MKT 6321 Prof Edsel- AI Assignment

Enter your name and net id: Rahul Kotian (RMK061000)

Prompt structure: ACT as a [role] create a [task] and show as a [format], set restrictions [enter restrictions]- use a cheat sheet if you want examples.

Module 1

Ecommerce/PP C tasks	Chat GPT- copy and paste the response; sometimes, you might need to use a screenshot. Avoid putting more than 2 screenshots for one output	Google Gemini - copy and paste the response; sometimes, you might need to use a screenshot. Avoid putting more than 2 screenshots for one output
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1.- Request a list of complementary products and content for a product or service that your website sells/offers



You

ACT as an ecommerce marketing manager create a list of complimentary products and content for https://www.childrensplace.com/us/p/Boys-Uniform-Twill-Woven-Stretch-Straight-Chino-Pants-3015466-NN and show as a list



ChatGPT

Complimentary Products:

1. Boys Uniform Pique Polo

- · Classic pique polo shirt designed for comfort and style, perfect for pairing with the chino pants.
- Price: \$14.95

2. Boys Uniform V-Neck Sweater

- . Cozy V-neck sweater crafted from soft knit fabric, ideal for layering over shirts during cooler weather.
- Price: \$24.99

3. Boys Uniform Long Sleeve Oxford Shirt

- Timeless Oxford shirt featuring a button-down collar and chest pocket, a versatile addition to his wardrobe.
- Price: \$19.99

4. Boys Uniform Leather Belt

- . Durable leather belt with a classic buckle closure, adds a polished finishing touch to his uniform ensemble.
- Price: \$12.95

5. Boys Uniform Canvas Sneakers

- . Stylish canvas sneakers with a comfortable rubber sole, perfect for completing his casual yet polished look.
- Price: \$29.99

ACT as an ecommerce marketing manager create a list of complimentary products and content for https://www.childrensplace.com/us/p/Boys-Uniform-Twill-Woven-Stretch-Straight-Chino-Pants-3015466-NN and show as a list





Based on my search, here are some complimentary products that would go well with these chino pants:

- Boys' Uniform Short-Sleeve Polo Shirt: A classic polo shirt in a variety of colors to match any uniform requirement.
- . Boys' Dress Shoes: Available in a variety of styles and colors to complement his uniform.
- Boys' Adjustable Dress Belt: A stylish and functional belt to keep his pants in place.









Boys Uniform Crew Socks (Pack of 3) Soft and stretchy crew socks in coordinating colors, ensures comfort and style all day long. Price: \$3.99 Enhance his school attire with these complementary products designed to perfectly complement the Boys Uniform Twill Woven Stretch Straight Chino Pants. From polished tops to stylish accessories, these items will complete his look with ease and versatility.

2.- Request a compelling product description for a product that you sell/offer



ACT as an ecommerce marketing manager create a detailed and engaging product description for https://www.childrensplace.com/us/p/Boys-Uniform-Twill-Woven-Stretch-Straight-Chino-Pants-3015466-NN and show as a table format



ChatGPT

Certainly! Below is a detailed product description for the Boys Uniform Twill Woven Stretch Straight Chino Pants, presented in a table format:

Product Name: Boys Uniform Twill Woven Stretch Straight Chino Pants	SKU: 3015466- NN	
Description:		
Elevate your little man's school wardrobe with our Boys Uniform Twill Woven Stretch Straight Chino Pants. Crafted for comfort and durability, these chino pants are a must-have for any young scholar. Made from premium quality twill woven fabric with added stretch, these pants offer the perfect blend of style, flexibility, and resilience to keep up with his active days. The straight leg design provides a timeless silhouette that pairs effortlessly with a variety of tops, making them versatile for both casual and formal occasions. The adjustable waist ensures a customized fit, while the sturdy button closure and zip fly add convenience. With reinforced stitching and quality construction, these chino pants are built to withstand the rigors of daily wear. Available in classic uniform colors, these chino pants are a smart choice for school uniforms or everyday wear. Whether he's sitting in class or running around on the playground, these pants will keep him looking sharp and feeling comfortable from morning bell to		
afternoon dismissal. Upgrade his school wardrobe with the Boys Uniform Twill Woven Stretch Straight Chino Pants and watch him stride confidently through his day.		

