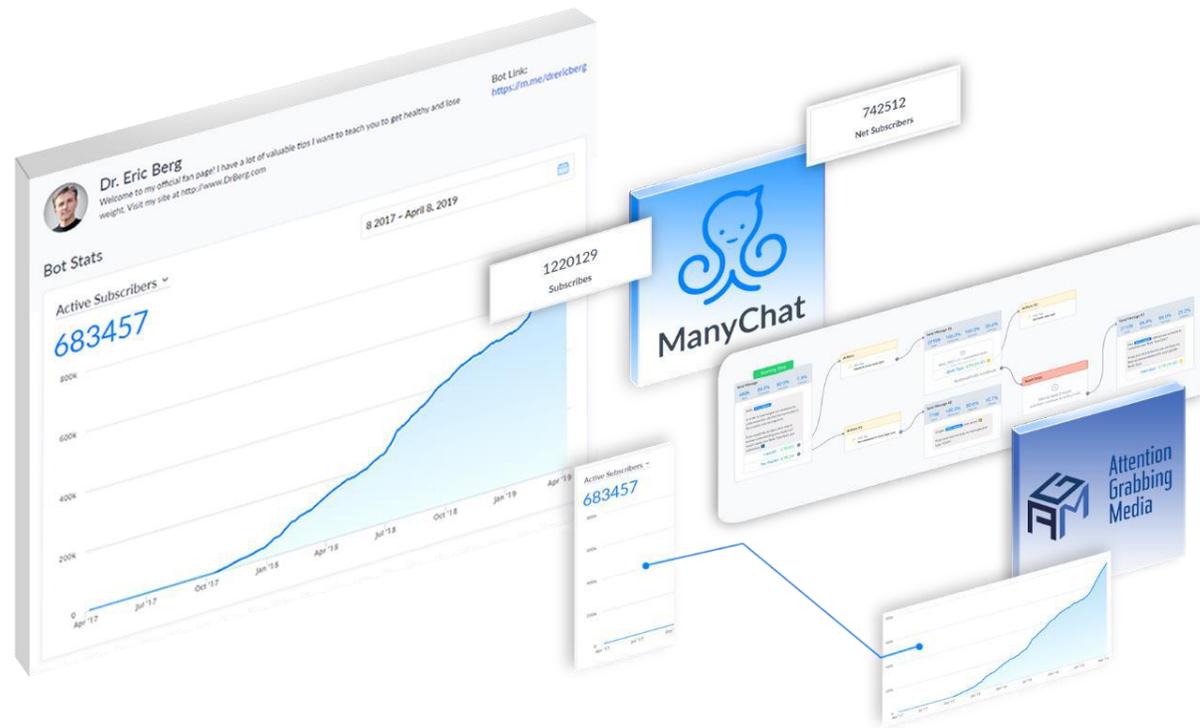


DR ERIC BERG'S FACEBOOK MESSENGER CHANNEL CASE STUDY



**WITH THE MANYCHAT PLATFORM AND AGM MARKETING'S CORE STRATEGIES,
WE TOOK DR BERG'S MESSENGER CHANNEL FROM ZERO TO 700K ENGAGED
MESSENGER SUBSCRIBERS GENERATING HUNDREDS OF THOUSANDS
IN MONTHLY SALES**



GOAL

To help our client build a new marketing channel with hundreds of thousands of highly engaged subscribers constantly getting educated and buying his products



OBSTACLES

Email open rates continue to decline. Leads generated through social media are being lost. A new platform is needed to build stronger bonds with potential and existing customers.

