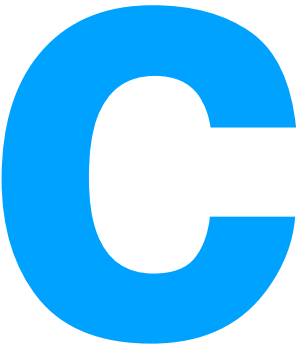
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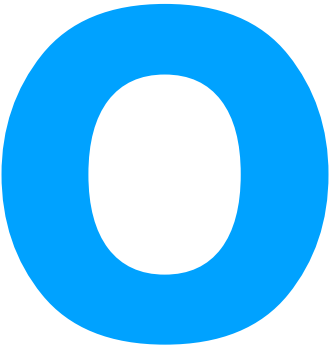

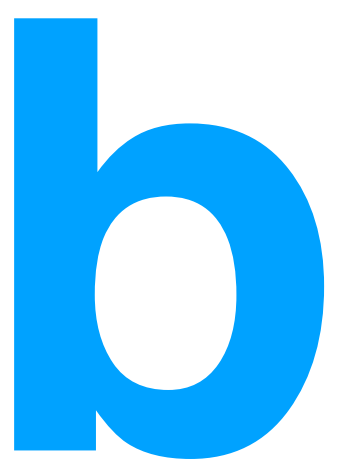

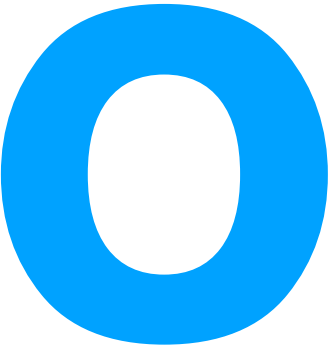

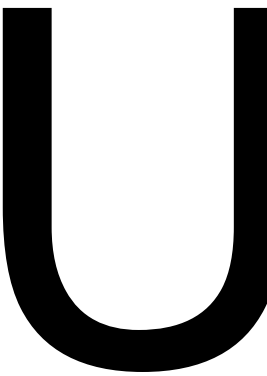

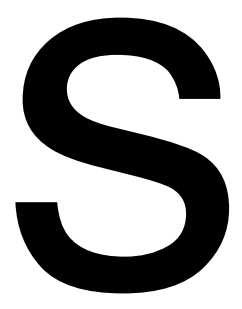

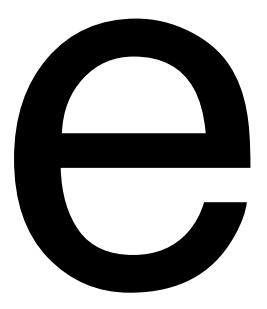

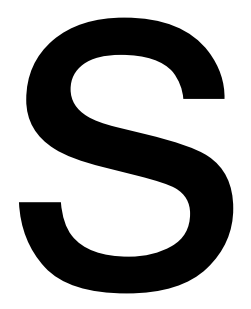

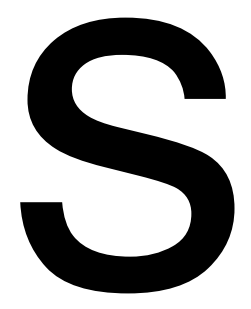

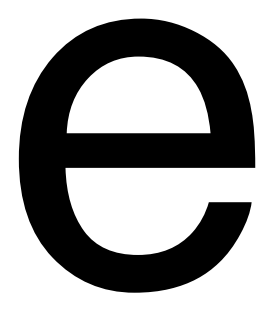

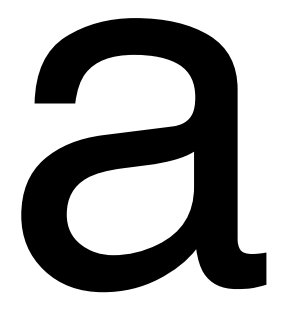

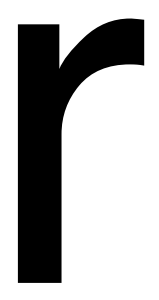

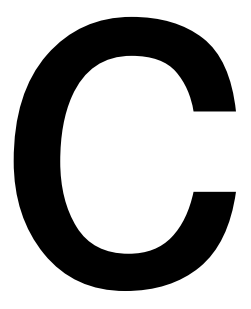
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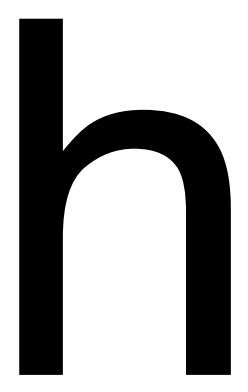

