

A product by Moz



PULLING REPORTS ON YOUR DATA

Conduct deep analysis on your data using our reports.

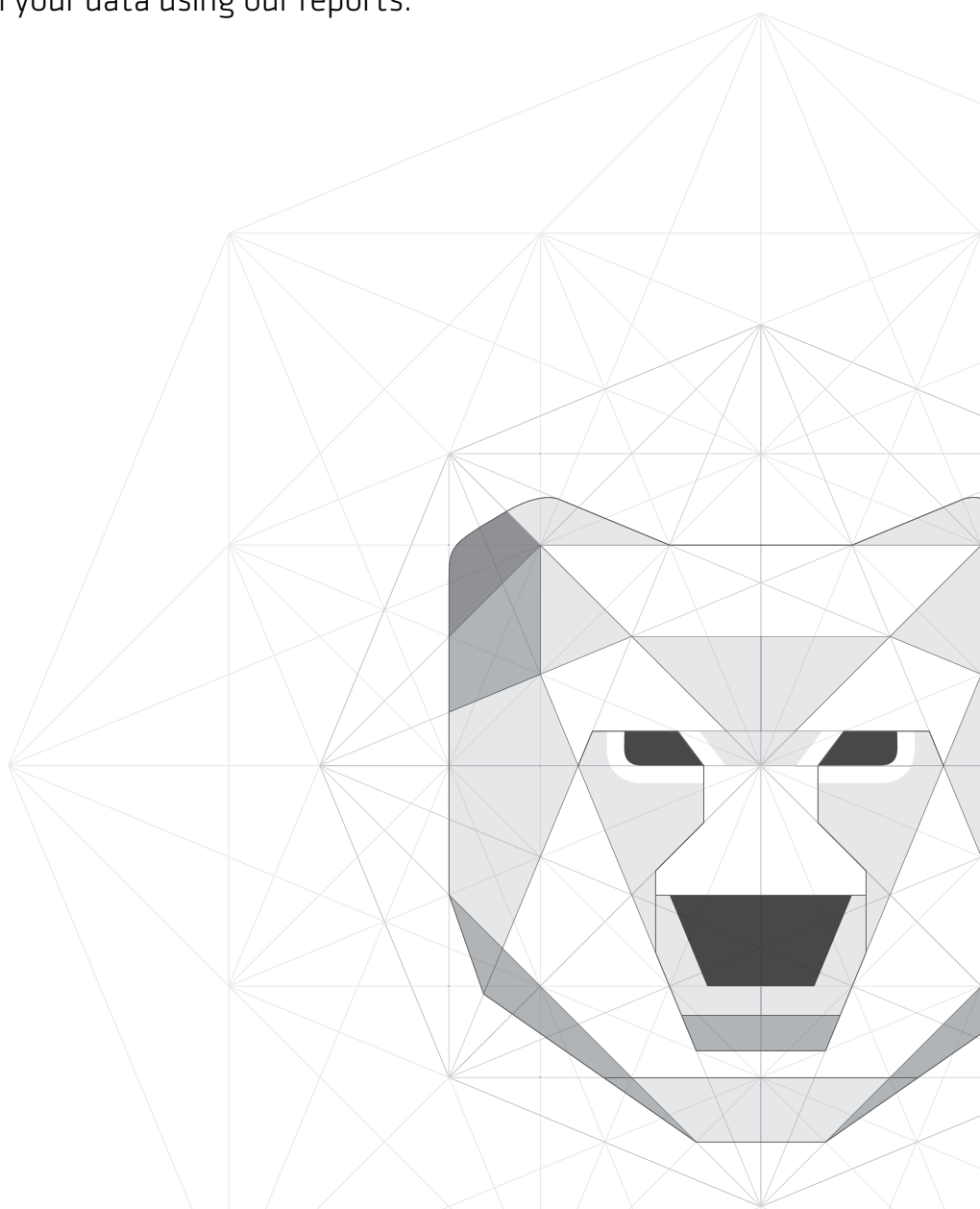
Inside you can read about

[EACH OF THE REPORT TYPES](#)

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EACH OF THE REPORT TYPES

Pull insight out of small and large keyword sets without using STAT's API.

