

Competitive Analysis Report: LoveAdmin vs iClassPro (2025)

Introduction

LoveAdmin and iClassPro are cloud-based platforms designed to help organisations manage classes, memberships and payments. LoveAdmin is headquartered in the UK and primarily serves sports clubs, community groups and children’s activity providers. iClassPro is based in the US and focuses on gymnastics, dance, swimming and related activity centres. This report compares the platforms from the perspective of UK organisations looking for a flexible and efficient system after probation with LoveAdmin. It uses official feature documentation, help articles and user reviews (Capterra, GetApp and Software Advice) to provide an in-depth, evidence-backed view. Citations include lines from primary sources (e.g., help articles, feature pages) and are indicated in brackets.

Summary Table

Category	LoveAdmin (UK)	iClassPro (US)
Target market & positioning	Designed for UK sports clubs and membership organisations. Offers GDPR & VAT compliance, Gift Aid collection and localised support. Offers free account & flexible pricing targeted at small clubs and enterprises.	Built for gymnastics, dance and swim schools with strong presence in North America. Pricing structured in tiers (Essentials, Elite, Premium, Enterprise) with add-ons such as branded app and integrated websites.
Payment options	Direct Debit via London & Zurich or GoCardless, debit/credit card payments through PayPal. New PayPal integration enables recurring and ad-hoc payments to settle in minutes; customers pre-authorise cards and the system collects and marks payments as paid and deposits money into the merchant’s PayPal account almost immediately[1]. Traditional Direct Debit collections take 6–9 working days for new mandates and 5–6 days for existing mandates[2].	Integrated in-person/online payment processing with Level 1 PCI compliance[3]. Payments settle in three business days for US merchants (two days if batches close before 7 pm CST)[4]; next-day funding is available only for US customers that meet qualification criteria[5]. Flat-rate pricing: 2.9% + \$0.50 per transaction for Visa/Mastercard/Discover and 3.5% + \$0.50 for American Express[6]; various card assessment fees also apply[7]. Integrated payment

Category	LoveAdmin (UK)	iClassPro (US)
Booking & registration	Offers a fully-branded booking site with sessions, events, merchandise and memberships. Customers can apply filters (location, coach, age) and view a colour-coded calendar. Registration forms collect medical and consent data; advanced filters allow targeted invitations; waiting lists and automated trial management help convert prospects[8]. Custom discounts (sibling, early-bird, membership) and exclusive access levels are available[8].	solution is built around the US banking system; there is little guidance on UK settlements or rates. Provides flexible class management (monthly, session or rolling) with online booking and auto-approve or request-only enrolment[9]. Parents can enrol via the customer portal or mobile app; class control centre allows quick edits and real-time registration with priority registration and waitlists. Attendance tracking includes a touchless kiosk and automated makeup class management[9]. Specialised modules support party booking[10] and private lessons/appointments[11].
Communication & engagement	Rich email builder with images, GIFs, video links and attachments; automatically applies brand colours and logos[12]. Targeted messaging uses advanced filters; branded SMS, timeline posts and portal announcements broadcast critical information[13]. Over 40 automated notifications chase late payers, confirm sign-ups and engage trialists[14]; placeholders personalise messages. Engagement metrics show delivery and read status[15].	Autopilot marketing automation automates communications and billing across all plan levels: personalised follow-up emails (e.g., expiring credit cards, birthdays), reminders for upcoming charges, overdue balances and prompts to download the app[16]. The system can send push notifications via the branded app[17]. Email and SMS messaging are built-in but customisation is more limited; many reviewers note they wish for more flexible templates and better reporting[18].
Mobile apps & portals	JoinIn mobile app allows members to book sessions, pay fees, update contact and medical details, and manage consents[19]. It is available free to members;	Branded mobile app available as an add-on (one-time setup \$499 + \$150/month)[21]. The app carries the organisation's name, logo and colours and provides

