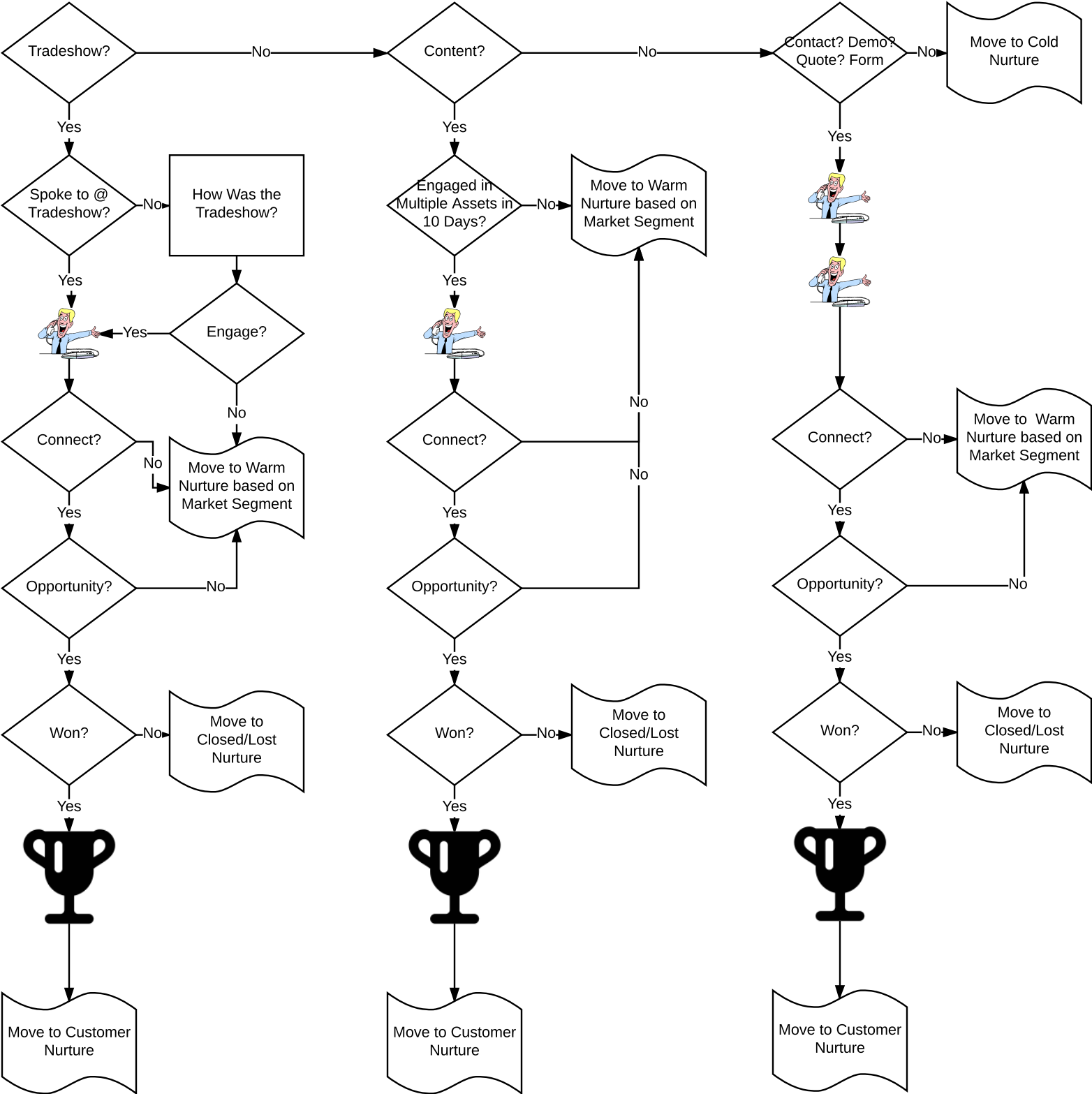