Our various reports allow you to perform competitive analysis, identify areas of opportunity, examine specific keywords that have changed over time, and do some serious keyword research. Here's a rundown of the types of CSV reports you can download from STAT:

| REPORT NAME | WHAT IT SHOWS YOU | WHEN IS IT USEFUL? | DATE RANGE |
|---|--|--|--|
| Rankings | A full keyword ranking report. Select between all ranking URLs or just the highest ranking ones. | Anytime you want to compare your daily ranks. | Daily, weekly, and monthly granularity. |
| Ranking trends over time (by keyword) | Rank movements of individual keywords. | To see which keywords have moved in and out of dynamic tags or how keyword ranks have changed over time. | Compare two specific dates or weekly and monthly averages. |
| Ranking trends over time (by tag) | The average rank of a tag. | To spot-check which of your tags have seen movement. Can be used alongside the Tags tab to make sense of large gains or losses. | Compare two specific dates or weekly and monthly averages. |
| Multiple ranking URLs | All your keywords that have more than one ranking URL. | Identify which pages have visibility but might not be the highest ranking or are accidentally competing for visibility on the same SERP. | Daily, weekly, and monthly granularity. |

| REPORT NAME | WHAT IT SHOWS YOU | WHEN IS IT USEFUL? | DATE RANGE |
|---|---|--|---|
| Synced sites comparison | How your site compares to its synced sites for a set of keywords. | To check on your competitor's performance. | Daily, weekly, and monthly granularity. |
| Top 20 comparison | A comparison of the top 20 search results, and their result type, for a keyword on two different days. | Use this to see which keywords are triggering an answers box or which pages are ranking for a domain appearing in the top 20. | Compare two specific dates. |
| People also ask | Every keyword with a "People also ask" (PAA) box, the questions and their rank within the box, as well as the URL sourced in each answer. | This will help you out with keyword ideation and content creation. | Daily, weekly, and monthly granularity. |
| Related searches | Related search queries offered by Google, which users may also be searching. | Add these Google suggested keywords to your stockpile. Useful when doing keyword research for your own site or a new business pitch. | Daily, weekly, and monthly granularity. |

| REPORT NAME | WHAT IT SHOWS YOU | WHEN IS IT USEFUL? | DATE RANGE |
|---|---|---|---|
| Local pack | Keywords that surface a local pack and the name of every business that appears in one. All available URLs, the position of each result in the local pack, and its overall ranking. See Google ratings and any paid ad listings. | Useful when considering a comprehensive local SEO strategy or performing competitive analysis. | Daily, weekly, and monthly granularity. |
| Title tag tracking report | The content of title tags from search results for your chosen keyword set, across a selected date range. Additionally, find volatile titles that require action by viewing only titles which have changed. | To distinguish changes to your title tags over time and discern where your intended titles are being used (and where they aren't!). | Daily, weekly, and monthly. |
| Dynamic Tag In/Out | Which keywords have entered or left a dynamic tag or data view over time. | Use this to seek out which keywords are gaining/losing SERP feature ownership, or causing fluctuations in average rankings. | Daily, weekly, and monthly granularity. |

PUTTING IT INTO PRACTICE

See rank changes over time

- 1 Create a Ranking trends over time keyword report for your chosen tag, data view, or site.
- 2 Select your specific date range.
- 3 When you've finished creating the report, download and open the spreadsheet.
- 4 Set the filters on the "Rank for" date columns to show change. For example, selecting ranks 1 to 5 on the first date range and showing only ranks 6 to 10 on the second will give you keywords that have dropped to the bottom of page 1 on the SERP.

| 1 | Site | Keyword | Market | Location | Device | Rank for Aug 15, 2018 | Rank for Aug 31, 2018 | Rank Change | Base Rank for | Base Rank for | Base Rank for | Ranking URL for Aug 15, 2018 | Ranking URL for Aug 31, 2018 |
|-----|-----------|----------------------|--------|----------|---------|-----------------------|-----------------------|-------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| 23 | Nikon USA | 1 nikkor 10 3k US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 24 | Nikon USA | 1 nikkor 10m US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 26 | Nikon USA | 1 nikkor 32m US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 27 | Nikon USA | 1 nikkor 32m US-en | | | desktop | 5 | 5 | 1 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 29 | Nikon USA | 1 nikkor lens US-en | | | desktop | 2 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 30 | Nikon USA | 1 nikkor vr 10 US-en | | | desktop | 3 | 2 | -1 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 31 | Nikon USA | 1 nikkor vr 10 US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 32 | Nikon USA | 1 nikkor vr 10 US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 33 | Nikon USA | 1 nikkor vr 10 US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 34 | Nikon USA | 1 nikkor vr 30 US-en | | | desktop | 3 | 3 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 35 | Nikon USA | 1 nikkor vr 30 US-en | | | desktop | 3 | 3 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 37 | Nikon USA | 1 nikon cx 70 US-en | | | desktop | 3 | 3 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 47 | Nikon USA | 10 24 wide ar US-en | | | desktop | 4 | 4 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 48 | Nikon USA | 10 30mm len US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 49 | Nikon USA | 10 30mm pd US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 51 | Nikon USA | 10 mm prime US-en | | | desktop | 5 | 5 | 2 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 57 | Nikon USA | 10-30mm len US-en | | | desktop | 4 | 4 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 58 | Nikon USA | 10-30mm len US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 80 | Nikon USA | 10mm fisheye US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 93 | Nikon USA | 11 27.5 lens US-en | | | desktop | 1 | 1 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 151 | Nikon USA | 14mm lens fo US-en | | | desktop | 4 | 4 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 152 | Nikon USA | 14mm lens ni US-en | | | desktop | 2 | 2 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 194 | Nikon USA | 18 24 nikon US-en | | | desktop | 2 | 3 | 1 | 2 | 3 | 1 | www.nikonusa.com/en/nikon-pr | www.nikonusa.com/en/nikon-pr |