Category	LoveAdmin (UK)	iClassPro (US)
	administrators can also manage registers via tablet or smartphone. Self-service portal empowers customers to manage accounts, enrol, request transfers/absences, shop merchandise and view news[20].	account management, schedule viewing, enrolment and payment on the go. Without the branded app, customers use the web-based parent portal[20].
Admin efficiency & automation	Strong automation: automatic retries for failed payments; scheduled payment collections (weekly, monthly or annual); auto-renewals; pro-rated pricing; automatic discounts; exclusive access for loyal customers; personalised placeholders; real-time updates when personal information changes; and automatic data collection during registration[22]. Abandoned basket recovery triggers communication campaigns[23].	Autopilot automates tuition billing, communications and enrolments, including reminders, follow-ups and class promotions[16][24]. Robust class control centre streamlines attendance, makeup tokens and skill tracking[9][25]. However, some reviewers mention that features can be “half cooked” or require work-arounds, and new features roll out slowly[26].
Shop & point-of-sale (POS)	Merchandising integrated into booking site; organisations can sell merchandise or kits and track stock levels. POS capabilities are limited compared with dedicated retail solutions but include stock and transaction tracking.	Full point-of-sale (Pro Shop) for on-site retail with real-time inventory, scheduling of sales campaigns, and smart reporting to see what sells[27]. Customers can shop 24/7 via the portal or mobile app.
Reporting & analytics	Business reports provide detailed financial summaries (renewals, sales, payments), show outstanding or late payments, cancelled direct debits and cash-flow forecasting[28]. Reports identify underperforming sessions or capacity to cancel or expand; administrators can issue payment requests or communicate directly from reports[29]. Advanced filters help segment data; safeguarding reports track consents and attendance history[30].	Custom dashboards and various reports: registration revenue, instructor wages, tuition & discount codes, skill progression, party bookings and pro shop sales. Integrated QuickBooks Online module provides one-step setup, automated daily sync and reconciliation[31]. Reviewers note limited reporting flexibility and difficulty exporting data[32].

Category	LoveAdmin (UK)	iClassPro (US)
Integrations & technical	Integrates with PayPal, London & Zurich and GoCardless for payments; exports to accounting software (e.g., Xero, QuickBooks). Fully branded booking site and self-service portal; API not widely advertised. Recent PayPal integration includes online refunds processed directly through LoveAdmin[33].	Offers integrated websites (drag-and-drop website builder) and membership portal; dedicated QuickBooks Online integration for accounting[31]. Branded mobile app and autopilot automation act as major add-ons; overall API is limited.
Customer support & localisation	Local UK support team available Monday–Friday 9 am – 5:30 pm via phone and email[34]. Help centre and training resources; emphasis on UK legislation (GDPR, Gift Aid, VAT). Reviews indicate support is responsive and the team helps during setup[35], though some users note a learning curve and initial delays[36].	Support available Monday–Friday 9 am – 9 pm CT and Saturday 9 am – 6 pm CT [37]. Telephone numbers provided for US/Canada, Australia and the UK, but hours follow US business times, limiting access for UK organisations. Some users praise the help staff[38]; others complain of slow responses, limited live chat and need for more training[39][40].
Pricing	LoveAdmin promotes a free account with no contracts or set-up fees; pricing details for V2 are available upon consultation. Payments via PayPal incur standard PayPal processing fees (currently ~2.9% + £0.30 for cards in the UK) and London & Zurich/GoCardless direct debit fees. The PayPal feature solves long settlement times of Direct Debit but may have higher transaction fees.	Tiered subscription plans; core features included in Essentials plan with add-ons (branded app, integrated websites, autopilot) raising monthly cost. Payment processing fees are fixed (2.9% + \$0.50 or 3.5% + \$0.50) plus assessment fees[6]. Reviews note that iClassPro is expensive relative to competitors[41].
User reviews (summary)	Capterra/Trustpilot reviews highlight: helpful and responsive support; ease of tracking membership and class registers; reduced admin load; initial learning curve; some limitations in the older version’s email editor and lack of	Reviews on Capterra and GetApp show an overall rating ~4.5/5 but reveal mixed feedback: strong for interface, ease of registration, billing and party booking[38]; negative points include high credit-card rates, hidden flaws

Category	LoveAdmin (UK)	iClassPro (US)
	dedicated mobile app (V1)[42][43]. PayPal integration resolved PayPal delays; some users experienced teething problems with PayPal during initial setup[36]. Overall rating ~4.4/5 on GetApp[44].	(especially payment processor outages in Australia), limited reporting, lack of features like injury tracking, half-cooked modules and slow feature rollout[18][45][26]. Onboarding can be long and expensive, with monthly fees and complexity[41].

