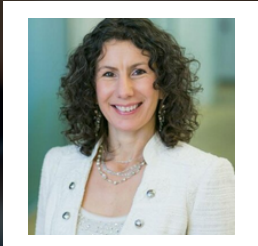


**The web is awash with data --  
from product specs to reviews --  
buyers can use to inform their  
purchase decisions.**



**Ginger Conlon**

Editor-in-Chief, Direct Marketing News

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