A Ranking trends over time keyword report with ranks 1 to 5 selected

| 1 | Site | Keyword | Market | Location | Device | Rank for Aug 15, 2018 | Rank for Aug 31, 2018 | Rank Char | Base Rank | Base Rank | Base Rank | Ranking URL for Aug 15, 2018 | Ranking URL for Aug 31, 2018 |
|------|-----------|---------------------|--------|-----------|---------|-----------------------|-----------------------|-----------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| 27 | Nikon USA | 1 nikkor 32m US-en | | | desktop | 5 | 6 | 1 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 57 | Nikon USA | 10-30mm len US-en | | | desktop | 4 | 6 | 1 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 582 | Nikon USA | 50mm lens r US-en | | | desktop | 4 | 6 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 890 | Nikon USA | accessories f US-en | | | desktop | 4 | 7 | 2 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 892 | Nikon USA | accessories f US-en | | new york | desktop | 5 | 7 | 1 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 895 | Nikon USA | accessories f US-en | | smartph | desktop | 5 | 6 | -1 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 896 | Nikon USA | accessories f US-en | | new york | desktop | 5 | 6 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 1153 | Nikon USA | aeroplane pl US-en | | | desktop | 4 | 7 | 2 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 1172 | Nikon USA | af vs af-s US-en | | | desktop | 5 | 6 | 1 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 1260 | Nikon USA | aircraft phot US-en | | | desktop | 5 | 6 | 1 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 1305 | Nikon USA | all about car US-en | | | smartph | 5 | 6 | 1 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 1527 | Nikon USA | aperture dslr US-en | | | desktop | 4 | 6 | 1 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 1529 | Nikon USA | aperture dslr US-en | | new york | desktop | 5 | 6 | 1 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 1530 | Nikon USA | aperture dslr US-en | | portland, | smartph | 5 | 6 | 0 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 1605 | Nikon USA | aperture phc US-en | | | desktop | 3 | 8 | 1 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 1607 | Nikon USA | aperture phc US-en | | | desktop | 3 | 8 | 1 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 1857 | Nikon USA | authorized c US-en | | | desktop | 5 | 6 | 1 | www.nikonusa.com/en/Service-i | www.nikonusa.com/en/Service-i | www.nikonusa.com/en/Service-i | www.nikonusa.com/en/Service-i | www.nikonusa.com/en/Service-i |
| 1892 | Nikon USA | autofocus lei US-en | | | desktop | 4 | 6 | 1 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 1935 | Nikon USA | aviation phot US-en | | | desktop | 5 | 8 | 1 | www.nikonusa.com/learn-and-e | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and | www.nikonusa.com/learn-and |
| 2116 | Nikon USA | battery char US-en | | | desktop | 5 | 6 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 2120 | Nikon USA | battery for d US-en | | | desktop | 5 | 7 | 2 | 3 | 5 | 2 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |
| 2140 | Nikon USA | bayonet lens US-en | | | desktop | 5 | 6 | 1 | 4 | 4 | 0 | www.nikonusa.com/en/Nikon-Pr | www.nikonusa.com/en/Nikon-Pr |

A Ranking trends over time keyword report with ranks 6 to 10 selected

Chart competitor visibility

- 1 Create a **Top 20 comparison** report for your chosen tag, data view, or site.
- 2 Select your specific date range.
- 3 When you've finished creating the report, download and open the spreadsheet.
- 4 Filter the URL column to see which keywords are owned by a specific competitor. You can either choose to manually select your preferred domain using the checkboxes, or set the filter to "contains," then enter the URL in the text box.
- 5 Compare URLs between two dates to see if you or your competitor has lost or gained visibility.



