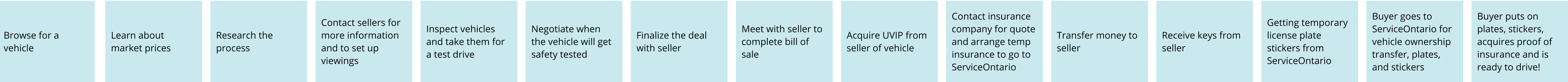
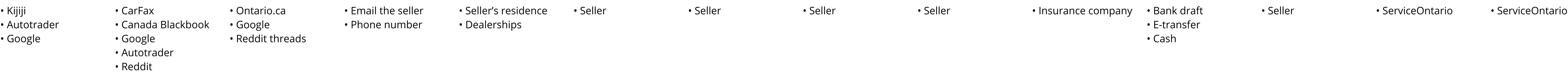


BUYER JOURNEY

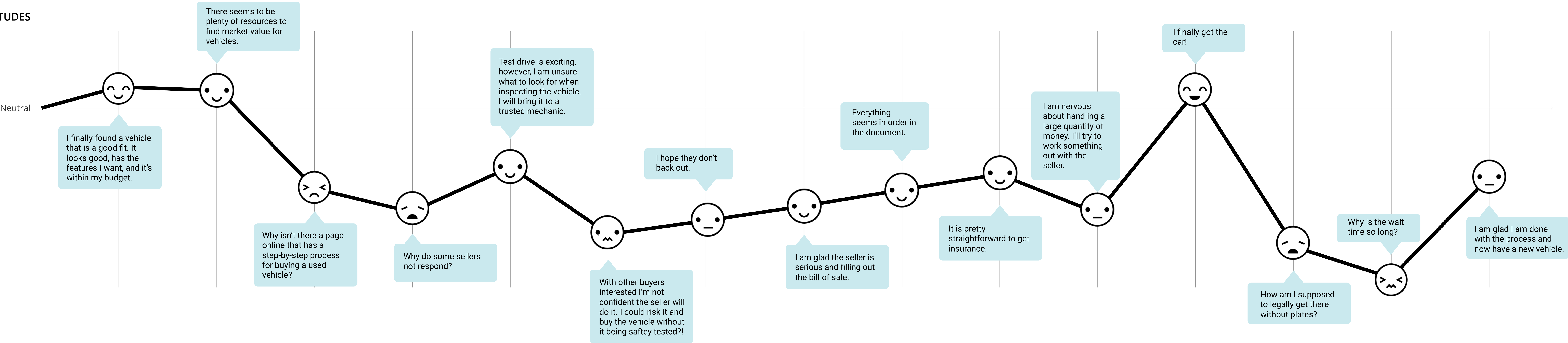
STEPS



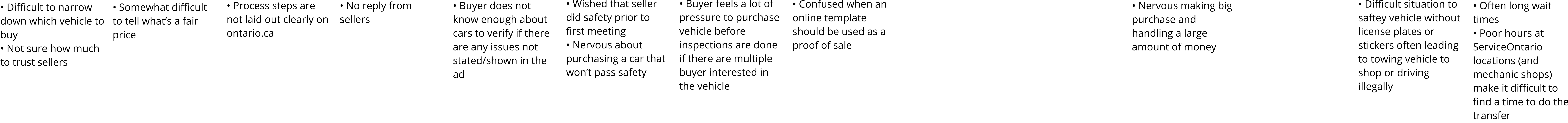
TOUCHPOINTS



ATTITUDES



PAIN POINTS



COSTS