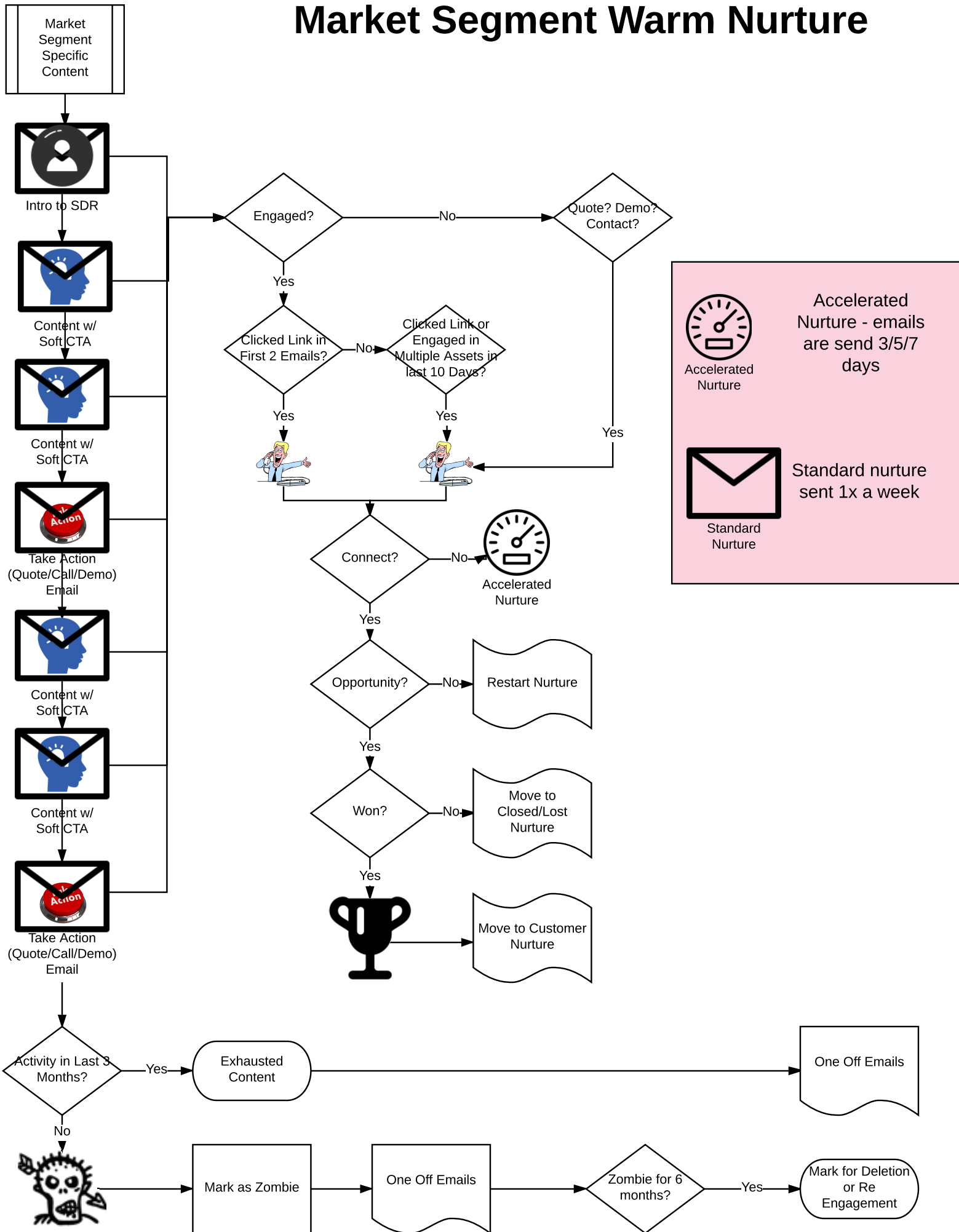