TIP

Reports are provided as unformatted CSV spreadsheets, allowing for easy integration with your own internal reporting processes.



TIP

Most report types allow you to include up to 10 synced sites in addition to the main selected site.

| | Keyword | Market | Location | Device | Rank | Result Types | Protocol | Ranking URL on Sep 7, 2018 | Result Types | Protocol | Ranking URL on Sep 21, 2018 |
|----|--------------|--------|----------|---------|------|--------------------|----------|--|--------------------|----------|-----------------------------|
| 1 | #35mm | US-en | | desktop | 1 | twitter box | https | twitter.com/hashtag/35mm?ref_s_twitter_box | twitter box | https | twitter.co |
| 2 | #35mm | US-en | | desktop | 2 | people also a http | http | www.google.com/ | people also a http | http | www.goo |
| 3 | #35mm | US-en | | desktop | 3 | organic | https | www.instagram.com/explore/tags | organic | https | www.inst |
| 4 | #35mm | US-en | | desktop | 4 | carousel / vic | https | www.youtube.com/watch?v=f2laf | carousel / vic | https | www.you |
| 5 | #35mm | US-en | | desktop | 5 | organic | https | en.wikipedia.org/wiki/35mm_fo | organic | https | en.wikipe |
| 6 | #35mm | US-en | | desktop | 6 | organic | https | www.amazon.com/Film-35mm-P | organic | https | en.wikipe |
| 7 | #35mm | US-en | | desktop | 7 | organic | https | www.esquire.com/uk/culture/a20 | organic | https | www.esq |
| 8 | #35mm | US-en | | desktop | 8 | organic | https | petapixel.com/2013/05/16/the-to | organic | https | petapixel. |
| 9 | #35mm | US-en | | desktop | 9 | organic | https | www.ebay.com/b/Vintage-35mm- | organic | https | www.am |
| 10 | #35mm | US-en | | desktop | 10 | organic | https | www.quora.com/What-is-the-me | organic | https | www.am |
| 11 | #35mm | US-en | | desktop | 11 | organic | https | store.steampowered.com/app/46 | images | http | www.goo |
| 12 | #35mm | US-en | | desktop | 12 | images | http | www.google.com/ | organic | https | www.eba |
| 13 | #35mm | US-en | | desktop | 13 | organic | https | www.urbandictionary.com/tags.pl | organic | https | www.quo |
| 14 | #35mm | US-en | | desktop | 14 | organic | https | www.urbandictionary.com/define. | organic | https | store.stea |
| 15 | #35mm | US-en | | desktop | 15 | organic | https | www.theverge.com/circuitbreak | organic | https | www.urbi |
| 16 | #35mm | US-en | | desktop | 16 | organic | https | shop.lomography.com/en/films/35 | organic | http | best-hash |
| 17 | #35mm | US-en | | desktop | 17 | organic | https | www.keh.com/shop/cameras/film | organic | https | shop.lom |
| 18 | #35mm | US-en | | desktop | 18 | organic | https | ryanscottoliver.com/show/35mm/ | organic | https | www.curz |
| 19 | #35mm | US-en | | desktop | 19 | organic | https | www.curzon.org.uk/news/2017/1 | organic | https | www.face |
| 20 | #35mm | US-en | | desktop | 20 | organic | http | www.bjp-online.com/tag/35mm/ | organic | https | unsplash.c |
| 21 | +/- on camer | US-en | | desktop | 1 | organic | https | www.techradar.com/news/the-a- | organic | https | www.lifev |
| 22 | +/- on camer | US-en | | desktop | 2 | people also a http | http | www.google.com/ | people also a http | http | www.goo |
| 23 | +/- on camer | US-en | | desktop | 3 | organic | https | www.lifewire.com/understanding | organic | https | www.tecf |
| 24 | +/- on camer | US-en | | desktop | 3 | organic | https | www.lifewire.com/understanding | organic | https | www.tecf |
| 25 | +/- on camer | US-en | | desktop | 4 | organic | https | en.wikipedia.org/wiki/Exposure_v. | organic | https | en.wikipe |

A Top 20 comparison report identifying keywords owned by a specific competitor

STAT TOP TIPS

You can select keywords by site, by tag, or by data view for a complete report on any keyword segment.

You can schedule your report to run daily, weekly, monthly, or only once.

RESOURCES

Get to know STAT's report types.



BLOG & RESOURCES

Read more about how to get competitive with local pack reporting in this STAT post.

[Read more →](#)



BLOG & RESOURCES

See how the **People also ask** and **Related searches** reports can help you with keyword list-building

[Read more →](#)



KNOWLEDGE BASE

Find more details on each report type in our knowledge base.

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