


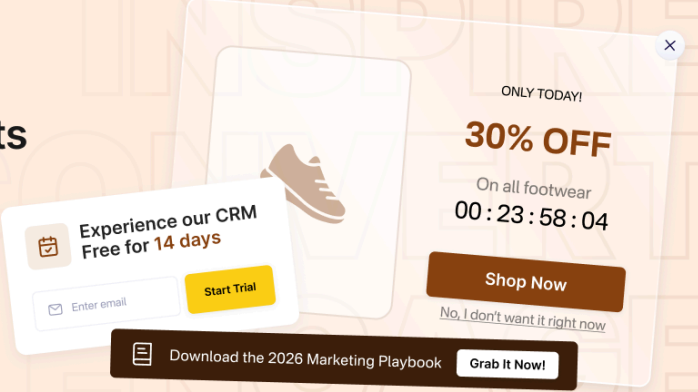
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# Icegram Engage – Popups, Optins, CTAs & Lead Generation

By [Icegram](#)

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## Contributors & Developers

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## Interested in development?

[Browse the code](#), check out the [SVN repository](#), or subscribe to the [development log](#) by [RSS](#).

## Changelog

**3.1.42 (14.04.2026)**

- Fix: Small bug fix

#### **3.1.41 (06.04.2026)**

- Fix: “Specific URLs on this site” field is not getting saved properly

#### **3.1.40 (27.03.2026)**

- Fix: CTA action URL is not getting saved

#### **3.1.39 (24.02.2026)**

- Update: WordPress 6.9 compatibility check

#### **3.1.38 (08.01.2026)**

- Fix: Add new Campaign button not working in some cases

#### **3.1.37 (18.12.2025)**

- Fix: Improved security related to XSS [Thanks to Patchstack team]

#### **3.1.36 (09.12.2025)**

- Update: WordPress 6.8 compatibility check

#### **3.1.35 (10.11.2025)**

- Update: UI improvements

#### **3.1.34 (19.06.2025)**

- Update: UI improvements

#### **3.1.33 (29.05.2025)**

- Fix: Caching disabled when Icegram Engage Premium active

#### **3.1.32 (12.12.2024)**

- Update: WordPress 6.7.1 compatibility check
- Fix: Improved security related to XSS [Thanks to Patchstack team]

#### **3.1.31 (14.11.2024)**

- New: Templates for BFCM

#### **3.1.30 (11.11.2024)**

- Fix: Improved security related to XSS [Thanks to Patchstack team]

### **3.1.29 (30.10.2024)**

- Improvements: Improved first campaign in the plugin

### **3.1.28 (24.10.2024)**

- New: Templates for Halloween
- Update: UI improvements

### **3.1.27 (26.09.2024)**

- Fix: Small bug fix

### **3.1.26 (15.08.2024)**

- Fix: Improved security related to XSS [Thanks to Patchstack team]

### **3.1.25 (18.07.2024)**

- Update: WordPress 6.6 compatibility check
- Fix: Missing authorization and nonce checks when duplicating a message [ Thanks to Patchstack team ]
- Fix: Missing authentication & authorization checks when previewing campaign [ Thanks to Patchstack team ]

### **3.1.24 (11.07.2024)**

- Fix: Small bug fix

### **3.1.23 (03.07.2024)**

- Update: PHP 8.2 compatibility
- Update: Compatibility with WordPress 6.5.5

### **3.1.22 (28.02.2024)**

- Fix: Improved security related to XSS [Thanks to Patchstack team]

### **3.1.21 (17.01.2024)**

- Fix: Improved security related to XSS [Thanks to Patchstack team]

### **3.1.20 (19.12.2023)**

- Fix: Improved security related to XSS [Thanks to Patchstack team]

### **3.1.19 (01.12.2023)**

- Fix: Improved security related to XSS and nonce validations [Thanks to Patchstack team]

### **3.1.18 (14.11.2023)**

- Fix: Small bug fix

### **3.1.17 (25.10.2023)**

- Fix: Uncaught TypeError: in\_array() in some usecase while editing campaign

### **3.1.16 (12.10.2023)**

- New: Added new Gallery templates
- Update: WordPress 6.3.1 compatibility check

### **3.1.15 (05.07.2023)**

- Update: UI/UX improvements

### **3.1.14 (22.06.2023)**

- Fix: PHP notice for undefined var ‘form\_arr’
- Fix: Console error for undefined icegram\_writepanel\_params on some screens