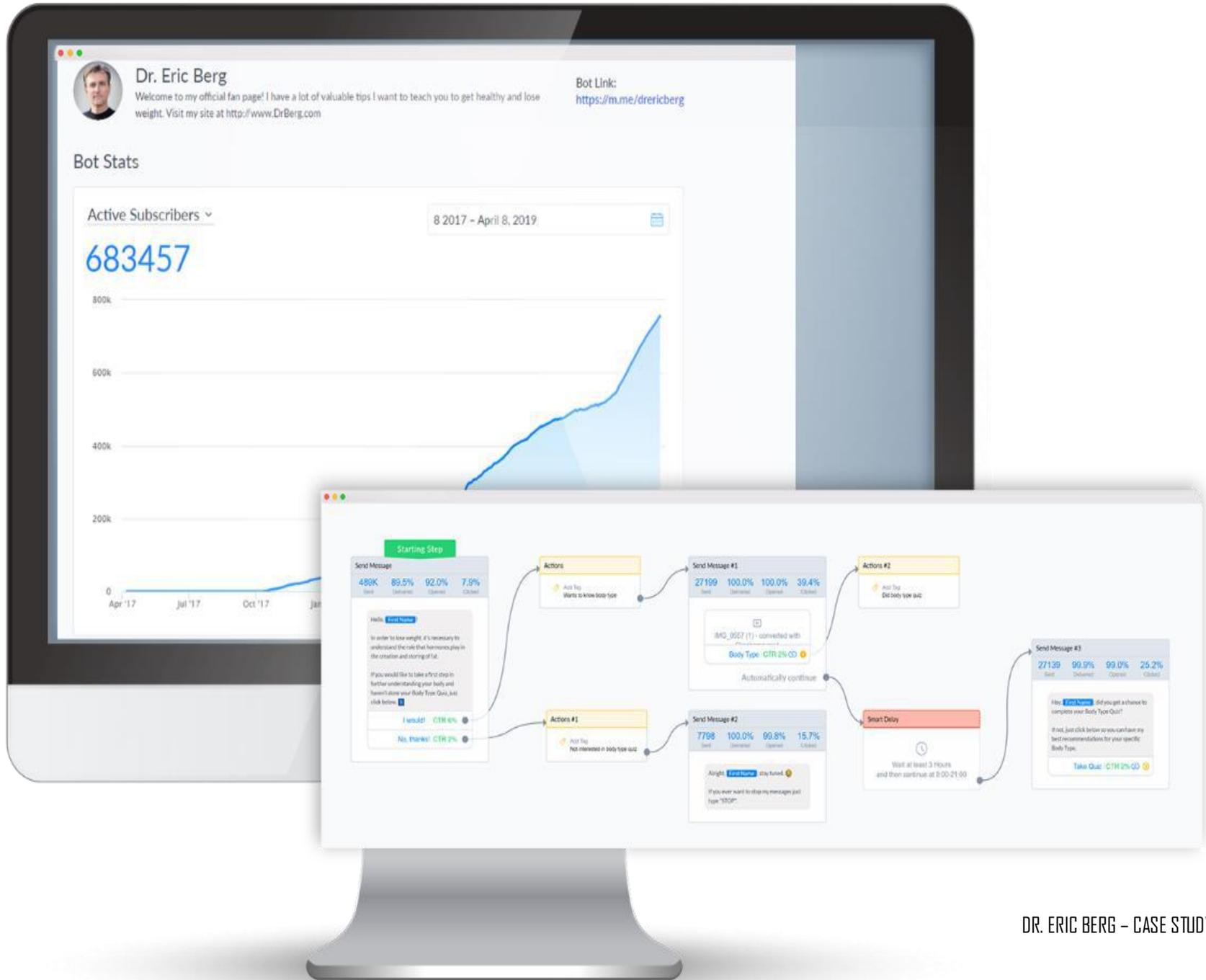


RESULTS

A Facebook Messenger channel created less than 2 years ago with 700,000 engaged subscribers opening messages at 90% rates and clicking through to websites at 20% and above. A messenger channel generating an average of 200K in weekly revenue.

AGM MARKETING 2.0

AN ATTENTION GRABBING AGENCY



DR. ERIC BERG - CASE STUDY

THE STORY

I'm going to tell you a little story about Dr. Eric Berg's Facebook Messenger channel, the top Health & Fitness Facebook Messenger channel on the planet.

Over the years, one of my biggest obsessions has been **DISCOVERING OPPORTUNITIES**. I don't pretend to create trends but I can definitely boast that I've successfully picked up a few trends before the average marketer did. Probably before most marketers do, even the good ones!

Facebook Messenger has been the biggest opportunity I've found in my 6 year marketing career.

Dr. Eric Berg's story starts in August 2017. As I was obsessively in pursuit for the next growth hacking opportunity, I got introduced into ManyChat by a fellow friend.

The obsession was **INSTANT**. I knew it would be the future and I knew I had found what I've been looking for.

At this point, Dr. Berg (one of my biggest clients) was struggling to connect with people further outside of his social media channels. Basically, people were stuck in the **TOP OF THE FUNNEL** and email leads were coming in but we struggled to get more than 12% of them to open our emails.

Imagine that! We worked so hard at generating email leads and then we worked so hard at copywriting and building funnels and in our best day, we would get 20 out of 100 people to open up our emails. This was frustrating! It was unscalable! I knew the world was changing and something must change with it or we will eventually fall into a state of irrelevance.

I've always said, in my seminars that being a good marketer is about recognizing changes in behavior and stepping in front of waves as this social behavior evolves.

Well, I did exactly that. We didn't STOP any marketing efforts. We continued running Facebook & Instagram ads, Google AdWords, Email marketing and everything in between. I simply decided to jump on board the opportunity and build a Facebook Messenger channel especially after seeing the enormous level of interaction people were doing on Messenger.

For a few weeks I sat down and I worked FULL-TIME building Dr. Berg's Messenger channel. I wrote and I wrote and I wrote. Thousands of words, Day in and day out.

I knew this channel would pay large dividends because email marketing was downtrending while Messenger Apps were uptrending. It was very simple logic.

What did I do in all these days of writing?

A massive content sequence:

- **Dr Berg's Story**
- **His basic education**
- **Video content**
- **Graphic content**
- **Story telling**
- **Etc...**

I ended up writing over 20 messages that would be delivered spread out over 3 days once a person comes in to our messenger channel.

These messages were created in a very different way to what you would do on email.

Shorter, engaging, value-packed and conversational.

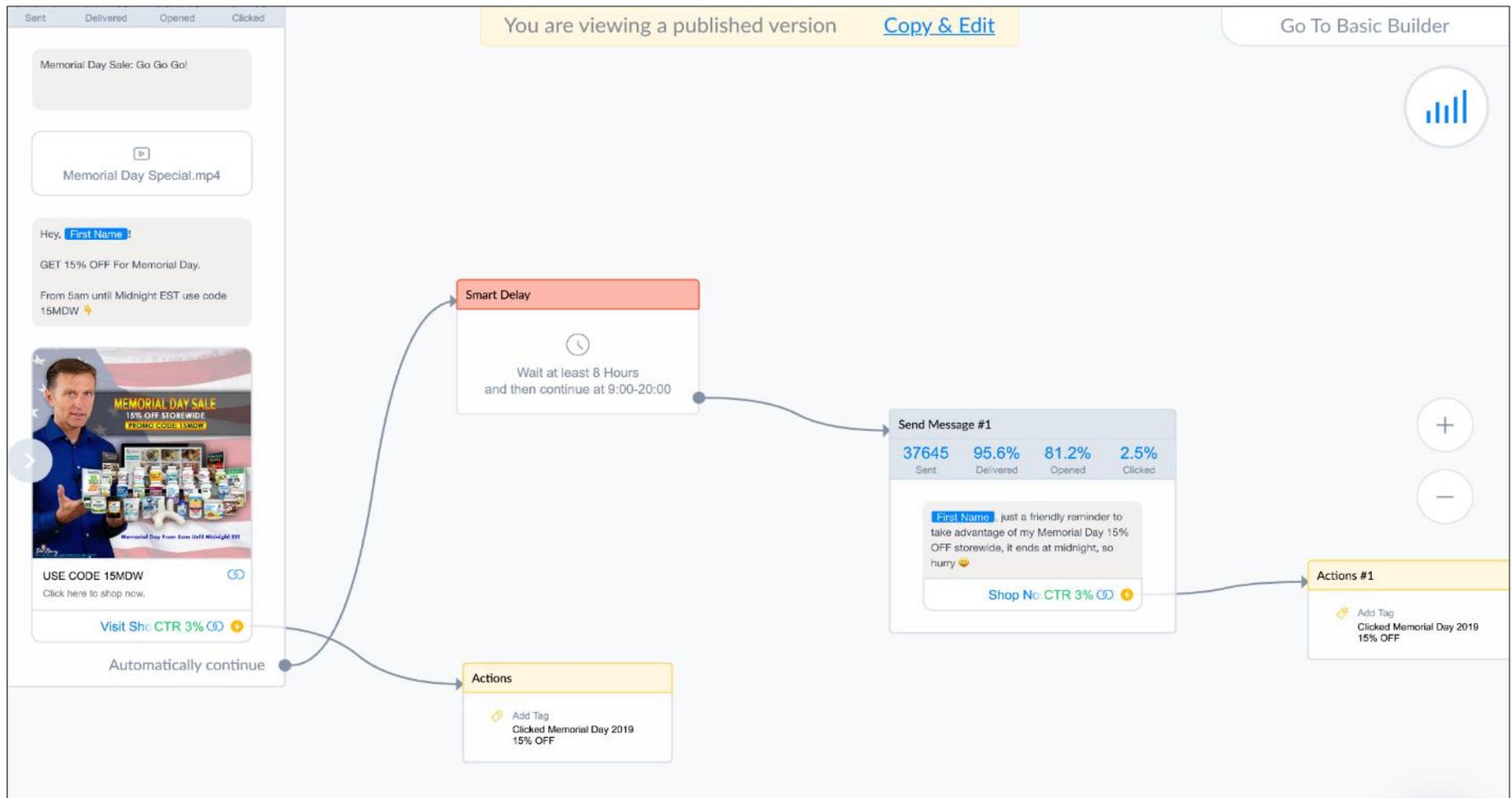
I invited people to learn more and I worked on turning the channel into a massive education channel. Why turn it into a massive educational channel? Why not just sell? Because there's simply too much competition out there and the ones that win the game of business today are the ones that provide value first before asking for the sale.