This product description highlights the key features and benefits of the Boys Uniform Twill Woven Stretch Straight Chino Pants, emphasizing their quality, comfort, versatility, and durability.









Show drafts V





Feature	Description
Fabric	97% cotton and 3% spandex twill with stretch
Closure	Button closure and zip fly
Waist	Inner adjustable tabs for a custom fit
Rise	Mid
Fit	Classic
Pockets	Front side-slant pockets, back welt pockets
Other features	Belt loops, pre-washed for added softness and to reduce shrinkage
	Export to Sheets

3.- Write an email to encourage customers to sign up for a newsletter (note to students: add a lot of detail and restrictions so it is compelling)



ACT as an ecommerce marketing manager and create a persuasive email to customers to join our newsletter for https://www.childrensplace.com/ show as paragraph set restrictions write using basic English



6 ChatGPT

Subject: Join Our Newsletter for Exclusive Offers and Updates!

Dear Valued Customer,

Want to stay in the loop about all the latest deals, trends, and exciting updates from The Children's Place? Now's your chance! Sign up for our newsletter today and unlock a world of exclusive offers and updates tailored just for you.

By joining our newsletter, you'll be the first to know about our newest arrivals, special promotions, and upcoming sales events. Plus, you'll receive insider tips on styling your little ones, seasonal outfit ideas, and so much more!

But that's not all - as a valued member of our newsletter community, you'll also gain access to exclusive discounts and VIP perks that you won't find anywhere else. From birthday surprises to members-only sales, we're always finding new ways to show our appreciation for your loyalty.

Signing up is quick, easy, and completely free! Just visit our website at www.childrensplace.com and enter your email address in the signup form at the bottom of the page. It's that simple!

So don't miss out on all the excitement - join our newsletter today and let us keep you informed, inspired, and stylish every step of the way.

Best regards,

[Your Name]

Ecommerce Marketing Manager

The Children's Place





ACT as an ecommerce marketing manager and create a persuasive email to customers to join our newsletter for https://www.childrensplace.com/ show as paragraph set restrictions write using basic English



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Subject: Unlock exclusive savings and style tips for your little ones!

Hi there,

Looking for the latest trends and hottest deals on kids' clothes? Join The Children's Place email family and unlock a world of benefits just for you!

Here's what you'll get:

- . Exclusive offers and discounts: Be the first to know about upcoming sales, special promotions, and early access to new arrivals. Save on everything from everyday essentials to trendy outfits.
- . Styling inspiration: Get expert tips and tricks to dress your little one in the latest styles, perfect for any occasion. No more outfit dilemmas!
- . Birthday treats: Celebrate your child's special day with a special birthday surprise, just for our email subscribers.
- And more! Stay updated on new product launches, fun seasonal events, and store happenings.

Signing up is quick and easy! Simply enter your email address at the bottom of our website https://www.childrensplace.com/us/home and hit subscribe. Don't miss out on this opportunity to make dressing your kids even more fun and affordable.

See you in your inbox!

The Children's Place team

4.- Request 10 PPC variations of some part of the ad (e.g. the headline, body of the ad, call to action, etc)



ACT as an ecommerce marketing manager and create 10 variations of a PPC ad campaign headline for https://www.childrensplace.com/ with customer target being parents of children aged 1 month to 5 years old, set restrictions add nursery rhymes references

ChatGPT

- 1. "Hey Diddle Diddle, Find Kids' Fashion That's Just Right at The Children's Place!"
- 2. "Twinkle, Twinkle, Little Stars Dress Your Little Ones in Style with The Children's Place!"
- 3. "Hickory Dickory Dock, It's Time to Shop Kids' Fashion at The Children's Place!"
- 4. "Row, Row, Row Your Cart to The Children's Place Where Kids' Fashion Sets Sail!"
- 5. "Mary Had a Little Lamb And It Shopped at The Children's Place for Cute Kids' Fashion!"
- 6. "Humpty Dumpty Sat on a Wall But You Can Shop Kids' Fashion at The Children's Place!"
- 7. "Jack and Jill Went Up the Hill And Discovered The Children's Place for Kids' Fashion Thrills!"
- 8. "Little Miss Muffet Sat on a Tuffet While Parents Found Kids' Fashion Gems at The Children's
- 9. "Itsy Bitsy Spider Climbed Up the Spout And Found Cute Kids' Fashion at The Children's Place, No Doubt!"
- 10. "Baa, Baa, Black Sheep, Have You Any Wool? Find Cozy Kids' Fashion at The Children's Place, Cool!"