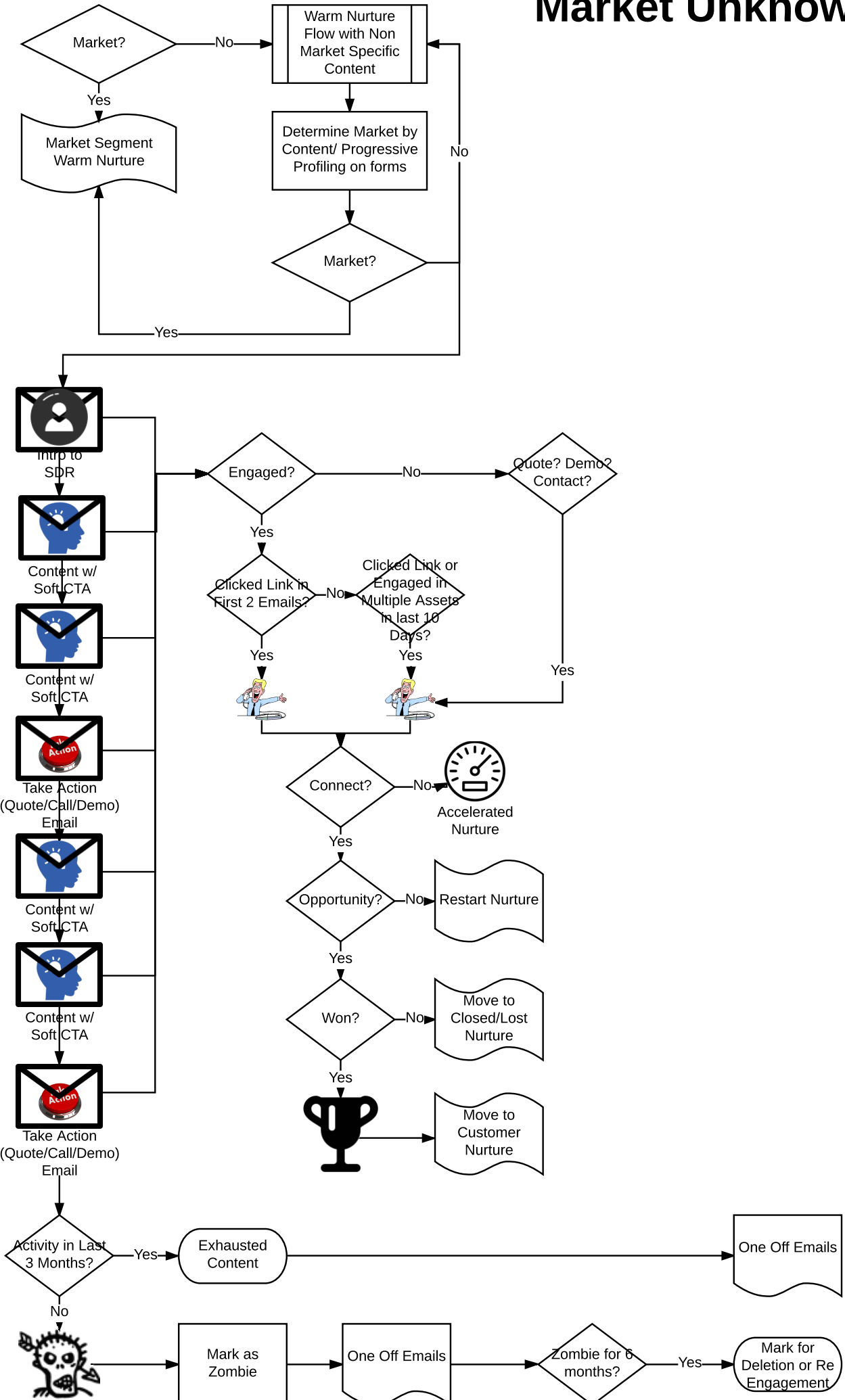
Nurture Entry/Flow



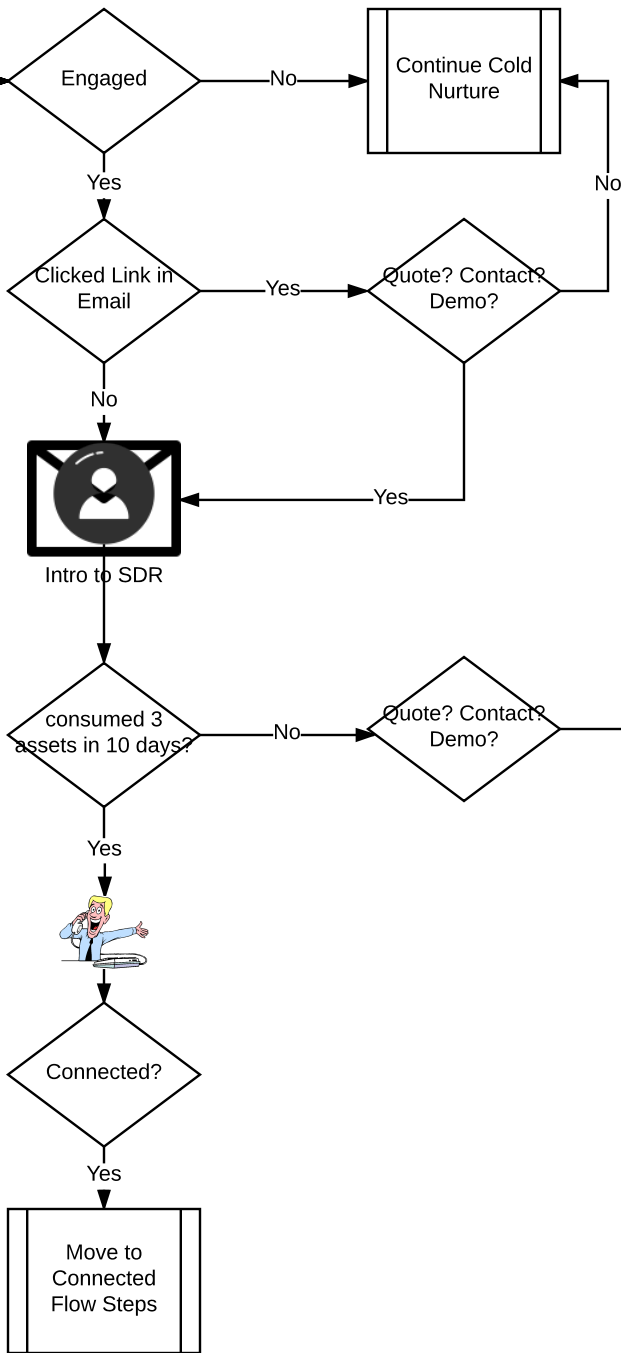