### **3.1.13 (01.06.2023)**

- Fix: Issue with duplicate campaign save
- Fix: Message “Show After” settings UI issue in Firefox

### **3.1.12 (18.05.2023)**

- Update: Form integration improvements
- Fix: Improved security related to XSS [Thanks to WPScan team]

### **3.1.11 (09.05.2023)**

- New: Display rules summary on all campaigns list screen
- New: Option for font-family settings

### **3.1.10 (18.04.2023)**

- Update: WordPress 6.1.2 compatibility check

### **3.1.9 (23.03.2023)**

- Update: Compatibility with latest [WPML](#)

### **3.1.8 (16.03.2023)**

- New: Added rule “After the visitor came from x page”

### **3.1.7 (03.03.2023)**

- New: Styling options for Countdown timer

### **3.1.6 (09.02.2023)**

- New: ‘On Click’ option in Show Trigger

### **3.1.5 (30.01.2023)**

- New: Option to load display rules from other campaign

### **3.1.4 (19.01.2023)**

- New: Added feedback tab
- Fix: Contact Form 7 compatibility issue
- Update: Improved page load performance on campaigns screen

### **3.1.3 (29.12.2022)**

- Enhancement: Onboarding UI/UX improvements

### **3.1.2 (16.12.2022)**

- New: Introduce Icegram dashboard
- Fix: User capability issue with Icegram Engage account connection [Premium]

### **3.1.1 (08.12.2022)**

- Fix: UI/UX issues on campaign settings screen

### **3.1.0 (18.11.2022)**

- New: Added BFCM Gallery items

### **3.0.13 (03.11.2022)**

- Fix: Countdown timer not showing on Mozilla Firefox browser
- Fix: UI/UX issues on campaign settings screen

### **3.0.12 (20.10.2022)**

- New: Templates for Halloween
- Update: UI improvements

### **3.0.11 (12.10.2022)**

- Enhancement: Gallery Templates for Halloween
- Update: UI improvements

### **3.0.10 (06.10.2022)**

- New: Added new Gallery templates

### **3.0.9 (29.09.2022)**

- Update: UI improvements

### **3.0.8 (15.09.2022)**

- New: Target campaigns to any post with “Where” conditions

### **3.0.7 (08.09.2022)**

- New: Added content locker setting for campaigns

### **3.0.6 (25.08.2022)**

- Fix: Icegram Express form was not rendering properly in Icegram Engage message

### **3.0.5 (19.08.2022)**

- New: Added new Gallery templates

### **3.0.4 (11.08.2022)**

- Fix: JQuery error while selecting form position

### **3.0.3 (04.08.2022)**

- Update: UI improvements

### **3.0.2 (28.07.2022)**

- Fix: WPForms integration issue
- Fix: Icegram Express GDPR link issue
- Update: UI improvements

### **3.0.1 (21.07.2022)**

- Fix: Icegram Express form integration was not working in some cases
- Fix: Warnings on campaigns dashboard

### **3.0.0 (14.07.2022)**

- New: Admin UI for campaign settings

#### **2.1.10 (09.06.2022)**

- Update: Admin campaign settings UI improvements

#### **2.1.9 (01.06.2022)**

- Update: WordPress 6.0 compatibility check

#### **2.1.8 (30.05.2022)**

- Fix: Improved security related to XSS [Thanks to WPScan team]

#### **2.1.7 (18.05.2022)**

- Update: UI/UX improvements

#### **2.1.6 (26.04.2022)**

- Update: UI/UX improvements

#### **2.1.5 (14.04.2022)**

- Update: UI/UX improvements

#### **2.1.4 (07.03.2022)**

- Fix: Classic Post Editor not showing
- Fix: UI issue with Contact Us popup on Docs & Support screen

#### **2.1.3 (05.03.2022)**

- New: Added onboarding campaign creation guide

#### **2.1.2 (04.02.2022)**

- Update: UI/UX improvements

#### **2.1.1 (01.02.2022)**

- Update: UI/UX improvement for countdown timer [PRO]

#### **2.1.0 (27.01.2022)**

- New: Added countdown timer feature [PRO]

#### **2.0.7 (08.12.2021)**

- Fix: Improved security related to XSS [Thanks to Patchstack team]

### **2.0.5 (18.11.2021)**

- Enhancement: Revised Gallery Templates for BFCM
- Fix: Improved security related to XSS and nonce validations [Thanks to Patchstack team]
- Fix: Secured Icegram Engage from reflected XSS vulnerability [Thanks to WPScan team]