Detailed Comparison and Nuances for the UK Market

1 Payments and Settlement

LoveAdmin

- **Direct Debit collection:** LoveAdmin partners with London & Zurich (L&Z) and GoCardless to process Direct Debits. For **new Direct Debit instructions**, money reaches the organisation's account on **day 9** after the member signs up (day 6 for existing mandates)[2]. This timeline reflects UK Bacs processing cycles and ensures compliance with UK banking regulations. LoveAdmin does not handle funds; L&Z/GoCardless manage the money and transfer it to the organisation's bank account. This approach suits clubs needing predictable settlement schedules and integrated direct debit management.
- **PayPal card payments:** In August 2024 LoveAdmin introduced a PayPal integration allowing members to pre-authorise a card so that recurring or ad-hoc payments are **settled within minutes**. Each time the organisation requests payment, the system collects it, marks it as paid and deposits the funds into the organisation's PayPal account for immediate transfer[1]. This eliminates the 6–9 day delay of traditional direct debit and means funds are available instantly, improving cash flow[46]. Refunds can also be processed directly via LoveAdmin to the customer's card[33].
- **Flexible payment rules:** Administrators can set different payment methods for different products (e.g., merchandise paid by card, membership fees by direct debit) and define instalment schedules, maximum number of instalments, pro-rata pricing and linked product rules (e.g., membership plus kit)[47]. The system automatically retries failed payments, sends overdue reminders and allows partial or full refunds and credits[48].
- **Fees:** Standard PayPal fees apply (~2.9% + £0.30). Direct Debit fees are negotiated with L&Z or GoCardless and typically lower than card fees. Because LoveAdmin targets UK clubs, there are no cross-border conversion fees.

iClassPro

- **Integrated payment processing:** iClassPro provides an in-house payment processing system that is fully integrated and Level 1 PCI-compliant[3]. Customers can store multiple payment methods and there is an automatic card updater to

avoid expired cards[49]. The integrated system offers recurring tuition billing and dispute resolution tools[50].

- **Settlement times:** For US merchants, standard settlement takes **three business days** (two days if batches close early)[4]. Next-day funding is available only for US customers meeting premium criteria[5]. There is no published guidance for UK merchants; therefore UK organisations using iClassPro must accept delayed settlement and potential currency conversion fees.
- **Fees:** Flat-rate processing of 2.9% + \$0.50 per transaction for Visa/Mastercard/Discover and 3.5% + \$0.50 for American Express[6]. Additional card assessment fees apply (e.g., Visa per-item fees, MC NABU fees)[7]. These fees are higher than typical UK direct debit costs. Users in reviews complain that credit-card rates are expensive and there is no ability to use external payment processors[41].
- **UK market implications:** Because iClassPro's payment system is designed around the US banking system, UK organisations may face slower settlements, currency exchange and higher fees. There is no direct debit option; customers pay via card, which incurs transaction fees. If next-day funding is not available, funds could be delayed by three business days or more.

2 Class & Event Management

LoveAdmin

LoveAdmin's booking and class management features revolve around a customisable **activity calendar**. Organisations can create single-day or multi-week events, manage capacity and waiting lists, set age or membership restrictions, and collect payment after administrative approval[51]. Administrators can send promotional emails and SMS with custom flyers and automated discount rules (early-bird, sibling, members-only). Forms capture critical data at checkout such as medical information and photo consents, and the system generates attendance registers automatically[51].

The **activity calendar** provides a colour-coded view for customers and staff. It highlights sessions with limited spaces or underperformance; staff can view personalised calendars filtered by location, coach or time[52]. Registers can be accessed via a QR code scanning system; coaches can log attendance, scan QR codes for self-check-in and view custom data fields (medical flags, payment issues or declined photo consent)[52].

For team sports (e.g., football), LoveAdmin offers an **availability checker**, ability to upload fixture lists and filter by team/squad, and payment requests for match fees or fines[53]. These features integrate with the broader membership system, ensuring players' payments and medical details are available on mobile/tablet.

iClassPro

iClassPro provides a comprehensive **class control centre** that supports month-to-month, session or rolling enrolment; flexible billing (flat rate, hourly or per session); waitlists; and

priority registration[9]. Parents can enrol themselves via the customer portal or mobile app; administrators can auto-approve enrolments or require approval. The system includes a **touchless attendance kiosk** and automated makeup class tokens to manage missed sessions[9]. A **skill tracking** module allows staff to evaluate students in real-time, build skill trees, generate certificates and share progress with parents[25].

