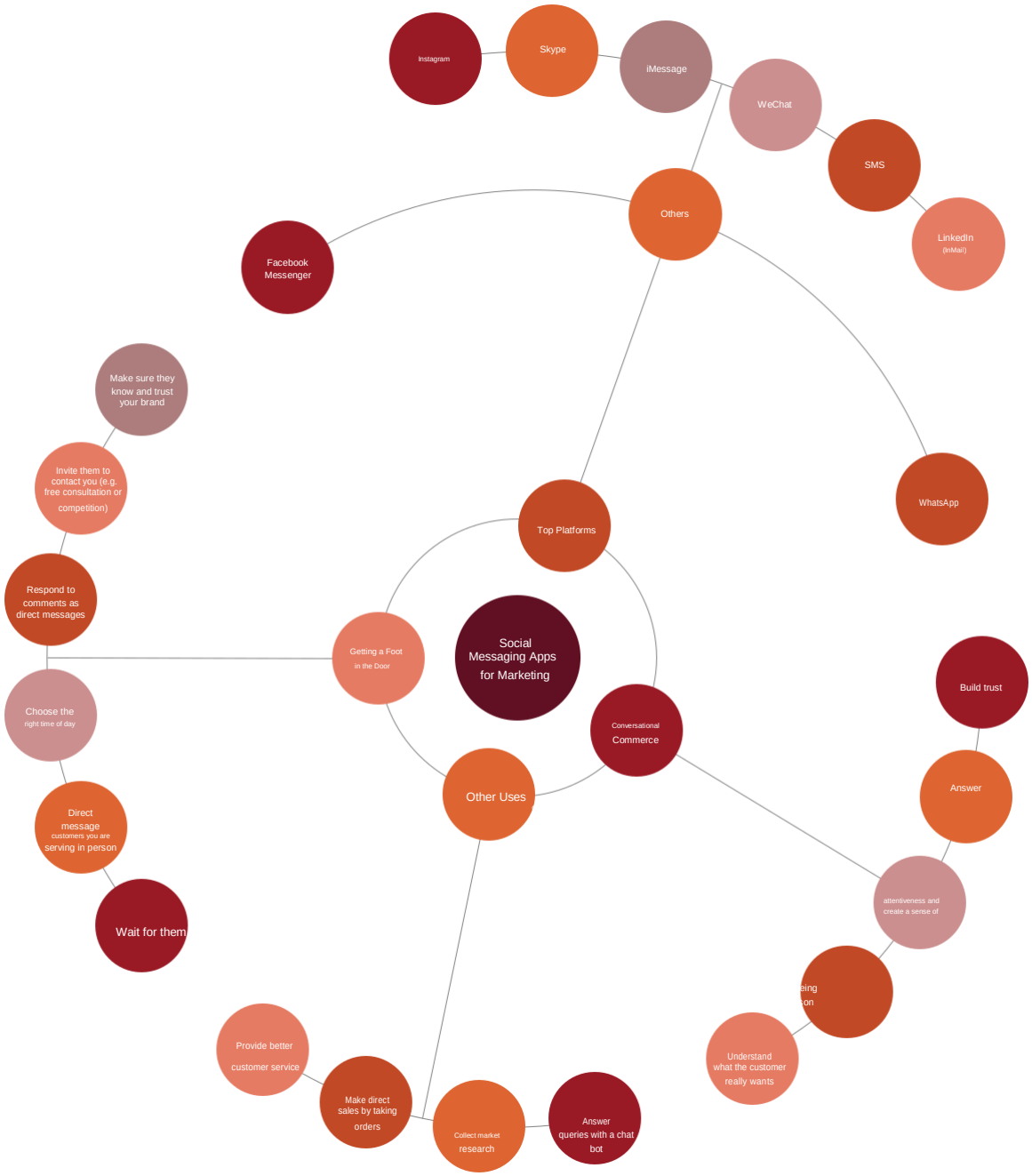Social Messaging Apps for Marketing