I created an education channel where people can come and learn anything and everything regarding Dr. Berg's niche market (The Ketogenic Diet). It was the sure gateway towards developing not only customers but raving fans.

<input checked="" type="checkbox"/>	Message contains	SHARED, Shared, shared, share, Shared!, shared!, Shared!!, Shared!!! or share!	Send	Message contains SHARED, Shared, shared, share, Shared!, ...
<input checked="" type="checkbox"/>	Message contains	What is a ketone, How does ketones work, Are ketones bad for you, What do ketones do, What does it means to have ketones in your urine, What is ketone used for, What are the effects of having Ketones in your system, Ketones definition, Ketones supplements or Ketones symptoms	Send	Message contains What is a ketone, How does ketones work,...
<input checked="" type="checkbox"/>	Message is	Ketones in urine, Meaning of Ketones, Ketones normal range, Ketones test or Ketones in blood	Send	Message contains What is a ketone, How does ketones work,...
<input checked="" type="checkbox"/>	Message is	What type of food to eat, food for body type, body type food, food, body, adrenal body type, Ovary body type, liver body type or thyroid body type	Send	Message is eat, food for body type, body type food, food,...
<input checked="" type="checkbox"/>	Message contains	Addicted to sweets, Sweets addiction, Signs that you have sugary addiction, Signs that you can be sugar addict, Overcoming sugar addiction, Why is sugar addictive, Why is sweets addictive or What your sugar cravings is telling you about your health	Send	Message is Addicted to sweets, Sweets addiction, Signs th...
<input checked="" type="checkbox"/>	Message contains	Sugar cravings, sugar addiction, how to treat sugar addiction, kick sugar addiction, Understanding sugar addiction, How to treat sweets addiction, Kick sweets addiction or understanding sweets addiction	Send	Message is Sugar cravings, sugar addiction, how to treat ...
<input checked="" type="checkbox"/>	Message contains	Tip for hypoglycemia, What causes hypoglycemia, what is hypoglycemia, hypoglycemia, what is the best way to treat hypoglycemia, preventing and treating hypoglycemia or hypoglycemia diet	Send	Message is Tip for hypoglycemia, What causes hypoglycemia...
<input checked="" type="checkbox"/>	Message is	Sleepiness after eating meal, Why am I sleepy after eating, reason why I am sleepy after eating meal, what makes you sleepy after eating meal, sleepiness after eating, blood sugar and	Send	Message is Sleepiness after eating meal, Why am I sleepy

