per month

$14 above the limit

0 of 24 chose this plan

PICKS FOR THE $15 PLAN WHEN ITS RIVAL COST $30

Mailgun at $15	Won 6/6 with Mailgun first and 6/6 with Mailgun last.
Postmark at $15	Won 6/6 with Mailgun first and 6/6 with Mailgun last.

All 24 answers choosing the $15 plan said it was the only one that fit the budget and acknowledged the review. In the earlier test, the plan without review won 24 of 24 at equal $15 prices and 24 of 24 at a $1 premium.

CONCLAVO'S GUIDANCE

Show the price for the buyer's expected volume. Then show the steps to reach a customer on that plan.

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With a $30 budget, Codex usually chose a $20 rival

We raised only the team's budget from $16 to $30. We kept our hypothetical offers at $15 with approval and $30 without it. Mailgun and Postmark took turns with each offer. Resend and SendGrid now fit the budget too.

WHAT CODEX PICKED WHEN THE BUYER COULD SPEND $30

15 of 24

picked Resend at $20 a month.

6 chose the $30 Basic plan. One chose Postmark without approval on its cheaper $16.50 Pro tier. Two tied. With the $16 budget, all 24 chose the $15 plan with approval.

FOUR VENDORS · PICKS FOR BASIC WITHOUT APPROVAL, BY PRICE

$15	$16	$16.50	$17	$20	$25	$30
4/12	1/12	1/12	2/12	5/12	3/12	6/24

Some answers favored Resend's short guide and assumed no extra approval. Others favored a plan that explicitly said domain verification was enough. We did not time setup.

CONCLAVO'S GUIDANCE

Compare your customer setup with every plan the buyer can afford. A higher budget can bring a different rival into the sale.

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When our guide required approval, Resend got zero picks in 24 trials

The team wanted the easiest way to email a customer on a $30 budget. Resend cost $20. Mailgun and Postmark took turns offering the plan without approval. In each list order and pairing, we changed only what Resend's guide said about approval after domain verification.

HOW OFTEN CODEX PICKED RESEND OUTRIGHT



All 24 chose the rival without approval when our guide required a review. When our guide waived review and Mailgun came first, five chose Resend, five tied and two chose Postmark.

Nine of the 11 fresh Resend picks with the original guide assumed no extra approval. The same guide drew 15 of 24 Resend picks in the earlier test.

CONCLAVO'S GUIDANCE

State whether buyers need approval. If they do, show how to request it and check its status.

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With no extra approval, Resend won all 48 times it appeared first

The buyer had $30 a month. In our test, Resend cost $20 and needed no extra approval after domain verification. We tried all 24 list orders eight times each, four with Mailgun and four with Postmark as the other vendor that could send without review.

OUTRIGHT RESEND PICKS BY PLACE IN THE LIST

	1st	2nd	3rd	4th
All orders	48/48	44/48	39/48	27/48
Vendor just ahead				
Mailgun	—	13/16	11/16	8/16
Postmark	—	15/16	12/16	8/16
SendGrid	—	16/16	16/16	11/16

In last place, Resend tied with a rival 17 more times. When Resend was third, it won 23/32 with the other no-approval rival earlier and 16/16 with that rival later. From second place, it did slightly better with that rival earlier (15/16) than later (29/32).

CONCLAVO'S GUIDANCE

Try the same offers in several orders before you give a page rewrite credit for more recommendations.

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With two plans, Codex chose to skip approval at twice the price

We also offered just two Basic plans. They had the same steps for sending a test to the team's own inbox. The $15 plan needed approval to email a customer. We varied the other plan's price and kept the $30 budget.

PICKS FOR THE PLAN WITHOUT APPROVAL · 12 TRIES AT EACH PRICE



At every $1 step from $15 to $30, all 12 picks went to the plan without approval (192 of 192). At $30.01, it broke the budget. All 12 picked the $15 plan requiring approval.

Both vendors took each role, in both list orders. Codex made these recommendations for hypothetical offers.

CONCLAVO'S GUIDANCE

Name the steps your price lets a buyer skip and show when they can start.

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Codex chose Postmark in none of the four pricing-page tests

A US app team wanted to email an outside customer on a $30 monthly budget. Postmark already showed $15 for 10,000 emails. On private copies, we added a sentence spelling out the bill, a link to its first-email guide, or both.

OUTRIGHT POSTMARK PICKS IN 24 SESSIONS PER VERSION

Original

0 of 24

Price sentence

0 of 24

Guide link

0 of 24

Both edits

0 of 24

Codex chose Resend outright 94 times and tied it with Mailgun 2 times. Every version faced all 24 homepage orders. The unchanged page also got zero picks, so this test leaves small gains uncertain.