The platform also includes **party booking** with custom packages, add-on upsells and deposit options[10], an **appointment** module for private lessons or evaluations[11] and an integrated **Pro Shop** for selling merchandise[27]. These modules deliver extensive functionality for event management and retail, but many are add-ons available only on higher tier plans or at extra cost.

UK nuance: iClassPro's modules assume US seasons and tuition structures; there is no built-in support for UK tax or Gift Aid. LoveAdmin includes features like VAT settings and Gift Aid data collection, which are essential for UK charities and clubs.

3 Communications & Marketing

LoveAdmin

LoveAdmin's communications tools resemble a marketing platform. The **email builder** supports images, GIFs, video links and attachments and automatically uses the organisation's brand colours and logo[12]. Administrators can create templates and reuse them for campaigns. **Targeted messaging** uses advanced filters (age, location, membership status) and broadcasts via email, SMS, timeline posts or portal announcements[13]. The system offers more than **40 automated notifications** that chase late payers, confirm sign-ups, issue reminders, send personalised messages (names, birthdays, achievements) and schedule them for any time[14]. Delivery and engagement metrics show who opened or clicked an email[15].

This marketing focus is complemented by **abandoned checkout** follow-up (sending reminders to people who started but did not complete booking or membership)[23] and automation sequences to convert trialists into paying members[22].

iClassPro

Autopilot is iClassPro's marketing automation suite. It automates emails and notifications such as payment reminders, expiring credit card warnings, birthday messages, post-class follow-ups and prompts to download the mobile app[16]. Tuition billing is also automated with reminders for upcoming charges and overdue balances[24]. The platform sends push notifications via the branded app and emails via the Customer Portal. However, users cannot create richly formatted newsletters; templates are more limited and there is less granular segmentation. Several reviewers mention that they would like more customisable marketing features and improved reporting[18].

4 Mobile Apps & Self-Service Portals

LoveAdmin's **JoinIn** mobile app is included free of charge for members. It allows them to book sessions, make payments, manage personal information and consents, and view schedules and announcements[19]. Coaches can use the app on their phones or tablets to check attendance, flag medical issues and communicate. There is no separate monthly fee; this is included as part of the LoveAdmin platform.

iClassPro offers a **branded mobile app** as a paid add-on. The organisation's name, logo and colours appear on the app; families can manage accounts, schedule lessons, pay tuition and receive push notifications[21]. This service costs **\$499** one-time setup plus **\$150 per month**[21]. Without the branded app, families use the web-based Customer Portal.

5 Admin Efficiency & Automation

Both platforms emphasise reducing administrative workload, but their approaches differ:

- **LoveAdmin** uses automation to handle payment retries, scheduled collections (weekly, monthly, annual), pro-rated pricing for mid-month sign-ups, auto-renewals and exclusive access. It automatically collects updated customer data and uses placeholders to personalise emails[22]. Its **business reports** provide actionable insights such as session capacity analysis and underperforming classes; administrators can issue payment requests or send communications directly from reports[29]. Safeguarding functions track missing consents and attendance history[30].
- **iClassPro** streamlines operations through its class control centre, autopilot billing and communication, skill tracking, makeup tokens and the ability to manage party bookings and appointments. However, some modules (autopilot, integrated websites, branded app) are add-ons. Reviewers mention that many features feel incomplete or require work-arounds; for example, injury tracking is not built in, and new features are rolled out slowly[18][26].

6 Shop & Retail

LoveAdmin's online shop is integrated into the booking site, allowing organisations to upload products with pictures, manage stock levels and offer merchandise (e.g., kit, tickets, sponsorship fees)[54]. While adequate for small clubs, it lacks advanced features like dynamic pricing or integrated hardware for point-of-sale.

iClassPro provides a dedicated **Pro Shop** and point-of-sale system. It allows real-time stock tracking, scheduling of sales campaigns, and smart reporting on what sells[27]. Customers can shop 24/7 via the portal or mobile app. For organisations with significant retail operations (e.g., gymnastics pro shop), this is a strong advantage.