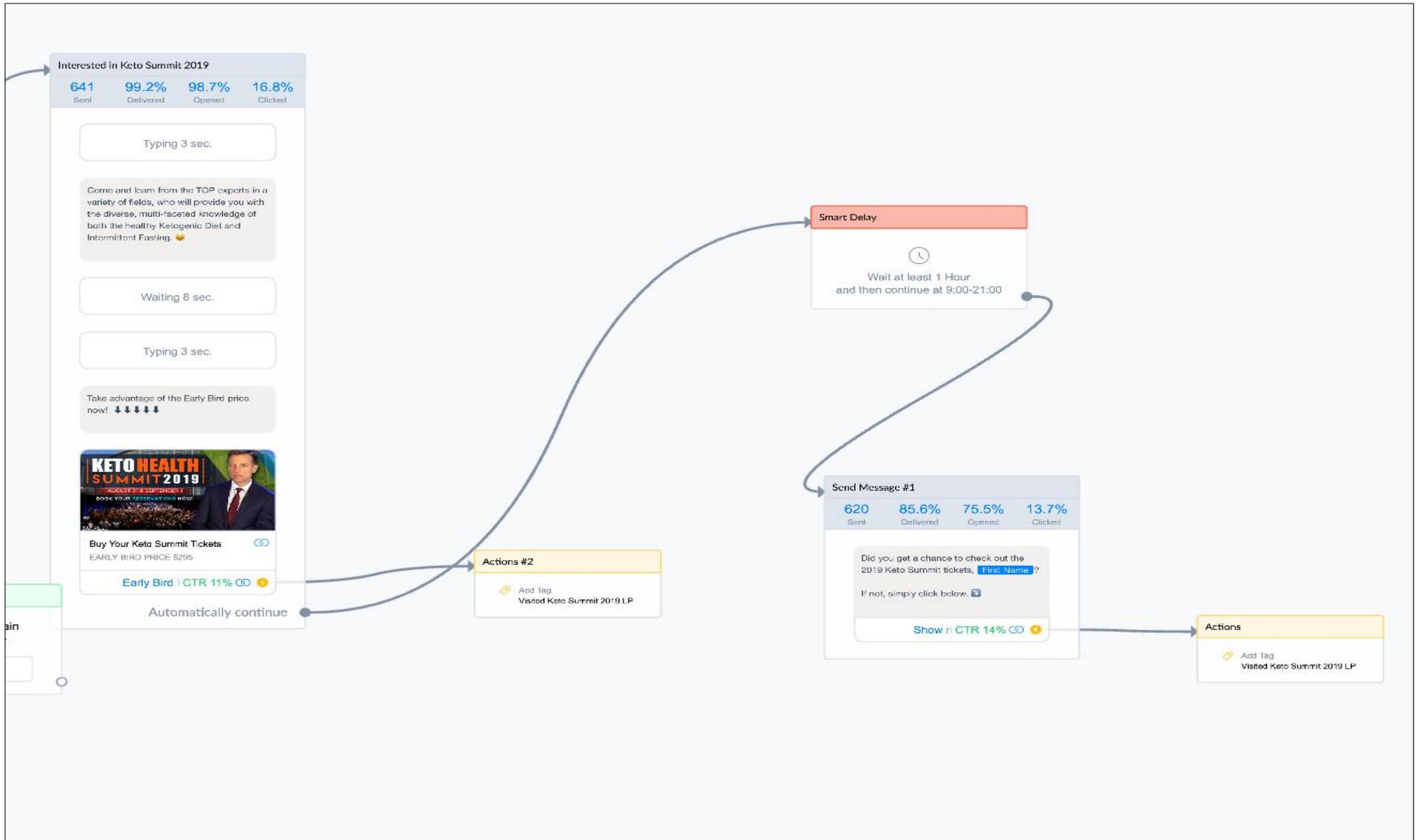
I also knew that selling on messenger was possible. But if I didn't provide value first, it wouldn't be selling, it would be borderline spamming. I wanted to build an ENGAGED audience that would allow me to send them offers and have them interested in these.

I knew that building an engaged and educated audience on Messenger was the key to turning audiences into buyers. Here's a few examples of how the channel promotes to engage subscribers:



AGM MARKETING 2.0

AN ATTENTION GRABBING AGENCY



AGM MARKETING 2.0

AN ATTENTION GRABBING AGENCY

anyone looking to switch your body from sugar burning to 🔥 all-day fat burning! 🔥

If you really want to master keto and IF, I highly recommend you get my Keto Kit.

Swipe through the pictures to see all the products I mention in the videos and click on any of them to shop my online store.

[SHOW ME THE KETO KIT](#)



+ Add Button



Support Your Keto Plan

- ✔ Prevent Keto Fatigue & Other Symptoms!
- ✔ Learn How to Ketosis Healthily!
- ✔ Transition from Sugar to Fat Burning!
- ✔ Support Your Body with Key Nutrients!

Keto Kit

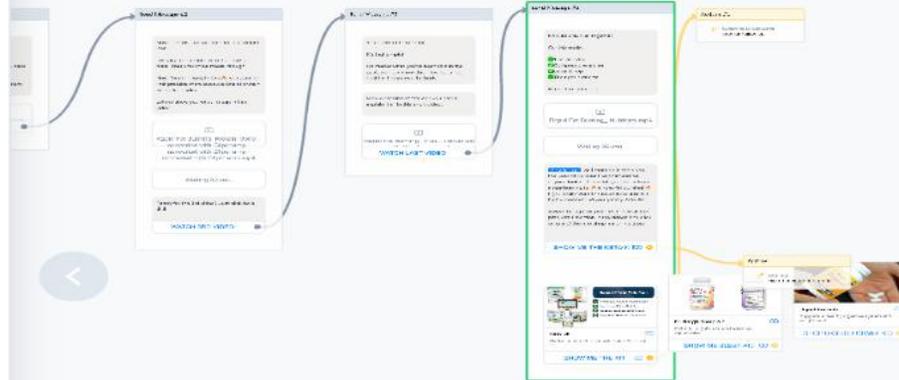
My top selling kit for people doing Keto and IF

[SHOW ME THE KIT](#)



+ Add Button

Edit step in sidebar



Once all these VALUE messages were created and conversational sequences were fully established that would provide value to people come in looking for specific information. I then focused on my next problem to resolve. And this one is a major one I see people struggling with today...

“How do I now get people to come into my list and get onto these sequences?”

I evaluated this problem and the solution was composed of a few elements but it can be subdivided in 3 parts:

- Using existing social media audiences across all platforms.
- Using paid advertising through social media platforms.
- Using existing email lists to bring people into our new highly engaging messenger world.



Dr. Eric Berg
Sponsored · 🌐

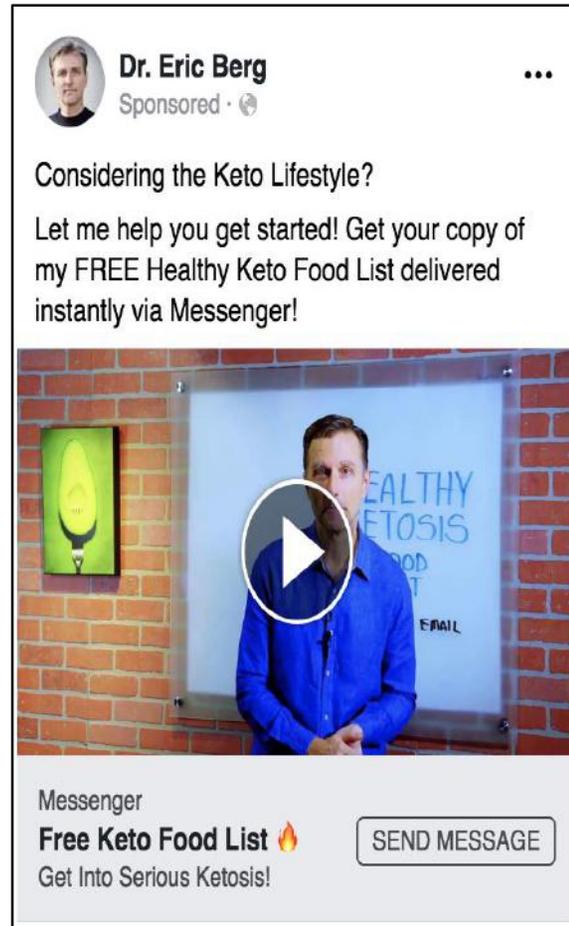
A Healthy Ketogenic Lifestyle can Transform Your Body — AND Your LIFE!
Let Me Help You Get Started! Get your copy of my FREE Healthy Keto Food List delivered instantly via Messenger!



