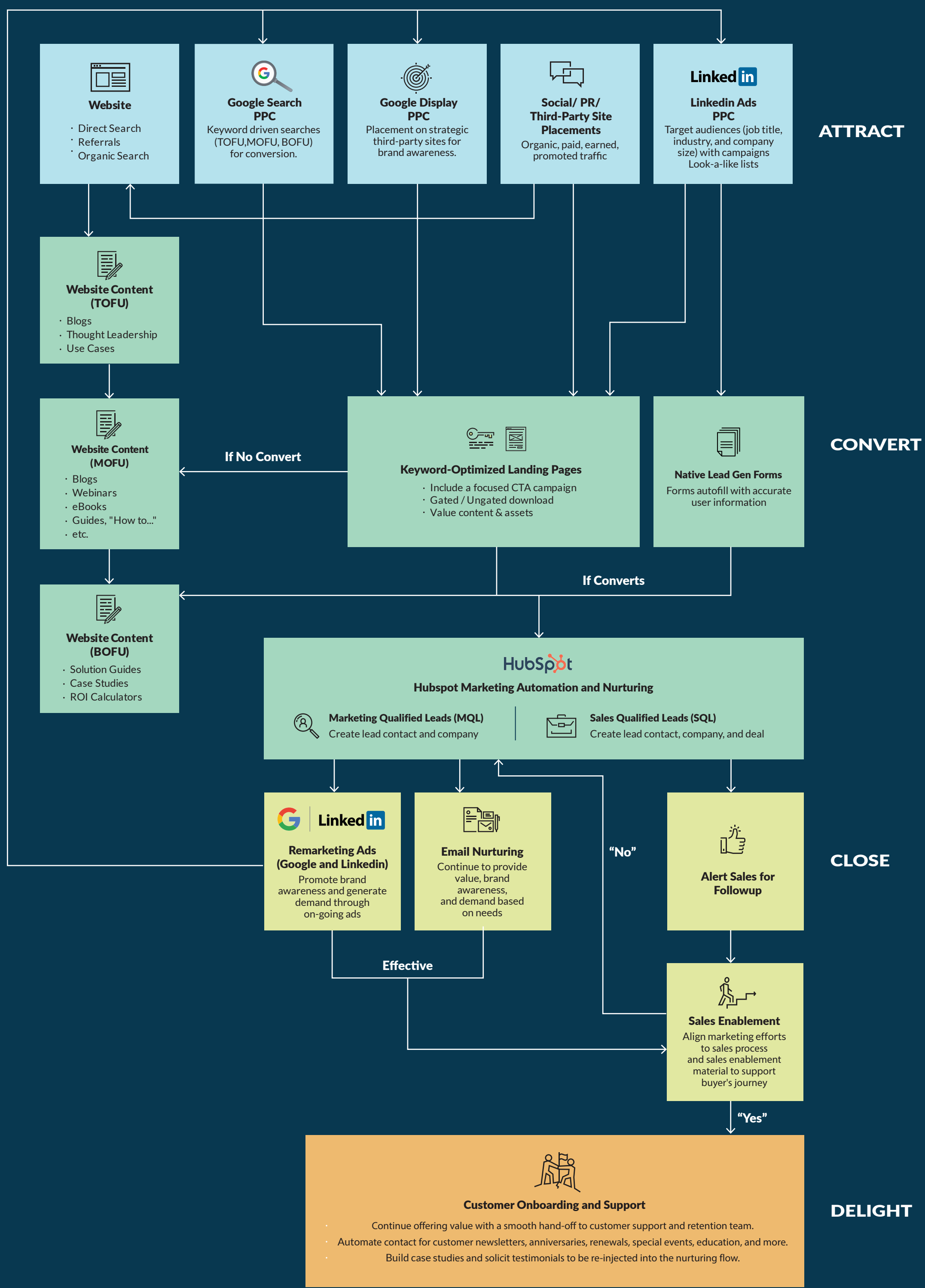DIGITAL MARKETING MAP