### **2.0.4 (21.10.2021)**

- Enhancement: Revised Gallery Templates for Halloween

### **2.0.3 (17.08.2021)**

- Fix: Improved security related to nonce in Settings and Subscription form
- Fix: Secured Icegram Engage from Stored XSS vulnerability

### **2.0.2 (27.07.2021)**

- Update: UI/UX improvements
- Fix: Icegram Engage account connection issue [Premium]

### **2.0.1 (23.07.2021)**

- Update: WordPress 5.8 compatibility check
- Update: UI improvements

### **2.0.0 (21.07.2021)**

- Update: UI improvements

### **1.11.0 (17.07.2021)**

- Update: Performance improvements
- Update: UI/UX improvements

### **1.10.47**

- Update: WordPress 5.7 compatibility check
- Update: UI improvement

### **1.10.46**

- Update: WordPress 5.6 compatibility check

### **1.10.45**

- Update: WordPress 5.5.3 compatibility check

- Update: UI improvements

#### **1.10.44**

- Update: UI improvements

#### **1.10.43**

- Fix: JQuery issue with WordPress 5.5

#### **1.10.42**

- Fix: Compatibility issue with WordPress 5.5

#### **1.10.41**

- Fix: Icegram Engage campaign not working issue.

#### **1.10.40**

- Update: Improve performance by loading JS/ CSS whenever required
- Fix: Icegram Collect Shortcode issue

#### **1.10.39**

- Fix: Campaigns were not showing if display rules are set to role specific
- Update: WordPress 5.4 compatibility test

#### **1.10.38**

- UI enhancements

#### **1.10.37**

- Fix: Icegram Express form was not visible when Icegram Express Premium plugin activated

#### **1.10.36**

- Fix: Form color field was not rendering properly
- Enhancement: Added Christmas Gallery Items

#### **1.10.35**

- Fix: Security issues

#### **1.10.34**

- Added Black Friday Cyber Monday Gallery Items

**1.10.33**

- Enhancement: Revised Gallery Templates for Halloween

**1.10.32**

- New: Added featured gallery items

**1.10.31**

- Enhancement: Revised Gallery templates

**1.10.30.1**

- Fix: Fatal error ‘ES\_DB\_Forms’ class not found.

**1.10.30**

- New: [Icegram Express](#) is the recommended method of adding forms in Icegram Engage

**1.10.29**

- Fix: Fixed security issue in the gallery

**1.10.28.2**

- Fix: Fatal error “IG\_Tracker\_V\_1\_0\_1” class not found.

**1.10.28.1**

- Fix: Fatal error “IG\_Tracker\_V\_1\_0\_1” class not found.

**1.10.28**

- Enhancement: Revised Gallery templates

**1.10.27**

- Fix: Fixed gallery not loading issue

**1.10.26**

- Update: Now supports multi roles for the user in campaign display rules

**1.10.25**

- Enhancement: Revised Gallery Templates for Black Friday and Cyber Monday

**1.10.24**

- Enhancement: Revised Gallery Templates for Halloween

### 1.10.23

- Enhancement: Revised Gallery templates

### 1.10.22

- Fix: Fixed popup blocker issue while previewing campaign
- Update: Compatibility with latest [WPML](#)
- Enhancement: Revised Gallery templates

### 1.10.21

- New: Added customizable Gallery templates to the Gallery
- Update: Compatibility with latest [Icegram Express](#)

### 1.10.20

- Update: Compatibility with latest [GDPR](#)

### 1.10.19

- Update: Now supports Icegram Collect forms in a multisite environment.

### 1.10.18

- New: Improved the UI/UX of the Icegram Engage Gallery

### 1.10.17

- Enhancement: Revised Gallery templates

### 1.10.16

- Fix: “The plugin does not have a valid header”

### 1.10.15

- New: Added Christmas Gallery templates

### 1.10.14

- Update: Compatibility with WordPress 4.9

### 1.10.13

- New: Added Black Friday and Cyber Monday Gallery templates

**1.10.12**

- Fix: MailPoet 3 anti-spam field was visible with Form embed functionality

**1.10.11**

- New: Added Halloween Gallery templates

**1.10.10**

- Enhancement: Revised Gallery templates

**1.10.9.1**

- Fix: “Blank / White Screen of death” / Fatal error: Can’t use function return value in write context