Dr. Berg's
HEALTHY KETOSIS™
ACCEPTABLE FOODS LIST

MESSENGER
Free Keto Food List 🔥
Get Into Serious Ketosis!

SEND MESSAGE



Dr. Eric Berg
Sponsored · 🌐

Considering the Keto Lifestyle?
Let me help you get started! Get your copy of my FREE Healthy Keto Food List delivered instantly via Messenger!



Messenger
Free Keto Food List 🔥
Get Into Serious Ketosis!

SEND MESSAGE

Dr. Eric Berg
Sponsored · 🌐

Get my FREE list of 200+ acceptable foods and ingredients that you CAN enjoy on a Healthy Keto Diet.

Click below and I'll deliver it instantly via Messenger!



Dr. Berg's
HEALTHY KETOSIS™
ACCEPTABLE FOODS LIST

MESSANGER
Free Keto Food List 🔥
Get Into Serious Ketosis!

SEND MESSAGE

Dr. Eric Berg
Sponsored · 🌐

🥑 🥦 🥥 Hey guys! I just created my New Keto Quiz! 🥗 🍗 🍗

Here you have a chance to test your Keto Knowledge and get right any piece of information you might be missing. 😊

Have fun! 😊

Just click "Send Message" to get started. 📩



Dr. Berg

Keto QUIZ

MESSANGER
I Want to Test my Keto Knowledge 🍗 🍗

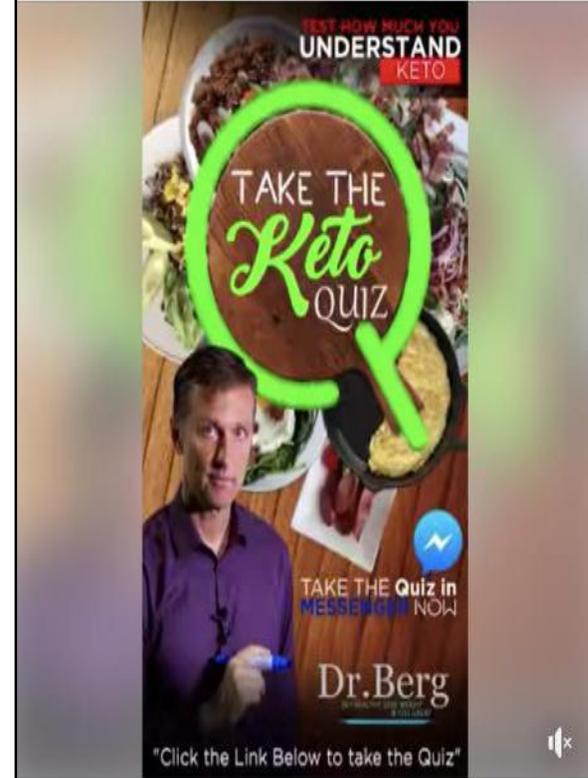
SEND MESSAGE

Dr. Eric Berg
Sponsored (demo) · 🌐

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Here you have a chance to test your Keto Knowledge and get right any piece of information you might be missing. 😊

Have fun! 😊 ... See More



TEST HOW MUCH YOU UNDERSTAND KETO

TAKE THE Keto QUIZ

TAKE THE Quiz in MESSANGER NOW

Dr. Berg

"Click the Link Below to take the Quiz"

I Want to Test my Keto Knowledge 🍗 🍗

Take my Quiz Now!

Send Message

 **Dr. Eric Berg**
Sponsored · 🌐

🔥🔥 Did you know that doing Keto & Intermittent Fasting can greatly help 📌

1. Anti-aging
2. Belly Fat Loss
3. Mood Enhancement
4. Cognitive enhancement

If you want to get access to my free mini-courses right now just click below. 📌



MESSENGER
I want access NOW! →

drberg.com

 **Dr. Eric Berg**
Sponsored · 🌐

I'm celebrating 2 million subscribers on YouTube!

I'm giving away my Cheat Sheet on Keto and Intermittent Fasting.