7 Reporting & Analytics

LoveAdmin's reporting offers deep insights into payments, session performance and member engagement. Reports highlight outstanding payments, cancelled direct debits and abandoned checkouts, enabling targeted follow-ups[55]. The platform's safeguarding and GDPR compliance features track consents and ensure data protection[30]. Because the system is built for UK clubs, it includes VAT settings and Gift Aid collection.

iClassPro produces operational reports (enrolment revenue, discounts, instructor wages, skill progression, party bookings and pro shop sales) and integrates with QuickBooks Online via one-step setup and daily sync[31]. Reviewers note that reporting customisation is limited, and exports are sometimes cumbersome[32].

8 Customer Support & Localisation

LoveAdmin provides UK-based phone support Monday–Friday **9 am – 5:30 pm**[34]. Users appreciate the supportive staff and training resources; they also note a learning curve and occasional delays when migrating from older versions[36]. LoveAdmin emphasises compliance with UK regulations (GDPR, VAT, Gift Aid) and offers targeted community resources for UK clubs.

iClassPro's support is available Monday–Friday **9 am – 9 pm Central Time** and Saturday **9 am – 6 pm**[37]. While there is a UK phone number, the hours follow US time, meaning UK customers must call in the afternoon/evening. Reviews reveal mixed experiences: some customers praise the support team[38], while others complain about long wait times and lack of live chat outside business hours[39].

9 Pricing & Total Cost of Ownership

LoveAdmin advertises a free account with no set-up fees. Pricing for the V2 platform depends on organisation size and requirements; PayPal transaction fees (about 2.9% + £0.30) apply and direct debit fees are negotiated. Because PayPal card payments settle instantly, there may be slightly higher card fees but improved cash flow. For clubs with high volumes of small payments, direct debit remains cost-effective despite the 6–9 day settlement.

iClassPro operates a tiered pricing model: Essentials (core), Elite, Premium and Enterprise. Add-ons like Autopilot, integrated websites and branded app increase monthly cost. Payment processing fees (2.9% + \$0.50) and assessment fees make it expensive for small transactions, and there is no option to use a cheaper external payment processor. Reviews call the service “very expensive”[26] and “complex to set up”[41].

Key Gaps and Opportunities

Gaps in iClassPro (relative to LoveAdmin)

1. **Settlement Times and UK Payment Methods:** iClassPro lacks a direct debit option and has no UK-specific settlement guidance. Payments settle in 2–3 business days for US merchants[4]; next-day funding is US-only[5]. LoveAdmin's PayPal integration offers near-instant settlement[1], while direct debit ensures predictable Bacs cycles for UK clubs[2].
2. **Localisation and Compliance:** iClassPro does not handle VAT, Gift Aid or UK safeguarding requirements by default. LoveAdmin includes VAT settings, Gift Aid collection and GDPR-compliant consents[30].
3. **Communication Flexibility:** Autopilot automation is less flexible; there are no advanced email templates or segmentation comparable to LoveAdmin's builder and filters[56]. Feedback suggests limited reporting and the need for better marketing tools[18].
4. **Support Hours:** iClassPro's support schedule is based on US time zones[37]; UK customers may not receive prompt assistance. LoveAdmin offers UK business hours and local expertise[34].
5. **Pricing and Add-Ons:** Many core features (branded app, integrated website, Autopilot) are add-ons in iClassPro; LoveAdmin includes its JoinIn app and booking website as standard. The combined cost makes iClassPro expensive[41].
6. **Reporting Depth:** iClassPro's reporting is operational but lacks advanced business insights and segmentation; exporting data can be cumbersome[32]. LoveAdmin offers advanced filters and direct actions from reports[29].

Gaps in LoveAdmin (relative to iClassPro)

1. **Comprehensive Pro Shop:** LoveAdmin's merchandise tools are basic compared to iClassPro's dedicated point-of-sale system with inventory management and sales campaigns[27].
2. **Skill Tracking and Evaluations:** LoveAdmin lacks a robust skill tracking module similar to iClassPro's, which allows real-time evaluations, skill trees and certificates[25].
3. **Party Booking and Appointments Modules:** iClassPro offers specialised modules for party booking and private lessons[10][11]; LoveAdmin can handle events and bookings but does not provide dedicated party booking or appointment scheduling with automatic notifications.
4. **Large-scale franchise features:** iClassPro's enterprise plans support multi-location franchises and centralised control; LoveAdmin emphasises club-level management rather than complex franchise structures.