ACT as an ecommerce marketing manager and create 10 variations of a PPC ad campaign headline for https://www.childrensplace.com/ with customer target being parents of children aged 1 month to 5 years old, set restrictions add nursery rhymes references







10 PPC Ad Headlines for The Children's Place:

- 1. Hickory Dickory Dock, Clothes on Sale by the Clock! Shop Now at The Children's Place.
- 2. Twinkle, Twinkle Little Star, The Cutest Styles Are Never Far! Shop The Children's Place.
- 3. One, Two, Buckle My Shoe, Adorable Outfits for Me and You! The Children's
- 4. Hey Diddle Diddle, The Place for Clothes is in the Middle! Shop The Children's Place.
- 5. Rub-a-Dub-Dub, New Arrivals in the Tub! Shop The Children's Place for the
- 6. Wee Willie Winkie Runs Through the Town, Looking for Clothes of High Renown! Shop The Children's Place.
- 7. Peter Piper Picked a Peck of Pickled Peppers, But The Children's Place Has Styles that are Even Better!
- 8. Hush Little Baby, Don't You Cry, The Children's Place Has Clothes that Make
- 9. Baa Baa Black Sheep, Have You Seen Our Deals So Deep? Shop The Children's Place Today!
- 10. The Itsy Bitsy Spider Went Up the Water Spout, Down Came Savings You Won't Want to Miss Out! Shop The Children's Place.

5.- Create your own prompt requesting something that would benefit your ecommerce store or PPC campaign



Can you create a PPC ad campaign for https://www.childrensplace.com for the upcoming spring break that maximizes conversion?



Absolutely! Here's a PPC ad campaign tailored for the upcoming spring break to maximize

Ad Campaign Title: "Spring into Savings at The Children's Place!"

Ad Copy:

"Get ready for spring break fun with The Children's Place! From beach-ready outfits to backyard play essentials, we've got everything your little ones need for a stylish and enjoyable break. Shop now for exclusive deals and savings!"

Headlines:

- 1. "Gear Up for Spring Break Fun!"
- 2. "Shop Spring Break Essentials Now!"
- 3. "Make Spring Break Memories in Style!"
- 4. "Spring into Savings for Your Kids!"
- 5. "Get Ready to Shine This Spring Break!"
- 6. "Outfit Your Kids for Spring Adventures!"
- 7. "Don't Miss Out on Spring Break Savings!"
- 8. "Elevate Their Spring Break Style!"
- 9. "Find Everything You Need for Spring Break!"
- 10. "Spring Break Starts Here Shop Now!"

Display URL:

www.childrensplace.com/Spring-Break





Can you create a PPC ad campaign for https://www.childrensplace.com for the upcoming spring break that maximizes conversion?

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The Children's Place Spring Break PPC Ad Campaign:

Target Audience: Parents of children aged 2-12 years old.

Campaign Objective: Drive sales and website traffic during the Spring Break

Campaign Name: Spring Break Fun Starts Here! Shop The Children's Place.

Ad Groups:

- Spring Break Essentials: This ad group would target keywords related to essential clothing items for Spring Break, such as "spring break swimsuits," "spring break shorts," "kids' spring break outfits," etc.
- . Spring Break Savings: This ad group would target keywords related to deals and discounts, such as "spring break sale," "kids' clothing clearance," "affordable spring break outfits," etc.
- . Spring Break Activities: This ad group would target keywords related to Spring Break activities, such as "beach trip essentials," "spring break vacation outfits," "travel clothes for kids," etc.

Ad Examples:

Headline 1: O Spring Break Fun Starts Here! Shop The Children's Place (55

Description 1: Swimsuits, shorts, tees & more! Up to 50% off. Shop Now! (90 characters)

Display URL:

www.childrensplace.com/Spring-Break

Call-to-Action:

"Shop Now!"

