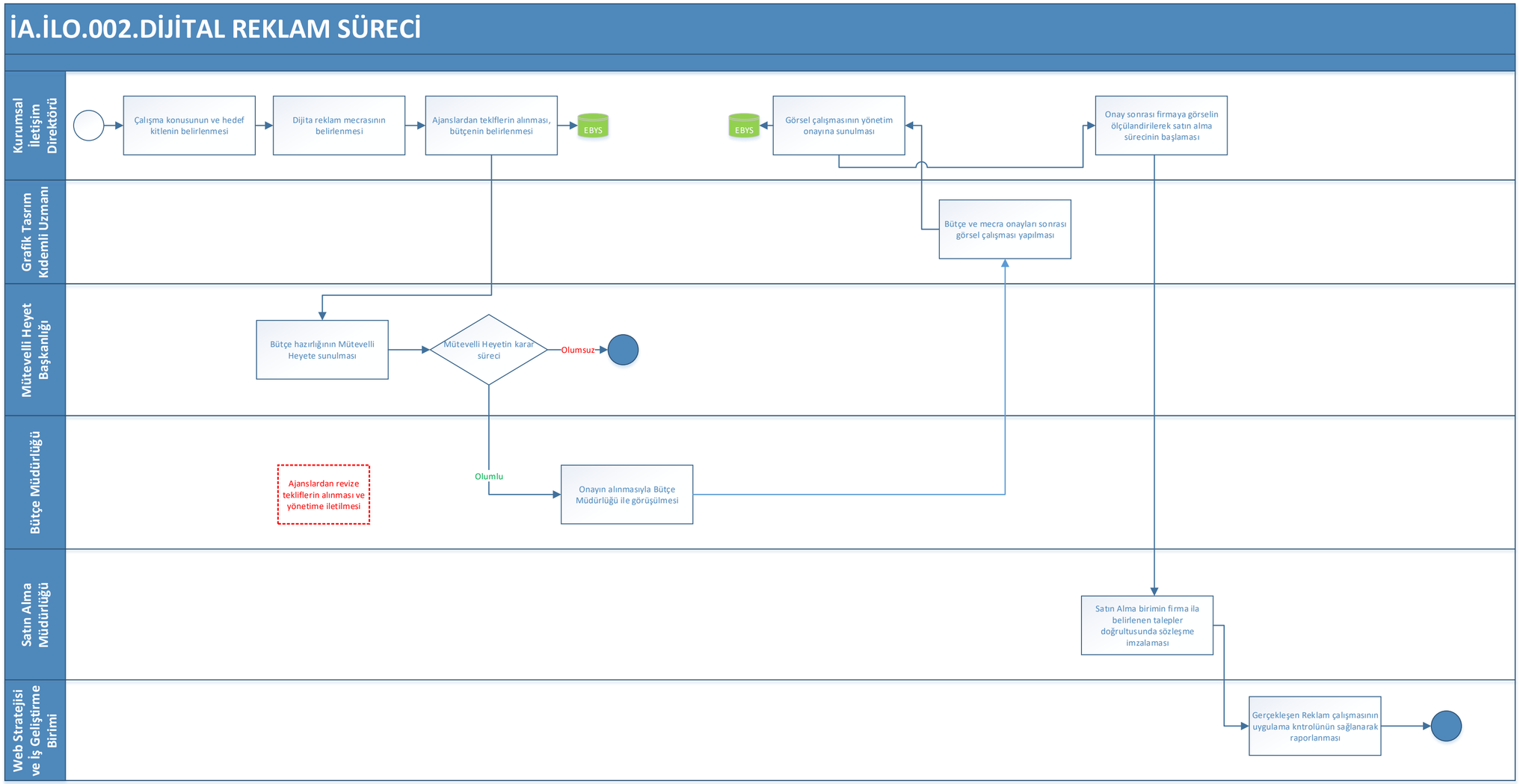İA.İLO.002.DİJİTAL REKLAM SÜRECİ