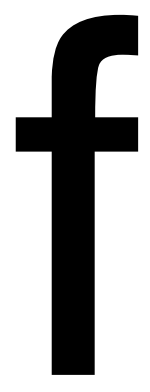

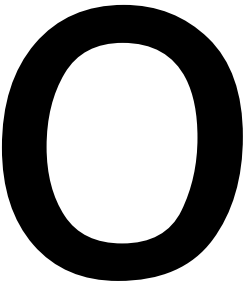

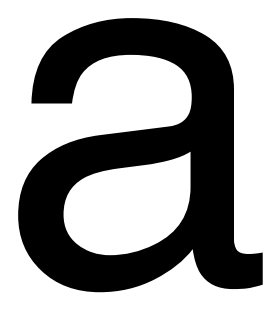

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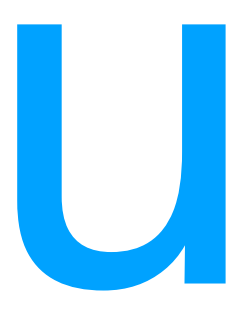

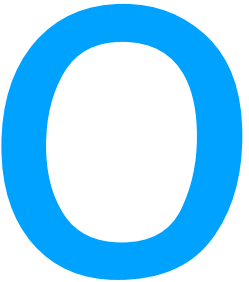

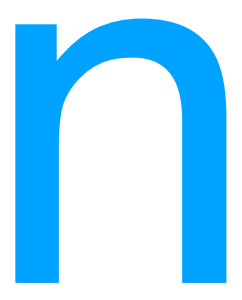

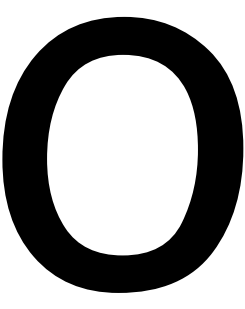

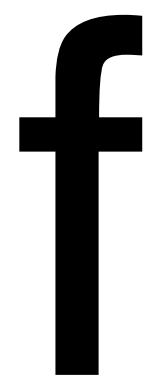

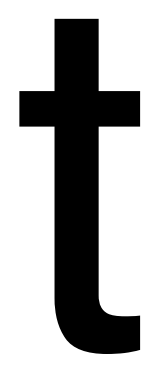

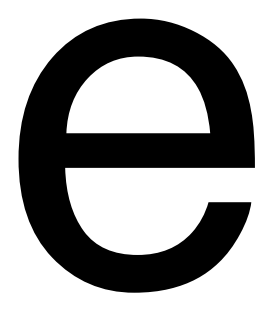

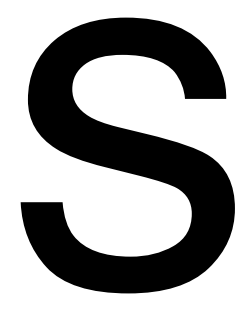

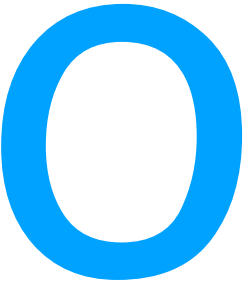

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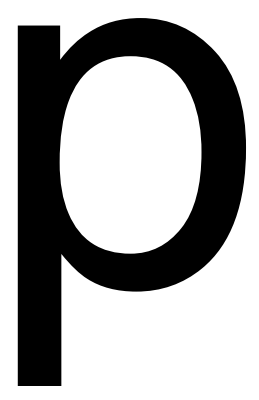