Keywords:

- 1. Spring break kids' clothes
- 2. Children's spring fashion
- 3. Spring break outfits for kids
- 4. Kids' beachwear spring break
- 5. Spring break essentials for children
- 6. Children's vacation clothing
- 7. Spring break deals for kids
- 8. Kids' outdoor playwear spring break
- 9. Spring break savings children's clothes
- 10. Children's spring break style

By using catchy headlines, highlighting savings, and focusing on spring break essentials, this PPC ad campaign aims to capture the attention of parents looking to prepare their kids for a memorable and stylish spring break, ultimately driving conversions to the website.



Description 1: Swimsuits, shorts, tees & more! Up to 50% off. Shop Now! (90 characters)

Path 1: Spring Break Shop https://www.childrensplace.com/us/home

Headline 2: Spring Break Savings on Kids' Clothes! The Children's Place (55 characters)

Description 2: Dress them for less! Up to 50% off + Free Shipping over \$75. (90 characters)

Path 2: Spring Break Sale https://www.childrensplace.com/us/home

Headline 3: Beach Trip Essentials for Kids | The Children's Place (55 characters)

Description 3: Swimwear, cover-ups, sandals & more! Shop Spring Break Styles. (90 characters)

Path 3: Spring Break Outfits https://www.childrensplace.com/us/home

Extensions:

- Sitelink Extensions: Include relevant links to specific product categories like "Swimwear," "Shorts & Tees," and "Spring Break Outfits."
- Callout Extensions: Highlight unique selling propositions like "Free Shipping over \$75," "Up to 50% off," and "Easy Returns."

Campaign Budget: Allocate your budget strategically across different ad groups based on expected performance and conversion rates.

Campaign Bidding Strategy: Utilize a target return on ad spend (ROAS) bidding strategy to maximize conversions within your desired budget.

Campaign Monitoring: Regularly monitor campaign performance, analyze ad copy effectiveness, and optimize bids and ad groups for better results throughout the Spring Break season.

Note: These are just examples, and the specific keywords, ad copy, and extensions should be tailored to your specific audience and business goals. You should also consider using ad variations and A/B testing to identify the most effective combinations for your campaign.

Module 2

SEO Tasks **Chat GPT-** copy and paste the response; sometimes, you might need to use a screenshot. Avoid putting more than 2 screenshots for one output

Google Gemini copy and paste the response; sometimes, you might need to use a screenshot. Avoid putting more than 2 screenshots for one output

1. Request a 150-character maximum, meta description for a specific product or service on your chosen website

RA You

ACT as an ecommerce marketing manager create a 150-character maximum, meta description for https://www.childrensplace.com/us/p/Boys-Uniform-Twill-Woven-Stretch-Straight-Chino-Pants-3015466-NN

6 ChatGPT

Shop Boys' Uniform Twill Woven Stretch Straight Chino Pants at The Children's Place. Durable, comfortable school essentials for your little one.

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ACT as an ecommerce marketing manager create a 150-character maximum, meta description for https://www.childrensplace.com/us/p/Boys-Uniform-Twill-Woven-Stretch-Straight-Chino-Pants-3015466-NN

Show drafts V



Sure, here is a meta description of the webpage for you:

Boys' uniform chino pants in classic fit with adjustable waist. Made with comfy stretch fabric for all-day wear. Shop new navy, flax & more! (148 characters)

Websites reviewed

1. www.childrensplace.com/us/p/Boys-Unifor...

2. Request a list of highauthority websites for the industry (category of products you sell/offer)



You

Give me a list of high-authority websites for the children's clothes retail industry



ChatGPT

Certainly! Here's a list of high-authority websites in the children's clothes retail industry:

- 1. GapKids https://www.gap.com/browse/category.do?cid=69872
- 2. Old Navy Kids https://oldnavy.gap.com/browse/category.do?cid=1124768
- 3. Carter's https://www.carters.com/
- 4. Gymboree https://www.gymboree.com/
- H&M Kids https://www2.hm.com/en_us/kids.html
- 6. Zara Kids https://www.zara.com/us/en/kids-I805.html
- 7. Janie and Jack https://www.janieandjack.com/
- 8. OshKosh B'gosh https://www.oshkosh.com/
- 9. Hanna Andersson https://www.hannaandersson.com/
- 10. The Children's Place https://www.childrensplace.com/

These websites are recognized for their quality, variety, and popularity in the children's clothing retail sector.











