


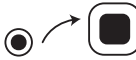
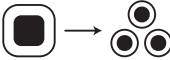

 AWARENESS	 INTEREST	 CONSIDERATION	 PURCHASE	 UP-SELL	 CROSS-SELL	 REFERRALS
BUYER PERSONA				UN-BUNDLING			
CHANNELS							
VIRAL LOOP							
KPI							
KEEP CUSTOMERS							