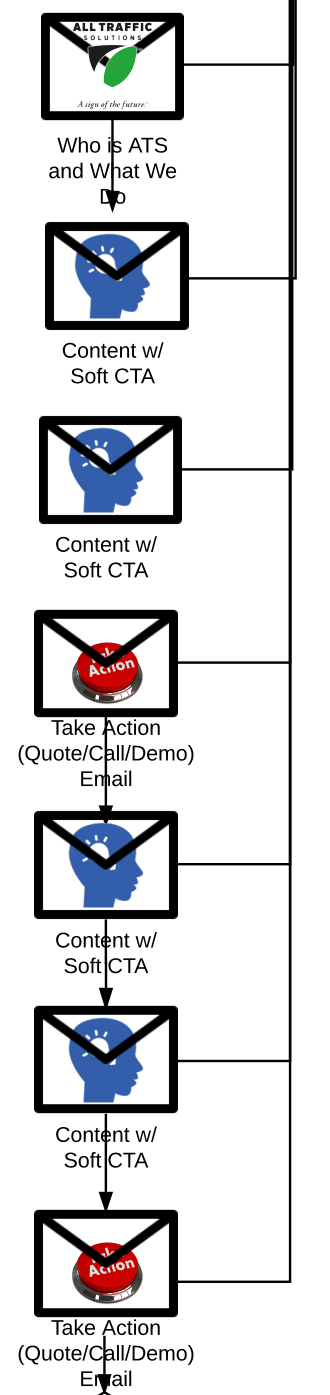
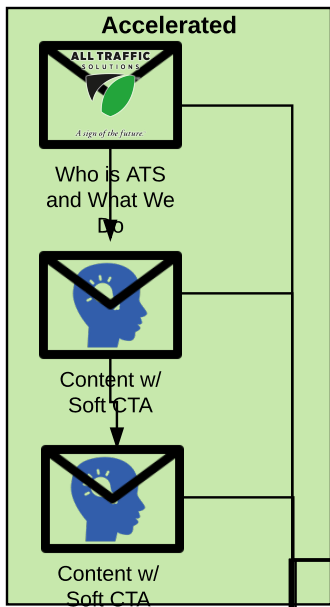
Market Segment Warm Nurture



