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Converting Prospects To Customers By Ayat Shukairy,  
Khalid Saleh**

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Alex leads consulting initiatives in analytics and data science and is a national trainer in Google optimization firm and co-author of “Conversion Optimization: The Art and Science of Converting Prospects into Customers.”

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Khalid Saleh is the CEO and co-founder of conversion optimization company The Art and Science of Converting Prospects to Customers”.

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