Give me a list of high-authority websites for the children's clothes retail industry



Show drafts





Here are some high-authority websites for the children's clothes retail industry:

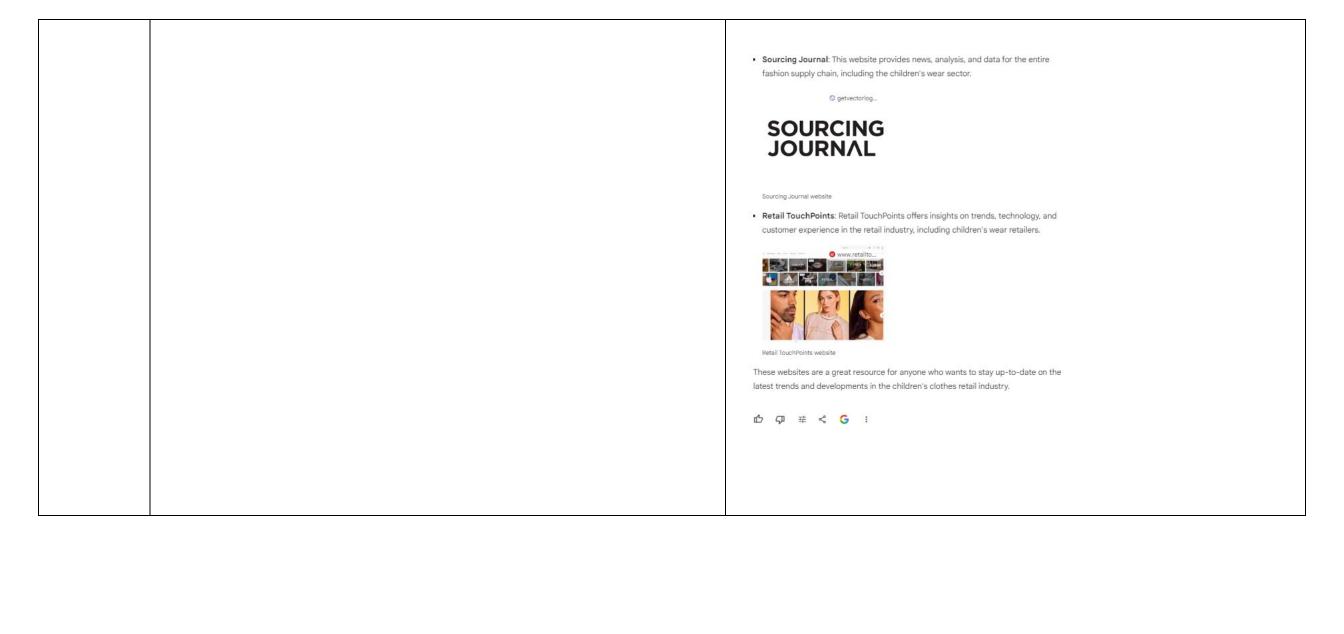
• National Retail Federation (NRF): The NRF is the world's largest retail trade association, and their website is a great resource for news, insights, and data on the children's retail industry.



National Retail Federation (NRF)

- . Children's Wear Today (CWT): CWT is a leading industry publication that provides news, analysis, and trends for the children's wear market.
- . The Business of Fashion (BoF): BoF is a global industry leader for fashion news, analysis, and opinion. They cover the children's wear market extensively.