CONCLAVO'S GUIDANCE

Check what buyers already know before rewriting a page. Measure whether the edit changes who they choose.

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Codex opened the guide more often with a link beside the price

The link opened Postmark's existing guide. Codex could also find the approval rule through search or support. After each choice was final, we asked for the plan, the price and the rule for emailing an outside customer.

SESSIONS THAT OPENED THE GUIDE · OUT OF 24 FOR EACH DOT



With a direct link, Codex opened the guide in 22 of 48 sessions. Without it, it did so in 5 of 48. All 96 opened Postmark's approval article and later reported both the $15 Basic price and the need for approval.

Postmark · approval for outside addresses

CONCLAVO'S GUIDANCE

Track guide visits and vendor choices separately. A useful link can change where buyers look.

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Codex picked Resend while its approval rule was still unclear

Resend's guide shows how to send from a verified domain. Postmark's support page explicitly says an account needs approval to send outside its verified domains. We asked Codex what the pages established after it chose.

FOLLOW-UP QUESTION · AFTER CODEX RECORDED ITS PICK

94 of 94

sessions that chose Resend alone said they could not tell whether it required separate approval.

An earlier experiment added a hypothetical sentence waiving approval in Resend's guide. Here, Codex browsed the captured vendor pages. We did not open accounts or test approval or delivery.

Resend · sending from a verified domain

CONCLAVO'S GUIDANCE

Ask the recommended vendor to confirm what happens after domain verification before promising a launch date.

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Test AI in the projects your buyers actually build

In February 2026, Amplifying asked Claude Code, an AI coding assistant, to help with email. Its most common recommendation depended on the project.

MOST COMMON CHOICE IN EACH EXAMPLE PROJECT

Web app built with Next.js

Claude Code picked Resend

App built with Python

It suggested building a solution

Across 135 email test runs, Claude Code recommended Resend 64 times. Researchers could identify a main choice in 102 runs. These were answers to coding questions.

Amplifying · email and project results

CONCLAVO'S GUIDANCE

Try a real customer task in a project like theirs. Record which service the assistant recommends and why.

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Test what happens after a customer gets a refund

Choosing a service is only the first step. Stripe asked AI coding assistants to build payment systems, then graded the code they wrote.

29.4%

Average share of AI coding tests that passed every required check in Stripe's study.

WHAT ONE CHECK CAUGHT

One program checked that a payment had succeeded. Its code could still let an order ship after a refund or a dispute over the charge.

Stripe graded code and work records across 69 scenarios and 14 AI setups. It excluded runs with errors and did not run payments to verify the results.

Stripe · scoring and checkout example

CONCLAVO'S GUIDANCE

Show buyers how to test a failure safely and what should happen next.

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Count how many buyers send their first real customer email

Compare the old guide with the new one. A recommendation, a working test and a real customer email each answer a different business question.

IN REPEATED AI TESTS

Does the AI recommend you?

Count your recommendations out of all runs. Use the same buyer question, AI version and set of rivals for both guides. Vary which service appears first.

WITH REAL BUYERS

Does a buyer send a real email?

Randomly assign new accounts to the old or new guide. In each group, count how many confirm a test email in their own inbox. Also count how many send a first customer email that the service accepts within 14 days. Divide each count by all accounts in that group.

The real-account test is proposed. Conclavo recorded what the AI opened, chose and reported.

CONCLAVO'S GUIDANCE

Compare the share of buyers who send a first customer email with each guide. Show the counts for both groups.

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Methodology

We followed the recommendation from the pages a buyer could see to the rule that might change the choice.

What a page contributed

After an initial test with fictional vendors, we compared summaries of real pricing pages, technical references and setup guides. We removed or moved information in matched comparisons. We report broad buyer questions separately from questions that named the page to check.

What happened when Codex chose

Four sessions browsed vendor sites, 1,068 compared written offers and 96 shopped private copies of 31 pages. The last test changed Postmark's pricing page. Its published prices, steps and approval rule stayed fixed.

How we counted

We kept every decision, including ties. Each website edit faced all 24 homepage orders. We compared both edits with the original in the same order. Codex recorded a pick before answering the price and approval questions.

What the numbers can tell you

The written price and approval swaps were hypothetical. The private browser used captured vendor text and a fixed search index. These are AI recommendations. Actual approvals, sales and delivery need real customers. The outside studies on pages 26–27 used their own tasks.

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