**1.10.9**

- Enhancement: Revised Gallery templates

**1.10.8**

- Fix: compatibility with Contact Form 7(v4.8)

**1.10.7**

- New: Added new templates to Icegram Engage’s Gallery
- Fix: Single gallery template wasn’t loading on refresh

**1.10.6**

- Enhancement: Search bar, filters added to Icegram Engage’s Gallery

**1.10.5**

- Enhancement: Small improvements for Call To Actions

**1.10.4**

- New: Directly choose Gallery Template while creating a New Campaign

**1.10.3**

- Enhancement: [Icegram Express](#) form compatibility with Icegram Engage

**1.10.2**

- Update: Mobile Detect Library updated to version 2.8.24
- Fix: Forms that were embedded in mobile popups at “0 seconds”

- Fix: Resolve conflicts with WordPress themes using Magnific popup library

#### **1.10.1**

- Fix: Action bar was not getting close.

#### **1.10**

- Enhancement: Merged all addons in one

#### **1.9.24**

- Enhancement: Small improvements in responsiveness of Popups and Action bars

#### **1.9.23**

- Fix: Popup with time delay more than “0 seconds” were also converted to action bar if Behavior triggers were installed

#### **1.9.22**

- Enhancement: No Google penalty for mobile popups, an automatic solution

#### **1.9.21**

- New: Revamped the old admin UI and made it more user-friendly and simple

#### **1.9.20.1**

- Fix: Solve “Parse error: syntax error, unexpected ‘&&’ (T\_BOOLEAN\_AND), expecting ‘)’”

#### **1.9.20**

- Update: Icegram Collect form compatibility with Icegram Engage’s Remote addon

#### **1.9.19**

- Fix: Secured Icegram Engage from XSS vulnerability(Thanks to Ipstenu (Mika Epstein))

#### **1.9.18**

- Fix: Compatibility with Icegram Engage’s CTA add-on and Icegram Collect

#### **1.9.17**

- Update: Performance enhancements
- Fix: Gallery is not getting loaded with https site

#### **1.9.16**

- New: [Icegram Collect Plugin](#) is the recommended method of adding forms in Icegram Engage

### 1.9.15

- New: Added the Gallery of ready to use Icegram Engage Campaigns
- Fix: Font was not getting loaded for convert theme(popup)

### 1.9.14

- New: Added quick action for campaign preview
- Fix: For new message delay time -1 were not getting set

### 1.9.13

- New: Two step – click triggered – optins
- Enhancement: Complete revamp of popup themes – Airmail, Convert, Inspire, Persude
- Fix: Clicks were not getting tracked for button[type=submit] with inner HTML

### 1.9.12

- New: Support for custom JS and CSS in message
- New: Added German translations
- Enhancement: Revised Addons and Docs page inside the plugin
- Enhancement: Prevent false Impression count on crawling in analytics
- Fix: For an on-click popup, once the background of the popup was clicked it wouldn't open again
- Fix: Home page targeting was not working properly in “Specific URL on this site” targeting

### 1.9.11.1

- Fix: Warning for “Illegal string offset ‘option\_name’”
- Fix: ‘ReferenceError: icegram is not defined’ on page with CF7 and no Icegram Engage

### 1.9.11

- Fix: Conditional login of Gravity forms was not working

### 1.9.10

- Fix: Campaigns were not getting scheduled according to site's timezone

### 1.9.9

- Fix: CF7(Contact Form 7) Ajax submission was not working
- Fix: CF7 redirection was not working
- Fix: CF7 was changing URL after form submission

### 1.9.8.1

- Enhancement: Added sprite image for close buttons
- Fix: Retargeting issues with HTTP and HTTPS

### 1.9.8

- New: Added translation for Italian
- Update: Action Bar does not overlap header/menu of your website

### 1.9.7.1

- Fix: Incorrect plugin name

### 1.9.7

- New: Messenger messages work beautifully on mobile / small devices now!
- New: Icegram Engage's shortcodes are now working with Text Widget
- Update: Mobile Detect Library updated to version 2.8.15
- Fix: Gravity Forms hidden fields were visible with Form embed functionality
- Fix: Slide animation was not working with some browsers
- Fix: Popup message conflicts with some lightbox plugins

### 1.9.6

- Fix: Popup was not getting closed when multiple popups were set on a single page
- Fix: Message was not getting close when a form was submitted in a new window
- Fix: Default editor was visible while loading campaign setting page
- Fix: Revised CSS of the "Support and Docs" page and made its compatibility with WordPress 4.3

