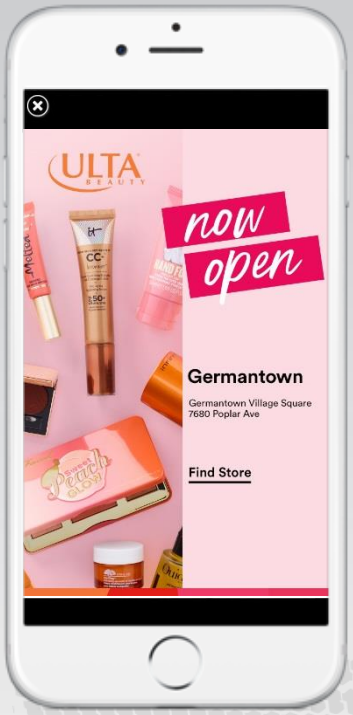
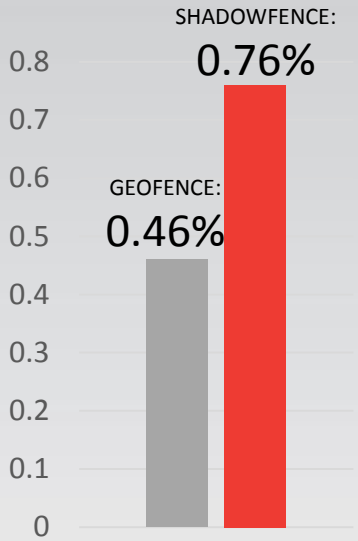
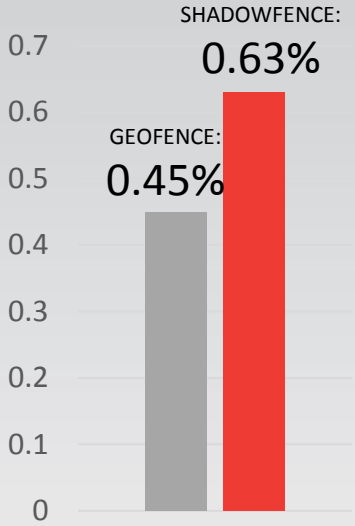
proximity wins



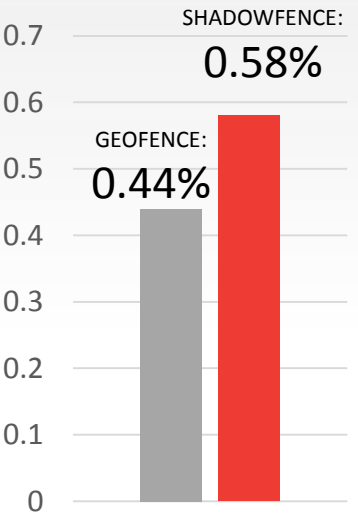
CTR DIFFERENCE:
+65%

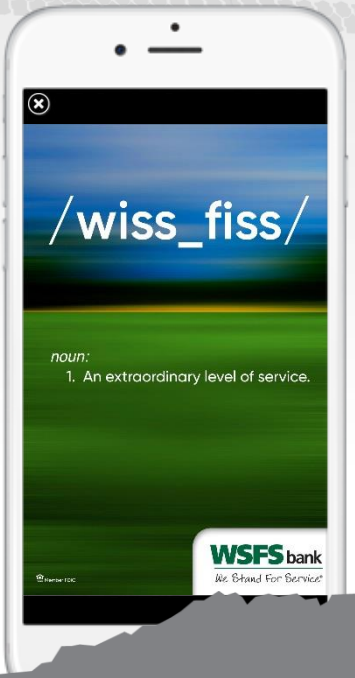


CTR DIFFERENCE:
+40%

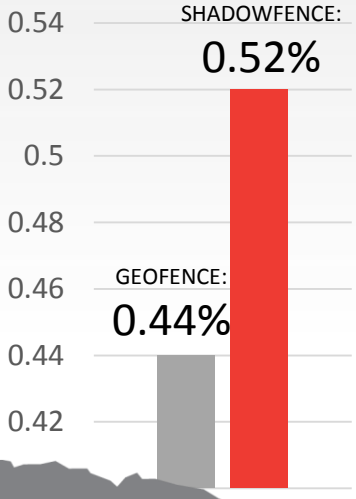


CTR DIFFERENCE:
+32%





CTR DIFFERENCE:
+18%



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