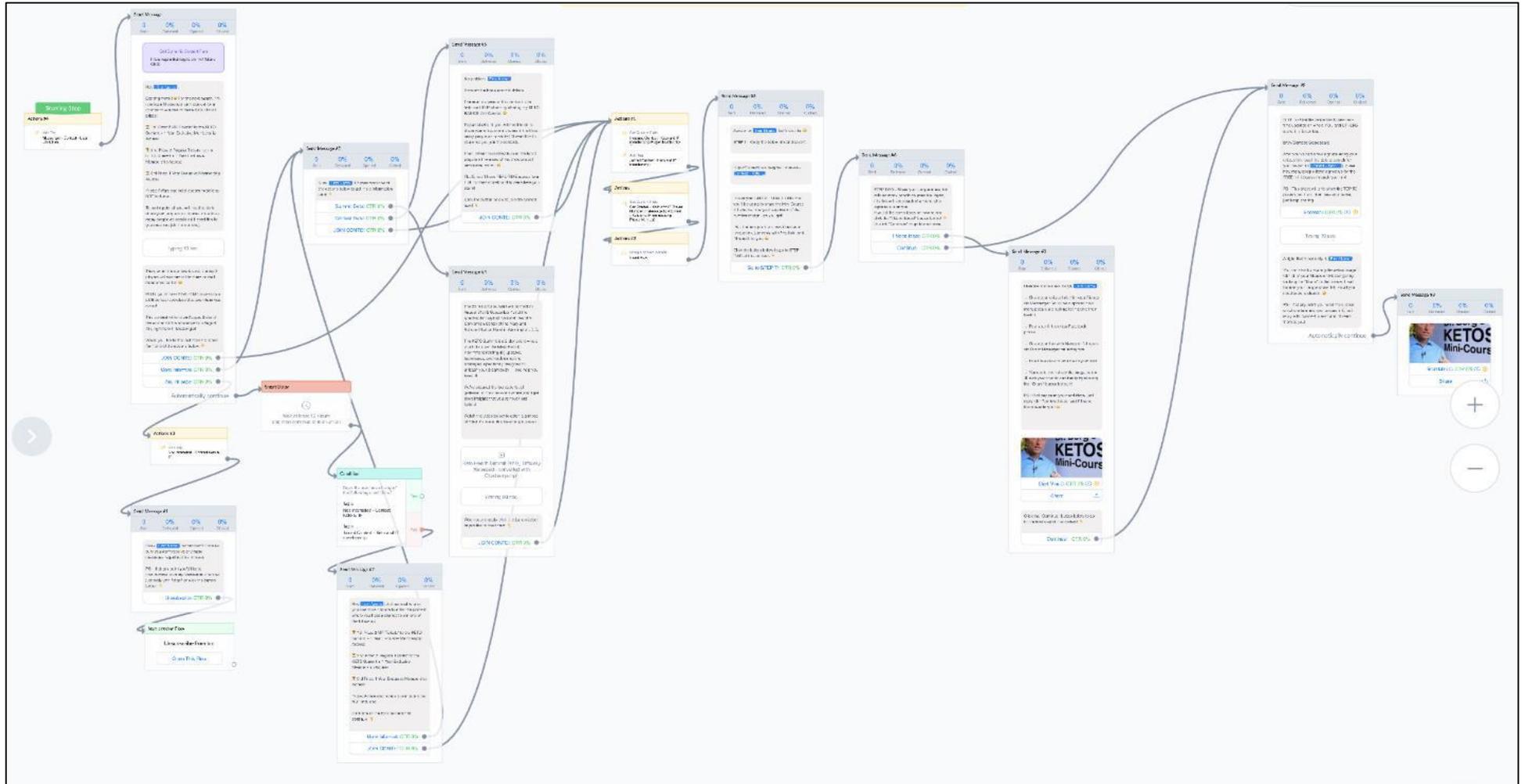
MANYCHAT.COM
FREE Cheat Sheet on Keto and Intermittent Fasting -->

AGM MARKETING 2.0

AN ATTENTION GRABBING AGENCY

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2. Using paid advertising through social media platforms.
3. Using existing email lists to bring people into our new highly engaging messenger world.

Knowing that messenger presented a 90% open rate channel and knowing that MONEY follows ATTENTION, I started obsessively working on the implementation of GROWTH TOOLS that would bring people into our new channel.

These are the main resources we've used to bring people into our messenger since we started:

- **Mini-Courses:** This has been cutting edge. To this date I haven't really seen anyone do it like we've done it. We created a series of 5 FREE mini-courses that we knew people would be interested in doing. We promoted these mini-courses to warm audiences organically and to cold audiences with social media paid advertising. We even invested on paid advertising towards warm audiences to get people into these mini-courses. We knew this would pay off big since people would be way more connected with the brand if we had them on messenger. These Video mini-courses (an average of 4 videos per mini-course) did a powerful upsell towards the end that over 30% of opted in for.

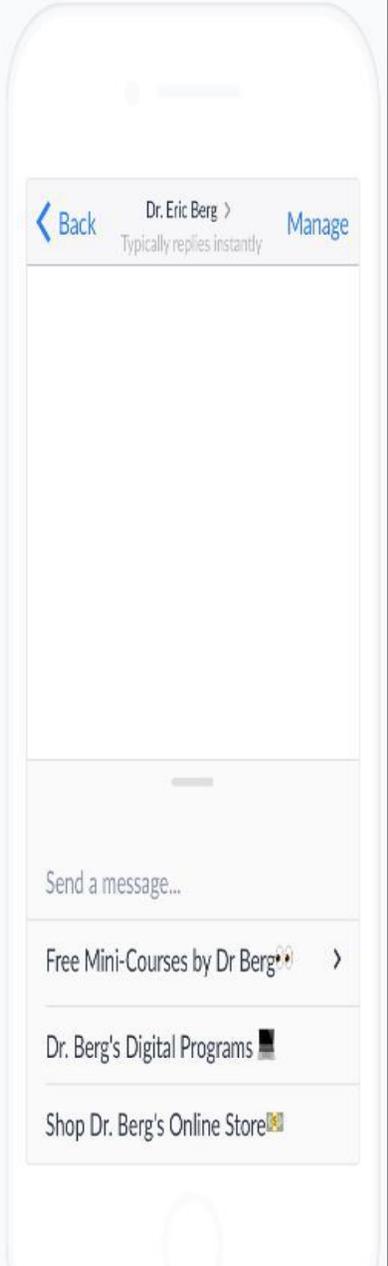
AGM MARKETING 2.0

AN ATTENTION GRABBING AGENCY

Button Clicks

Free Mini-Courses by Dr Berg

Free Fat Burning Mini-Course 🔥	211253	🔗
Free Mini-Course on Ketosis 💪	105124	🔗
Free IF Basics Mini-Course ⚡	58874	🔗
Free Eating Hacks Mini-Course 🥬	70610	🔗
Adrenal Body Type Mini-Course ✨	93035	🔗
Dr. Berg's Digital Programs 📺	160060	🔗
Shop Dr. Berg's Online Store 🛒	205403	🔗



12:21

LTE

Dr. Eric Berg
Typically replies within an hour

Free Mini-Course on Ketosis 💪



Great Manuel! Thanks for your interest in my FREE Ketosis Mini-Course.

I will teach you the basics, what to eat, specific tweaks as well as the side effects.

Ready for the first video? Here you go 📺



Free Mini-Courses by Dr Berg

Free Fat Burning Mini-Course 🔥

- **FREEBIES:** We created documents Dr. Berg approved that would bring people into our channel. Cheat sheets, Remedy Cards, Common Facts, 5 Tips, you name it! We again used both organic and paid channels for this.

