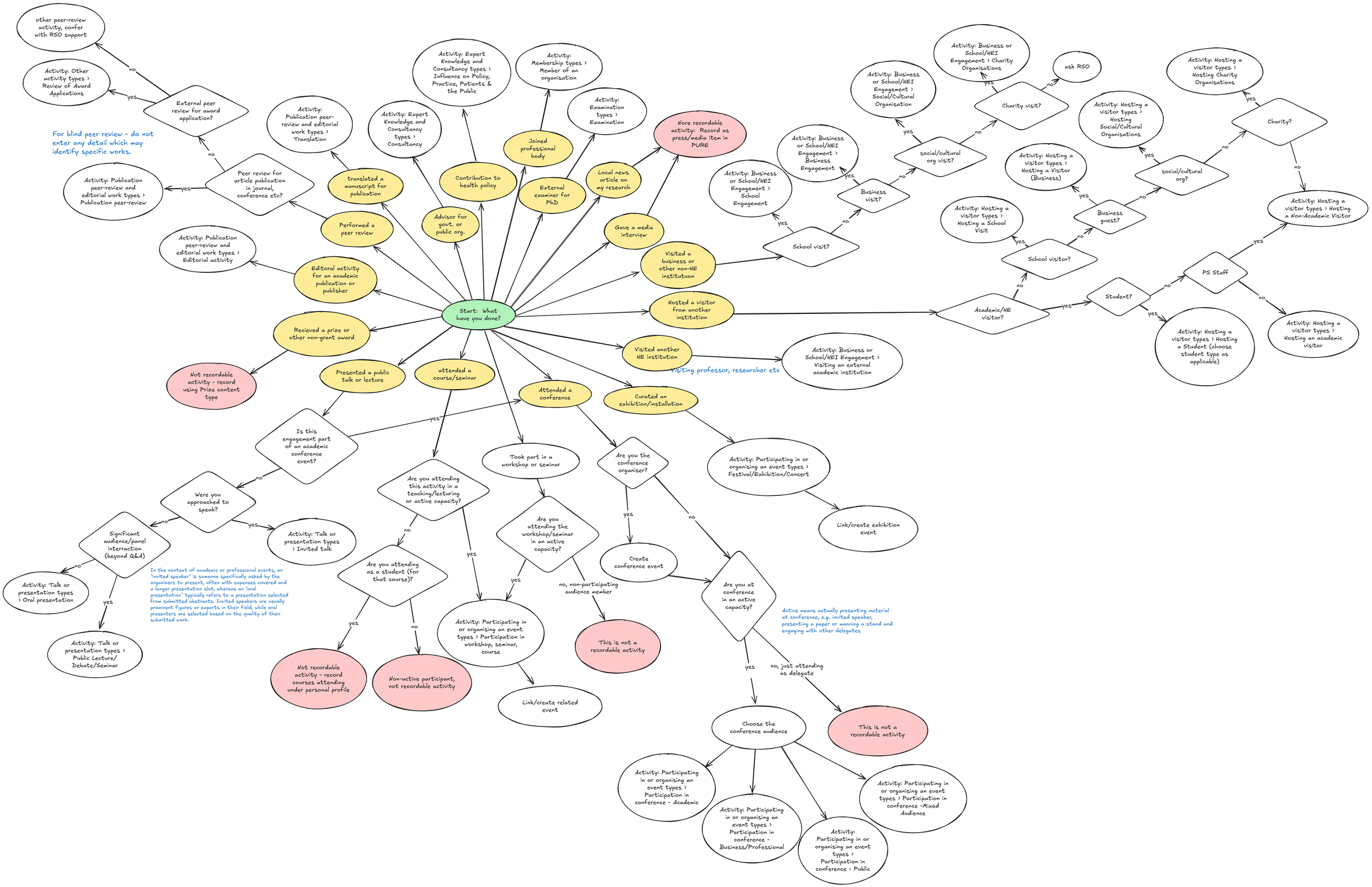PURE Engagment Activity Mapping