3. Request a list of top long-tail keyword queries related to a specific product or service you sell/offer



You

ACT as an ecommerce marketing manager create a list of top long-tail keyword queries for https://www.childrensplace.com/us/p/Boys-Uniform-Twill-Woven-Stretch-Straight-Chino-Pants-3015466-NN





- 1. "Boys uniform chino pants stretch"
- 2. "Kids straight leg chino trousers"
- 3. "Durable school uniform pants for boys"
- 4. "Stretchy twill woven chinos for boys"
- 5. "Classic boys' uniform chino trousers"
- 6. "Comfortable boys' school pants"
- 7. "Twill woven stretch chinos for boys"
- 8. "Versatile boys' uniform trousers"
- 9. "Boys' straight leg school chinos"
- 10. "Stylish boys' uniform pants"





ACT as an ecommerce marketing manager create a list of top long-tail keyword queries for https://www.childrensplace.com/us/p/Boys-Uniform-Twill-Woven-Stretch-Straight-Chino-Pants-3015466-NN







I wasn't able to find long-tail keywords directly from the given webpage, but here are some long-tail keyword queries that you can consider for children's uniform chino pants:

Brand specific:

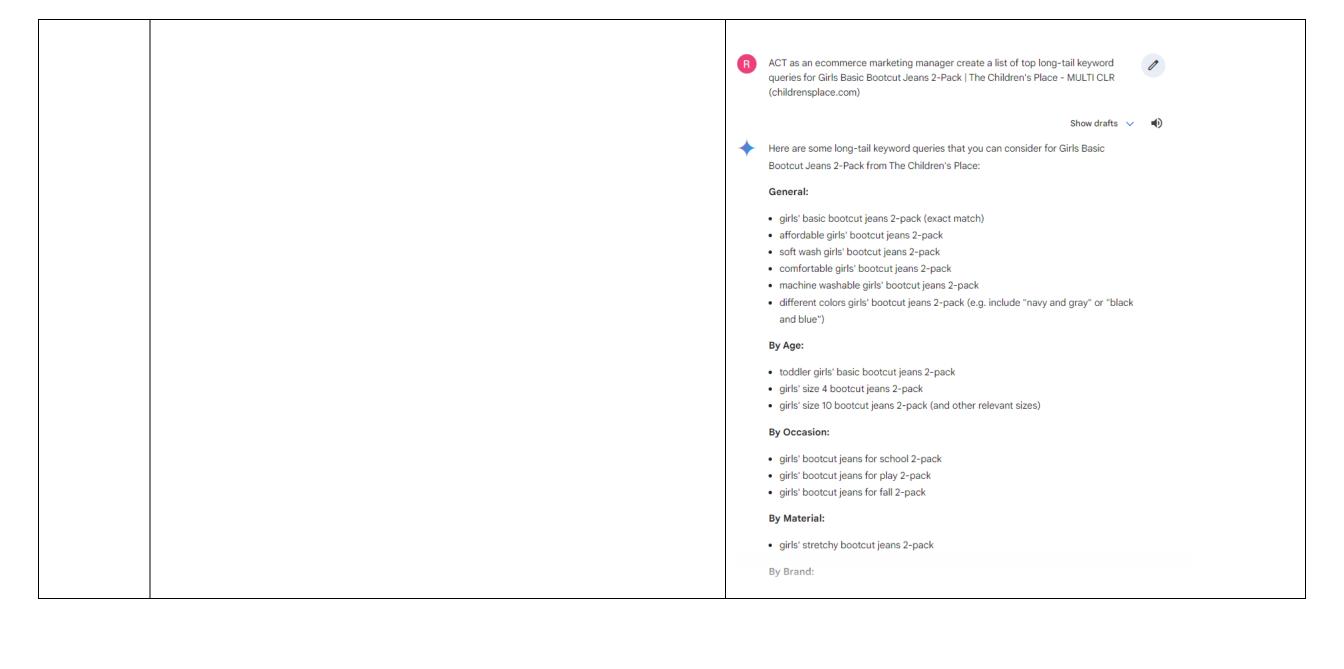
- Are Children's Place chino pants true to size?
- Do Children's Place uniform pants have an adjustable waist?
- What are the different colors of Children's Place chino pants?

Material specific:

- Are Children's Place chino pants comfortable?
- How to wash Children's Place chino pants?
- Are Children's Place chino pants wrinkle-free?

· Style specific:

After giving a different product Gemini was able to provide the correct response:



By Material: • girls' stretchy bootcut jeans 2-pack By Brand: • children's place girls' bootcut jeans 2-pack
by Price: cheap girls' bootcut jeans 2-pack on sale girls' bootcut jeans 2-pack hope this gives you some ideas for long-tail keywords to target!