### 1.9.5

- New: Action bar messages work beautifully on mobile / small devices now!
- New: Add Animation for few more message types

### 1.9.4

- Fix: Ninja Forms was showing two submit buttons with Icegram Engage Form embed functionality
- Fix: Mailpoet hidden fields were visible with Form embed functionality
- Fix: Minor issues with form CSS
- Fix: Use themes default option was not working in message admin settings

### 1.9.3

- Fix: Redirection to "Target Link" was not working in Icegram Engage message

- Fix: Inline form shortcode not getting preserved for message types with only inline position

## 1.9.2

- New: Keep spammers away with new automatic anti-spambot checking mechanism
- Fix: Shortcodes not working in Icegram Engage messages
- Fix: WordPress crash while creating a new post
- Update: UI improvements for form embedding

## 1.9.1

- Update: Retargeting option now work for the campaign instead of the message
- Fix: Inline form shortcode not getting preserved in the message body
- Fix: Form style options not getting saved
- Fix: Minor issues with form CSS
- Fix: Compatibility issues of previous embed form functionality with a new one

## 1.9

- New: Forms now comes with various form styles and multiple positions
- New: Forms also provides background and text color
- New: Forms also supports header, footer-text/HTML
- Update: Updated form embed functionality
- Fix: Homepage page targeting not working when “Lazy loading” was off

## 1.8.10

- Fix: Compatibility for themes with CSS class name conflicts
- Fix: Compatibility with “auto-optimize” and other minification plugins
- Fix: Local site targeting not working without a wildcard character

## 1.8.9

- New: Both body and button colors (background and foreground) can now be set
- Update: Brought back CTA Buttons default colors
- New: Lazy load Icegram Engage messages for better compatibility with caching plugins
- Update: Updated all themes to support new theme coloring scheme
- Fix: Some alignment issues with images in popups
- Update: Minified all JS and CSS to improve performance
- Update: Auto-correction for CTA links now works with tel: links

## 1.8.8

- New: Headlines now support shortcodes!

- Update: A message shown on click of another (using CTA actions addon), can now contain shortcodes
- Fix: Compatibility with Wishlist Member plugin
- Fix: Popup close event not triggered when clicking outside the popup – on its overlay
- Update: Automatically adds HTTP:// in CTA links if missing

### 1.8.7

- New: Can now define the custom background and text colors for Popups
- Fix: Button text color not showing well in some themes
- Fix: Analytics not getting tracked
- Update: Revisions to theme packs and many addons
- New: Support for Split Testing addon

### 1.8.6

- Fix: “Blank / White Screen of death” / Fatal error – Cannot redeclare class Mobile\_Detect
- Fix: Warning for undefined index
- Update: Mobile Detect Library updated to version 2.8.11
- Update: Improvements in complementary colors for call to action button and button text
- Update: Action Bar’s Bold theme – reduced shadow on button text

### 1.8.5

- New: Added a link to Form Embed Documentation for easy access
- Fix: Default mode of content editor set to visual
- Fix: Popup hiding behind header for some themes
- Fix: Device targeting rule not working on newer devices
- Fix: Preview working only after Publishing

### 1.8.4

- New: Popup messages work beautifully on mobile/small devices now!
- Fix: Timing problems with popups triggered via Behavior Trigger addon.
- Fix: Visual Composer compatibility

### 1.8.3

- NEW: Duplicate a Campaign and Message easily now – click ‘duplicate’ in the list view!
- Update: Using an image instead of dashicons for action bar arrows
- Update: Renamed “messenger” CSS class to “ig\_messenger” to avoid potential overlaps
- Update: Clicking outside the popup (on the dark overlay) will close the popup

### 1.8.2

- Fix: Preview not working correctly

### 1.8.1

- NEW: Support for Icegram Engage Remote – now run your campaigns on other sites – even non WordPress sites
- Update: Better wildcard matching in Where targeting rules for URLs
- Update: Compatibility with Avada theme
- Update: Misc UI and performance enhancements

### 1.8

- NEW: Target campaigns to any page with wildcard URL support in “Where” conditions
- NEW: CTA Click based retargeting to hide a message in a campaign after being clicked
- NEW: Message shown retargeting can now hide message forever – after shown once

### 1.7.1

- Update: Dismiss button for admin notice about bonus themes and addon
- Fix: Admin settings CSS changes, for compatibility with some themes
- Fix: Hello Bar close button not clickable
- Fix: Retargeting not working with some cache systems