Hormone Triggers that Burn or Store Fat

Hormone Triggers that Burn Fat

Protein



- Triggers fat burning if you eat 3-6 ounces per meal

Fat

- Fat is neutral when it comes to hormones. Fat is essential for instant satiety. 70% of your calories should be fat.

Vegetables



- Cruciferous vegetables (kale, cabbage, broccoli, etc.) can balance and decrease unhealthy estrogens and improve liver function. Vegetables indirectly enhance fat burning because the fat must be released through the liver when it gets burned up.

Fiber



- Fiber (especially from vegetables) buffers (slows) fat storing hormones and enhances fat burning.

High Potassium Foods



- Potassium allows sugar to be stored as sugar. Without potassium, sugar is forced to be stored as fat instead of stored sugar (glycogen). Potassium is needed to balance blood sugars. This is why people crave sweets when they are potassium deficient. Vegetables have the highest amounts of potassium of any foods.

Sleep



- Most fat burning occurs in deep sleep. When a person doesn't get at least 7 hours of quality sleep, burning fat can be non-existent.

Exercise



- Interval training (short bursts of exercise with lots of rest) will increase fat burning by 450% compared to sustained exercise (example, treadmill).

Intermittent Fasting



- Intermittent Fasting greatly reduces insulin like forcing your body to burn fat. Start with 3 meals, no snacks, then gradually pushing your breakfast later and later until you are at 2 meals only per day.

Hormone Triggers that Store Fat

Sugar



- Table sugar, brown sugar, and honey all increase insulin. In the presence of insulin, all is fat burning becomes are nullified, even in small amounts.

Sugar + Protein



- Adding sugar to protein (example, meat) will increase insulin by 200%.

Excess Protein



- A larger amount of protein (> 9 oz) can increase insulin, the main fat storing hormone by 200%.

Hidden Sugars



- This includes juice, sugar in flavored yogurt, vanilla yogurt, alcohol, or added sugar in deli meats.

Starches & Grains



- Potatoes, rice, grains (bread, pasta, cereal, crackers, muffins, etc.) all increase insulin, the main fat storing hormone.

Fruits



- Fruits are sweeter than vegetables and obviously can trigger insulin. However, due to the amount of fiber in fruit, a greater amount of the process is slowed down. For the reason, I recommend avoid fruit and only consume 1/2-1 cup of berries per day.

MSG (Monosodium Glutamate)



- Often times, MSG is hidden as other name as modified food starch. It is used as a flavor enhancer increasing appetite, leads and can spike the fat making hormone, insulin by 300%.

Estrogen



- Soy protein powder, soy milk, and soy protein isolate all can increase estrogen. Consume fermented and sprouted soy in small quantities (example, tempeh, tofu, and miso).

Stress



- Stress is cumulative. Stress activates the body fat hormone called cortisol.
- Pain and inflammation can also increase cortisol.
- The more stress you experience, the more you need to sleep to counter the effects of stress on your body.
- Acupuncture releases stress.

Dr. Berg's HEALTHY KETOSIS™ ACCEPTABLE FOODS LIST

FAT

Avocado
Avocado oil
Blue cheese
Brie cheese
Butter
Cocoa butter
Coconut butter
Coconut oil
Red palm oil
Salad dressing

Cream cheese
Duck fat
Egg yolks
Ghee
Half and half
Lard
Macadamia oil
MCT oil
Olive oil
Palm shortening

Sesame oil
Tallow
Walnut oil
Whole cream



PROTEIN

Bacon
Beef
Beef jerky
Bison
Chicken
Cottage cheese
Deer
Deli meat
Duck
Elk
Goat

Goose
Hot dogs
Lamb
Moose
Pepperoni
Pheasant
Pork
Pork rinds
Quail
Rabbit
Salami
Sausages

Sheep
Turkey
Veal
Wild boar
Wild turkey



Page 1 of 6



HERE ARE THE LIST OF FOODS TO GET INTO KETOSIS (FAT BURNING)

APPROVED CARBOHYDRATES

- alfalfa sprouts
- cauliflower
- leeks
- snow peas
- artichokes
- celery
- lettuce
- spinach
- asparagus
- clams
- mushrooms
- squash
- bamboo shoots
- okra
- string beans
- beans
- cucumbers
- onions
- kale
- oils
- parsley
- Swiss chard
- bok choy
- eggplant
- peas
- turnips
- broccoli
- peppers (all)
- garlic
- radishes
- seaweed
- cabbage
- ginger root
- carrots
- olives
- escarole
- zucchini
- tomatoes
- avocado
- collard greens
- salsa (w/out sugar)
- pickles (w/out sugar)
- Brussels sprouts
- collard greens
- salsa (w/out sugar)
- skunk cabbage

*If you bloat with these foods - avoid.

APPROVED PROTEINS

- Bacon (not turkey bacon)
- Beef or pork ribs
- Breakfast sausage
- Nathan brand hot dogs
- Chick-WH! skin and fat
- Duck or goose
- Eggs
- Pork chops
- Pork rinds
- Fatty fish and sea food
- Tuna fish with oil

APPROVED FATS

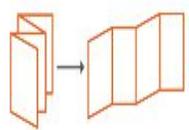
- All nuts (esp. macadamia nuts), the least expensive is on amazon. "Bayside Candy - Sincerely Nuts"
- Macadamia Nuts Raw Unsalted Halves and Pieces 2lbs
- Nut butters without sugar
- Avocado
- Coconut oil - very important
- Cream cheese and sour cream
- Fish oil
- European cheese
- Flax seeds and flax oil
- Seeds
- Heavy whipping cream
- Mayonnaise
- Olives and olive oil