4. Blog post: Come up with a title and write an easy to read blog for a specific product or service on your website Request it provide sources, often you have to repeat and insist



ACT as an ecommerce marketing manager create a blog post with a compelling title and easy to read blog for https://www.childrensplace.com/us/b/Coordinating-outfits-for-the-whole-family--Kit4160391 and provide sources



ChatGPT

Title: "Fashion Harmony: Coordinating Outfits for the Whole Family"

In the whirlwind of family life, coordinating outfits might seem like an extra hassle, but the magic it brings to photos and gatherings is undeniable. Matching or coordinating outfits not only creates a visually appealing aesthetic but also fosters a sense of unity and togetherness. Whether you're planning for a special occasion, a holiday photoshoot, or simply want to elevate your family's everyday style, coordinating outfits can be a fun and rewarding experience.

Why Coordinate?

- 1. Visual Cohesion: Coordinating outfits ensure that your family looks cohesive and put-together in photos and social gatherings. It adds a touch of sophistication and polish to your family's appearance.
- 2. Memorable Moments: Matching or coordinated outfits can turn ordinary moments into memorable ones. Whether it's a family portrait or a day out, coordinated outfits create lasting memories captured in photographs.
- 3. Expressing Unity: Wearing coordinated outfits is a subtle yet powerful way to express unity and solidarity within the family unit. It reinforces the bond between family members and showcases a sense of belonging.

Tips for Coordinating Outfits:



1. Choose a Theme: Start by selecting a theme or color palette that complements each family



ACT as an ecommerce marketing manager create a blog post with a compelling title and easy to read blog for https://www.childrensplace.com/us/b/Coordinatingoutfits-for-the-whole-family--Kit4160391 and provide sources





Sure, here is a draft blog post title and content based on the Children's Place webpage you linked:

Title: Matching Outfits for the Whole Family: Picture-Perfect Styles for Every Occasion!**

Introduction

Dressing the whole family in coordinated outfits can be a fun way to show your family bond and create lasting memories. Whether you're planning a holiday photo shoot, a day at the park, or just a casual weekend outing, The Children's Place has everything you need to create adorable and affordable looks for everyone.

Matching Outfits for Every Occasion

The Children's Place offers a wide variety of clothing styles for moms, dads, kids, and even babies. You can find everything from casual everyday wear to more dressy outfits for special occasions. Here are a few ideas to get you started:

- . Casual Chic: For a relaxed and stylish look, try matching everyone in jeans and tshirts. You can add a pop of color with a bright scarf or hat.
- . Beach Day Fun: Coordinate your beach looks with matching swimsuits, cover-

- 1. Choose a Theme: Start by selecting a theme or color palette that complements each family member's individual style. Consider seasonal colors, patterns, or a specific theme for the occasion.
- 2. Mix and Match: Don't feel obligated to match every piece of clothing. Instead, focus on coordinating colors, patterns, and styles that complement each other. Mix and match different textures and fabrics for added visual interest.
- 3. Accessorize: Accessories play a crucial role in pulling together coordinated outfits. Add matching or complementary accessories such as scarves, hats, belts, or jewelry to tie the look
- 4. Consider Comfort: While style is important, prioritize comfort, especially for children. Choose clothing made from soft, breathable fabrics that allow freedom of movement.
- 5. Plan Ahead: Plan and prepare outfits in advance to avoid last-minute stress. Lay out the outfits and accessories beforehand to ensure everything coordinates seamlessly.

Sources:

- Harper's Bazaar "How to Coordinate Your Family's Outfits Like a Pro" Link
- . The Spruce "Tips for Coordinating Family Photos" Link
- Today's Parent "How to Dress Your Family for a Photoshoot" Link
- · Parenting.com "Coordinating Family Outfits: Tips for Looking Great in Family Photos" Link
- . The Children's Place Blog "Family Coordination: Stylish Tips for Matching Outfits" Link

Coordinating outfits for the whole family is not only a fun styling exercise but also a meaningful way to create lasting memories. Embrace the opportunity to showcase your family's unique style while celebrating togetherness. With a little planning and creativity, you can achieve pictureperfect coordination that will be cherished for years to come.