### 1.7

- Update: Styling changes to action bar CTA button for alignment
- Update: Hello Bar styling updates to better handle forms
- Fix: Hidden field related issue while embedding subscription forms
- Fix: Retargeting not working correctly in certain cases
- Fix: Theme thumbnails missing on the messages list

### 1.6

- Fix: Empty image tag causing display issues in Opera / IE
- Update: Form embed functionality improvements
- NEW: “Themes Pack 2014” addon – 17 themes as a bonus – available from Icegram.com
- Fix: Toast message compatibility with Behavior Triggers
- Update: JS and CSS URLs include version numbers now – better for caching
- Fix: Other minor fixes

### 1.5

- NEW: “Embed Form” option for easy integration with optin / mailing list / subscription form / CRM services
- NEW: Retargeting Rule: Do not show again for X number of days

- NEW: Targeting Rule: “Not Logged In” visitor
- NEW: Added support for submitting form on CTA click
- NEW: “CTA Actions” premium addon

#### 1.4

- NEW: Targeting Rule: “Exclude pages” from a site-wide campaign
- NEW: Options to cleanup Icegram Engage data and remove shortcodes from content
- NEW: CTA button color is automatically determined based on the background-color
- NEW: FREE Analytics add-on (available from [www.icegram.com](http://www.icegram.com))
- Update: This version is compatible with WordPress 4.0

#### 1.3

- NEW: 7 Premium add-ons available
- Fix: [icegram] shortcode not working for campaigns
- Update: Improved CTA click handling
- Update: Internal changes for better performance
- NEW: Setting display time to -1 will hide the message
- Fix: Can use quotes and other special characters in headline now
- Update: #WPML Show default language message only if “Blog posts to display” is set to “All posts”
- Fix: Hide campaign and messages from public pages & search engines
- Fix: Other plugins adding content to messages (social media links etc)
- NEW: Clicking on any item with class “ig\_cta” will trigger CTA click action
- Fix: Campaigns not working on archive pages (like Shop / Categories...)
- Fix: Campaigns with multiple target pages not working
- Fix: #WPML Messages added from Campaigns page not showing on the Messages page
- Update: And then some changes we are forgetting for now...

#### 1.2

- NEW: Icegram Engage is now fully pluggable. External plugins can add message types and themes.
- NEW: [WPML](#) support
- Update: Icegram branding is optional
- NEW: Setting to show Icegram branding
- Fix: Popups show correctly on long pages now
- Fix: Single-day schedule for message display is correctly handled now
- NEW: Rewritten message display system – can even control with JavaScript now
- Fix: For problems showing a campaign on homepage
- Update: Simplified CSS and JS
- Update: Changed custom post type names to ig\_message and ig\_campaign

- Update: Compatibility with All in One SEO plugin
- Update: Newsletter subscription form added
- Fix: For displaying messages via shortcode
- Update: And many more!!!

### 1.1.1

- Fix for crash on activation with W3 Total Cache
- Added localization / translation ability

### 1.1

- Loading CSS from own domain instead of Google

### 1.0

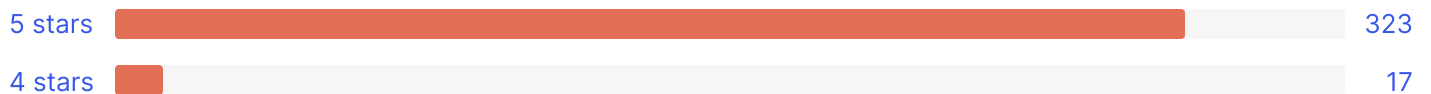
- Initial Release

Version	3.1.42
Last updated	2 weeks ago
Active installations	10,000+
WordPress version	3.9 or higher
Tested up to	6.9.4
Languages	<a href="#">See all 2</a>
Tags	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="background-color: #e0e0e0; padding: 2px 5px; border-radius: 3px;">lead generation</div> <div style="background-color: #e0e0e0; padding: 2px 5px; border-radius: 3px;">popup builder</div> <div style="background-color: #e0e0e0; padding: 2px 5px; border-radius: 3px;">wordpress popup</div> <div style="background-color: #e0e0e0; padding: 2px 5px; border-radius: 3px;">wordpress popup plugin</div> </div>

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## Ratings

★★★★☆ 4.7 out of 5 stars.





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## Contributors



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[Asmi Patel](#)

## Support

Issues resolved in last two months:

0 out of 1

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