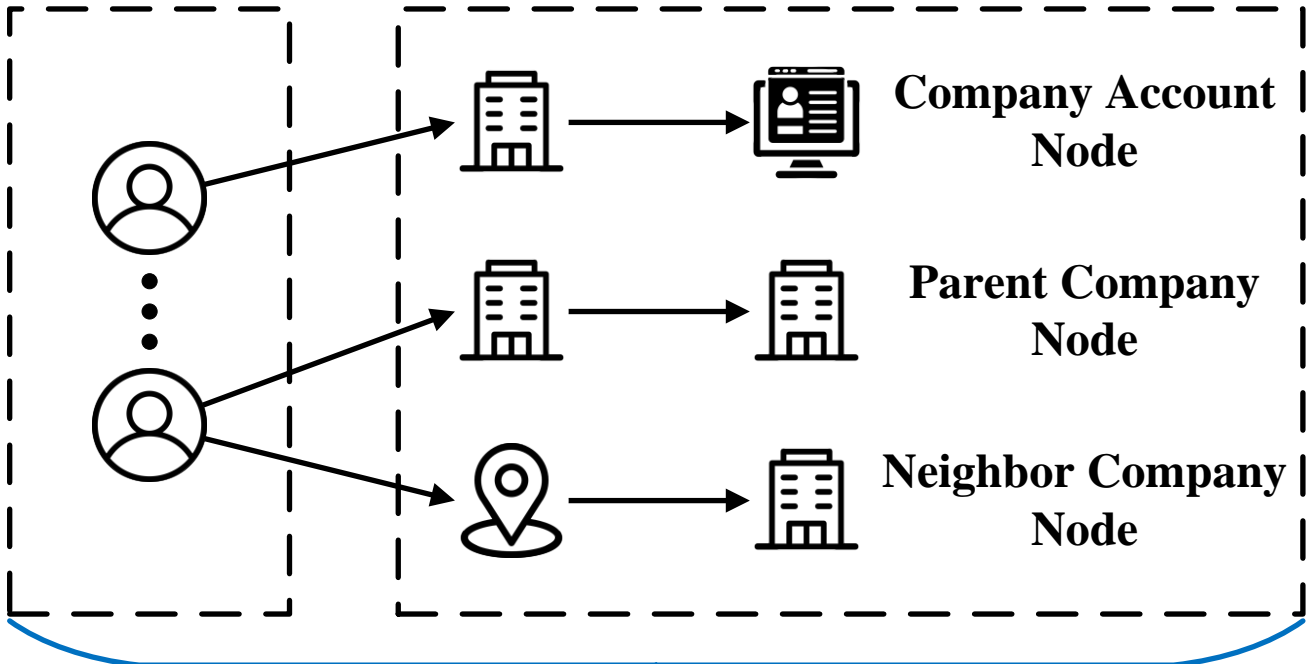


**500+ million  
customers**

**Paths provide context on customers'  
potential to be high-value.**



**How to better rank over 500 million customers based on their  
potential to be high-value, as reflected by these paths?**