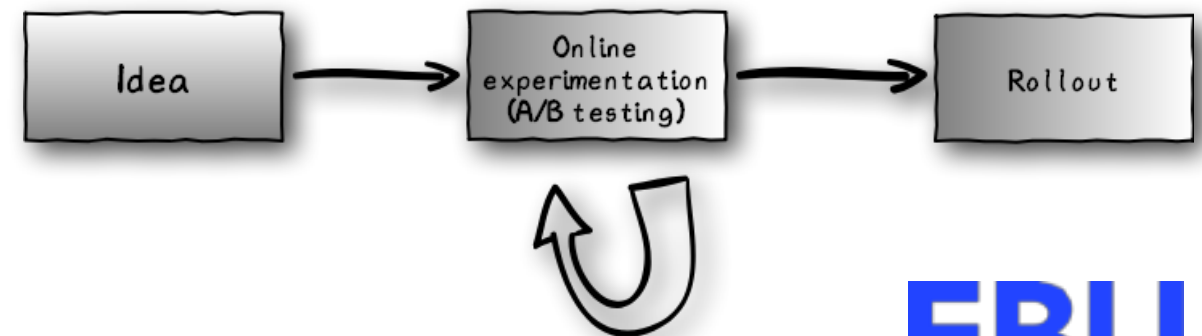


A/B Testing -  
**imperfect!**

**Time**  
can take up to weeks!



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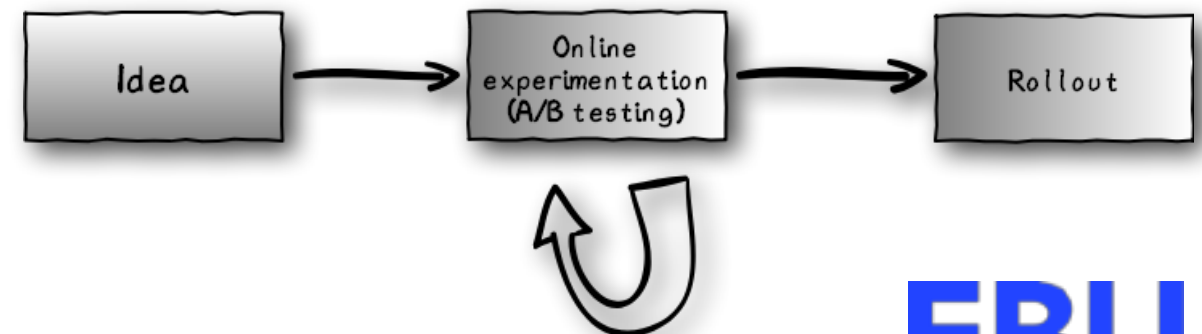
A/B Testing -  
**imperfect!**

**Time**

can take up to weeks!

**Experience**

Users often report an  
unsatisfactory experience



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