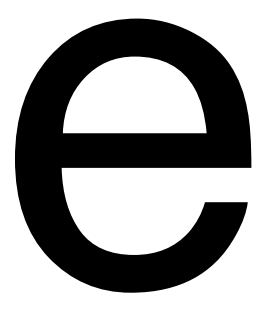

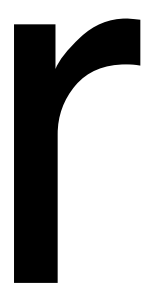

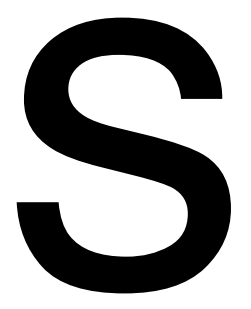

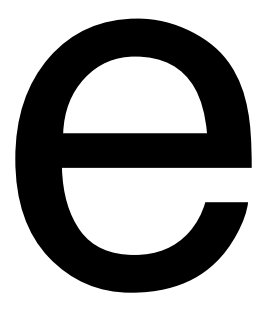

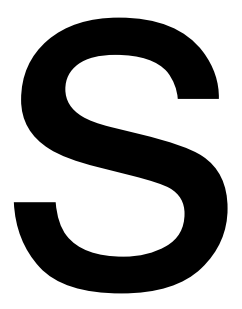

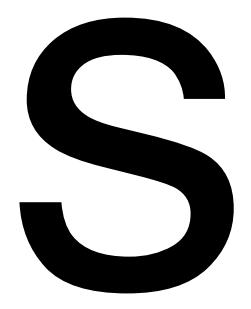

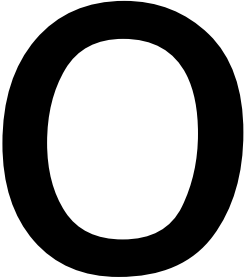

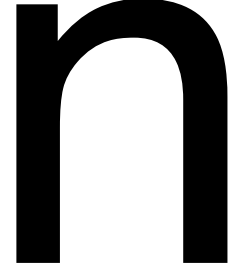

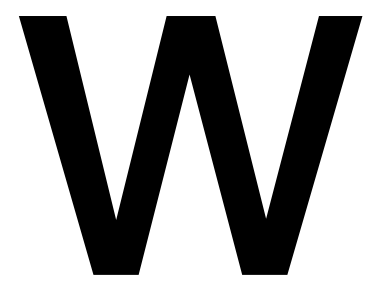

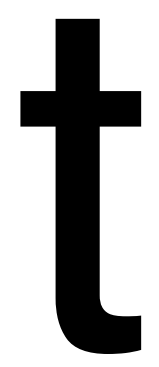

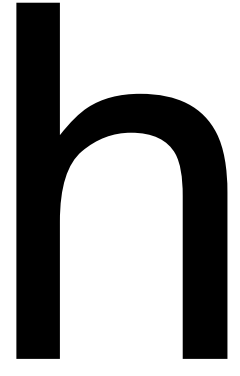

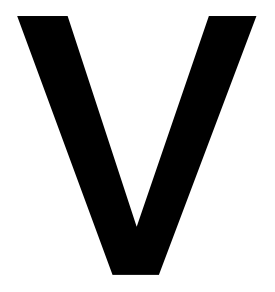

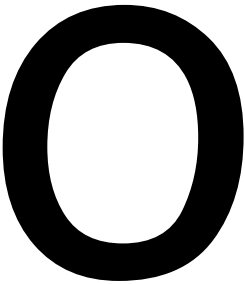

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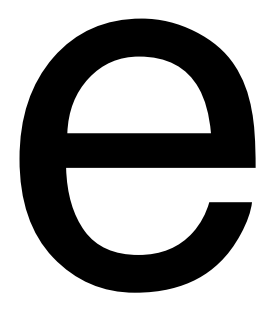