CONSCIOUS EATING Cards

Cut Out & Insert in Your Wallet

CARBOHYDRATES	HIDDEN CARBS	ALCOHOL	I MESSED UP
<ul style="list-style-type: none"> ❑ I am okay with NOT burning fat for 17-48+ hours. ❑ I am willing to gain 1-2 lbs from eating those foods. ❑ I realize my blood sugar will spike, then dip, and that I will start craving the wrong foods because of my actions. ❑ I am aware that the food I am about to eat will contribute to fat deposits around my liver. ❑ I understand that junk foods will cause vitamin and mineral deficiencies. ❑ I realize that I will gain fluid retention from my actions. ❑ I am aware that sugar feeds cancer and contributes to high cholesterol, diabetes and a loss of memory. 	<ul style="list-style-type: none"> ❑ Sugar (brown sugar, maple syrup, molasses, honey, agave nectar, high-fructose corn syrup, brown rice syrup, dextrose) ❑ Grains (bread, pasta, cereals, crackers, pancakes, waffles, yogurt—even unsweetened) ❑ Alcohol (wine, beer, hard liquor) ❑ Drinks (all juices, sodas, Gatorade) ❑ Starches (potatoes, yam, sweet potatoes, french fries, white and brown rice, quinoa) ❑ Beans (they are mostly carbohydrates) 	<ul style="list-style-type: none"> ❑ I understand that all alcohol turns into sugar and causes fat to accumulate on my body and in my liver. ❑ I am okay with my liver being damaged and unable to burn fat for 17-72 hours. ❑ I realize alcohol is a chemical solvent that depletes vitamins from my body, kills liver cells and alters my brain chemistry. ❑ I know that alcohol eventually leads to ascites (fluid leaking from the liver into a sac around the abdomen) 	<ul style="list-style-type: none"> ❑ Consume 3 kale shakes the next day. ❑ Ensure your vegetable quantity is at least 7-10 cups each day. ❑ Keep up with your walking and/or exercise implemented for the next week. ❑ Bring your carbs down to 10 grams for the next 3 days. ❑ Take Nutritional Yeast Tablets to add back in the natural B vitamins. ❑ Take 2 scoops of Electrolyte Powder for the next 2 days. ❑ Get an extra hour of sleep the next 2-3 days.





Insulin Index

2%	Butter	23%	Turkey
3%	Olives/Olive Oil	24%	Chicken
3%	Coconut Oil	25%	Low-Fat Cream Cheese
4%	Heavy Cream	29%	Pasta
5%	Pecans	40%	Whole Milk
5%	Macadamia nuts	43%	Low-Fat Swiss Cheese
6%	Avocado	47%	Berries
7%	Coconut Meat	51%	Beef
8%	Cream Cheese	54%	Popcorn
8%	Sour Cream	55%	Egg Whites
9%	Bacon	59%	Scallops
9%	Walnuts	59%	Fish
9%	Pine Nuts	61%	Potato Chips
10%	Pepperoni	62%	Brown Rice
11%	Tahini Butter (Sesame Seed)	75%	Apple
11%	Pork	76%	Low-Fat Yogurt
11%	Peanut Butter	81%	Fat-Free Pretzel
12%	Cod Fish	84%	Banana
12%	Duck	87%	Crackers
13%	Peanuts	87%	Whole-Wheat Bread
13%	Pork Sausage	96%	White Bread
14%	Pumpkin	100%	Baked Beans
14%	Almonds	100%	Sweetened Yogurt
15%	Cheddar Cheese	115%	Potatoes
15%	Sunflower Seeds	121%	Jelly Beans
15%	Chia Seeds	160%	
15%	Egg Yolk		
16%	Blue Cheese		
19%	Pistachios		
20%	Coleslaw		
21%	Swiss Cheese		
21%	Whole Egg		

- We embedded growth tools that would offer the mini-courses on the websites. These delivered a steady stream of new subscribers.



**Free RAPID
FAT BURNING
MINI-COURSE**

Learn accelerated techniques
to turn your body into a fat
burning machine.

[Send to Messenger](#)

Manuel Suarez [Not you?](#)



**I Just created my new Keto
Quiz, are you ready for it?**

Just Click Below to Get Started 📌

[Get started in Messenger](#)

Manuel Suarez [Not you?](#)

- There's many other things we did in between. All of them more or less effective but none as significant as the things mentioned above. Quizzes, contests, flash sales deals, etc... The possibilities on messenger are literally ENDLESS.

Long story short, we went very, very deep with Messenger. 20 years in business, Dr. Berg managed to generate just about 100K emails using tools like Quizes on his website and through his customers.

Today, Dr Berg's Messenger channel, only 20 months after its creation, has accumulated over 700,000 messenger subscribers opening up their Messenger broadcasts, sequences and more at unprecedented rates of 90%. Our promotional upsell and cross-sell messages enjoy over 20% Clickthrough rates. While at the same time our email Clickthrough rates are barely getting to 2%.

Sent	Clicks	Open Rate	CTR
1233149	204455	98.3%	17.0%
1145776	188739	97.9%	17.0%
1093068	150077	97.7%	14.2%
915472	173591	96.4%	20.2%
928712	97125	96.7%	11.1%
1009025	126439	97.3%	13.1%
989198	102941	97.1%	10.9%
960280	113284	96.9%	12.4%
928959	66988	96.9%	7.6%
916978	140140	96.7%	16.2%

I am a Facebook expert, I'm actually a certified Facebook professional, I know everything Facebook and Instagram marketing. My obsession has become using Facebook and Instagram to generate an explosion of my messenger list.

Why did I go so crazy? Did I lose my mind? Do I not care about sales? Do I just want to waste my clients money?

Actually quite the opposite, I cared so much about Dr. Berg's expansion, his message and his brand, that I went ALL IN with the strategy. And boy, has it paid off!

700,000 Messenger subscribers, real people, generated for pennies on the dollar. His social media following flooding the messenger channel and taking their relationship with Dr. Berg to the next level, hundreds of thousands of people helped through the Dr's message.

And last but not least...

SALES! A *massive* sales channel generating hundreds of thousands of sales a week of people visiting Dr. Berg's store from the messenger sequences, mini-courses and overall the Messenger channel.

Today, this channel alone, is responsible for generating over **\$7 million** in sales in just the last 9 months.

Are we stopping now? No! We're actually just getting started.

STATS

SEGMENTRIX DATA

OCTOBER 2018 TO MAY 2019

REVENUE

USD \$6,822,243

TOTAL ORDERS

62,566