Battle Cards

Sales Battle Card: Positioning LoveAdmin Against iClassPro (UK Market)

Question/Objection	Suggested Response
“Why should we switch from iClassPro? It seems like the market leader for gymnastics and swim schools.”	LoveAdmin is built for UK clubs and membership organisations, so it addresses local regulations (GDPR, VAT, Gift Aid) out of the box. Our payment options include PayPal card payments that settle within minutes [1] and Direct Debit for cost-effective recurring fees [2] . We also provide UK-based support during business hours [34] . iClassPro’s payment system is US-centric; settlement takes two–three business days and next-day funding is only for US merchants [4] [5] .
“Does LoveAdmin have an app like iClassPro’s branded mobile app?”	Yes. Our JoinIn mobile app is included at no extra cost; it lets members book sessions, pay fees, update information and manage consents [19] . Coaches can use it to view registers and mark attendance. In contrast, iClassPro’s branded app costs \$499 setup plus \$150 per month [21] .
“We need robust skill tracking and party booking features.”	iClassPro excels in skill tracking and party booking modules, which we do not currently replicate. However, LoveAdmin’s powerful event and class management can handle complex programmes and automate discounts [51] . We continue to enhance our product and integrate more features based on customer feedback.
“How quickly can we get our money?”	With LoveAdmin’s PayPal integration, recurring and ad-hoc payments are collected and marked as paid, and the money is available in your PayPal account within minutes [1] . Direct Debit collections follow a standard Bacs timeline (6–9 working days) [2] . iClassPro settles payments in 3 business days (2 with early batch) and next-day funding is US-only [4] [5] , meaning UK clubs may experience delays.
“We like iClassPro’s Pro Shop and inventory management.”	iClassPro’s POS is more advanced. LoveAdmin offers an integrated shop that is suitable for selling kit and merchandise [54] , but if retail is a large part of your business, iClassPro may suit you better. Many UK clubs choose LoveAdmin due to lower transaction fees and better UK support. You can also integrate LoveAdmin with standalone retail solutions to manage inventory.
“We’re concerned about learning a new system.”	LoveAdmin provides onboarding assistance and training materials. Reviewers highlight our supportive staff and

Question/Objection	Suggested Response
	user-friendly interface[35]. There is a learning curve, but our UK support team is available 9 am – 5:30 pm to help[34]. In contrast, iClassPro’s support operates on US time, which can be inconvenient for UK users[37].

Product Battle Card: Feature-Level Positioning

- **Unique strengths of LoveAdmin:**
- **UK-centric payments:** Direct Debit with Bacs compliance and PayPal integration for instant settlements[1][2].
- **Advanced communications:** Rich email/SMS builder, over 40 automated notifications and abandoned basket recovery[56][23].
- **JoinIn mobile app included:** Self-service bookings and payments without additional fees[19].
- **Detailed business reporting:** Insights into cash flow, session capacity, safeguarding and event performance[57].
- **Local support & compliance:** UK business hours support[34], VAT & Gift Aid capabilities.
- **Areas to improve:** Pro Shop features, skill tracking, party booking and multi-location franchise management; these remain stronger on iClassPro.[27][25]
- **Key competitor weaknesses:** US-centric payment processing (no direct debit), slow settlement times for UK users[4], high transaction fees[6], limited marketing customisation and slow feature rollouts[18][26].

Conclusion

For UK organisations seeking an all-in-one platform to manage memberships, classes, payments and communications, **LoveAdmin** offers a strong proposition. Its PayPal integration delivers same-day settlements, while direct debit provides cost-effective recurring payments with predictable timelines. The software includes robust communication tools, automation features, advanced reporting and local support during UK business hours. Reviews indicate a steep learning curve but generally high satisfaction with support and time savings.

iClassPro delivers feature-rich class management with skill tracking, party booking and point-of-sale capabilities, making it ideal for US gymnastics, dance and swim schools. However, the platform is geared toward the US market; payment settlement and support hours may frustrate UK users. Many features are add-ons and transaction fees are high. UK clubs that prioritise fast cash flow, local support and compliance with UK regulations will likely find LoveAdmin a better fit.

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