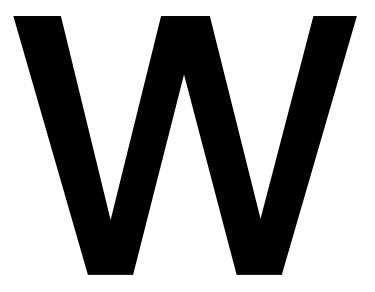

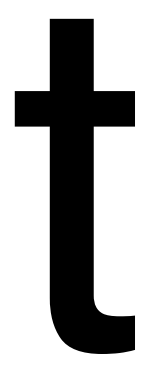

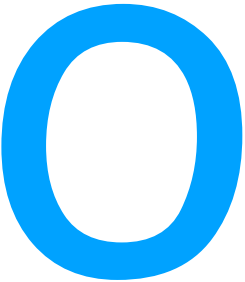

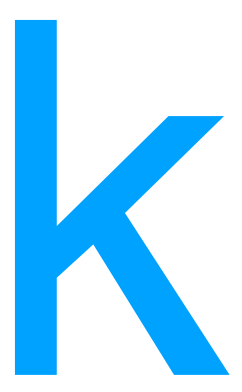

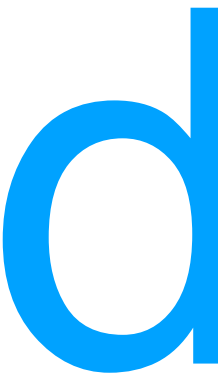

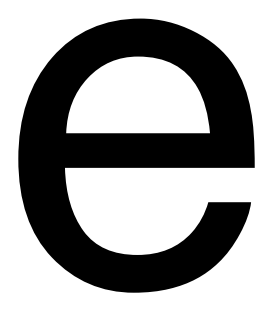

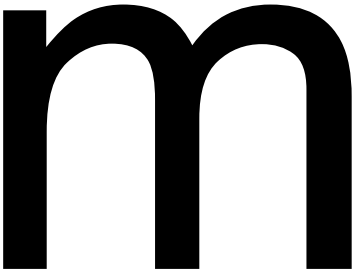

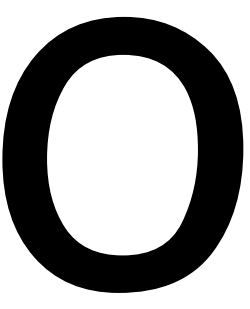

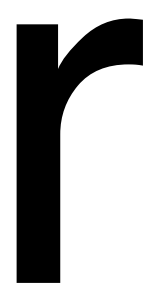

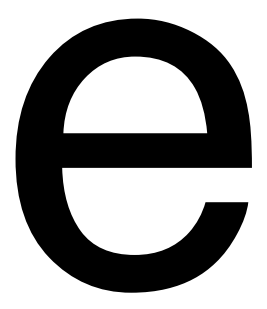

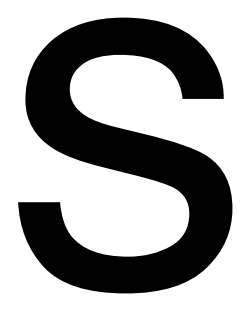

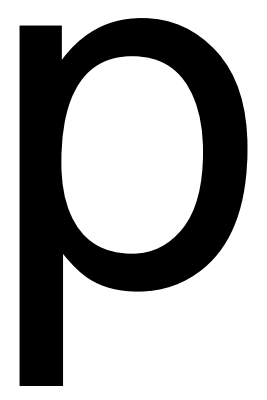

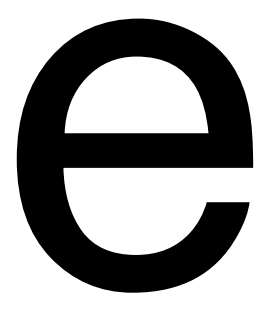

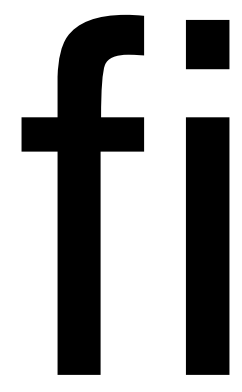

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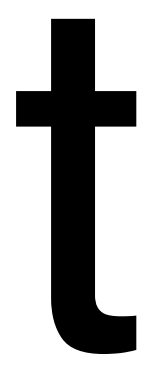

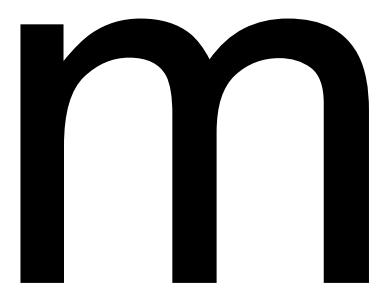

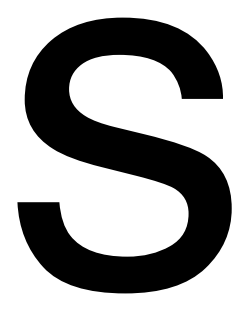

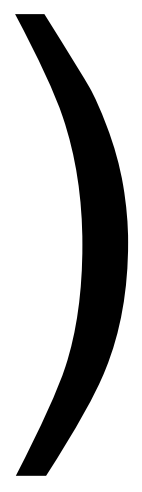

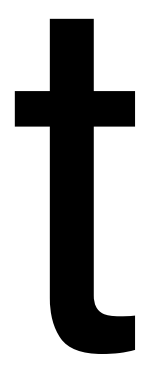

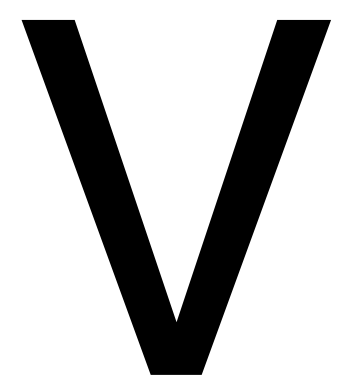

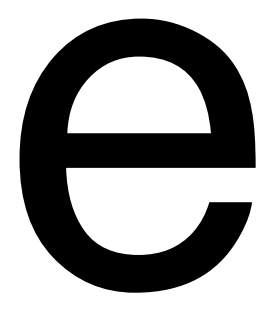

And enabling interesting consumer behaviors

Users search for a wider distribution of items

Users search for more items per session with voice

Users search with longer keywords (ie more specific items) with Voice