. Holiday Cheer: Get into the holiday spirit with festive matching pajamas or sweaters. The Children's Place has a wide variety of holiday styles to choose from.

Tips for Creating Matching Outfits

- . Start with a Base Color: Choose a base color that everyone can wear, such as navy blue, khaki, or white. Then, you can add pops of color with accessories or different colored tops.
- . Mix and Match Patterns: Don't be afraid to mix and match patterns! Stripes, polka dots, and florals can all look great together when coordinated correctly.
- · Accessorize: The right accessories can really tie a look together. Try adding hats, scarves, jewelry, or sunglasses to complete your family's coordinated outfits.

Shop The Children's Place Sale and Save!

Right now, The Children's Place is having a sale on everything! You can save up to 50% off your entire purchase with the code 500FF. Plus, you can get free shipping on orders over \$20. This is the perfect time to stock up on matching outfits for the whole family.

Sources:

. The Children's Place Coordinating Outfits for the Whole Family

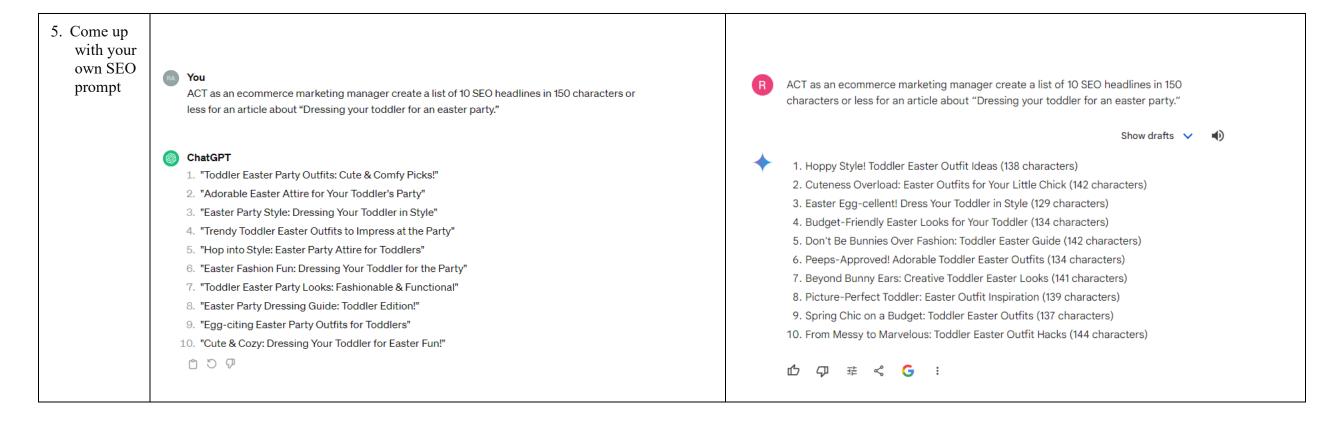
Call to Action

Head over to The Children's Place website today and start shopping for matching outfits for the whole family! With their wide selection of styles and their current sale, you're sure to find something that everyone will love.

Additional Tips

- · You can also include high-quality images of families wearing matching outfits throughout the blog post.
- · You can end the blog post with a call to action, encouraging readers to share their own matching family outfit photos on social media.

I hope this helps!



Module 3: In 2-3 sentences, provide a summary of observations of the pros/cons comparing ChatGPT vs Google for different tasks (e.g., accuracy or thoroughness of responses)

Based on the responses that I got for the above prompts I felt that ChatGPT gave more comprehensive and context rich answers than Google's Gemini. As an example, when asked to provide a list of high authority websites for children's retail stores, ChatGPT clearly identified the most popular kids clothing stores, where Gemini's answers were not even close to what I was expecting. Also, when asked for "long tail keyword queries" for a specific Children's Place product, ChatGPT was able to crawl the website and get the content from the site and provide accurate information. Whereas Gemini was not even able to scan the website (although I got a better response when I gave a different product from the same site). ChatGPT and Gemini are good for initial tasks (at the current moment) but will need thorough investigation before production use.