Certificate
www.example.com

Public Key Info:
  01 02 03 04 05 ...

DNS SAN Entries:
  *.example.com
  unpopular.resource.com

Certificate
www.example.com

Public Key Info:
  01 02 03 04 05 ...

DNS SAN Entries:
  *.example.com
  00popular.resource.com

LenBytes('unpopular.resource.com') == **LenBytes('00popular.resource.com')**