Market Unknown Warm



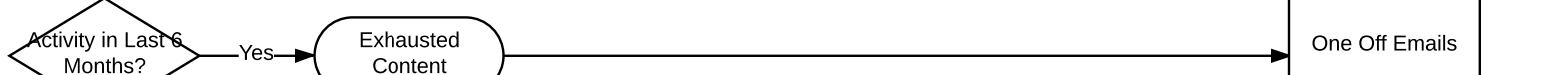
Market Segmented - COLD NURTURE

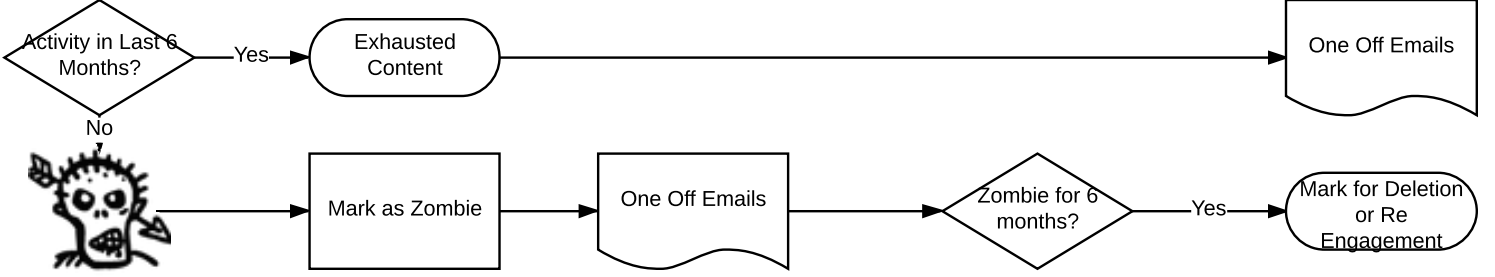


Accelerated Nurture

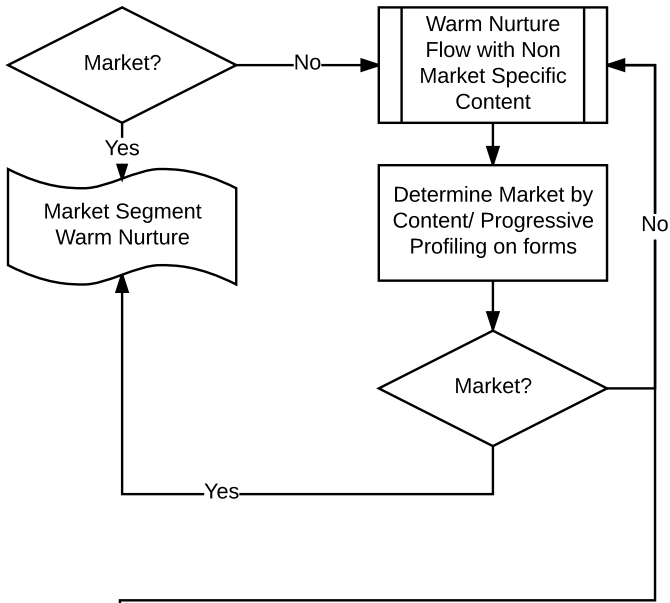
Accelerated Nurture (first 3 emails) - emails are send 3/5/7 days

Nurture 1 every other Week





Market UNKNOWN - COLD NURTURE



Accelerated

Who is ATS and What We Do

Content w/ Soft CTA

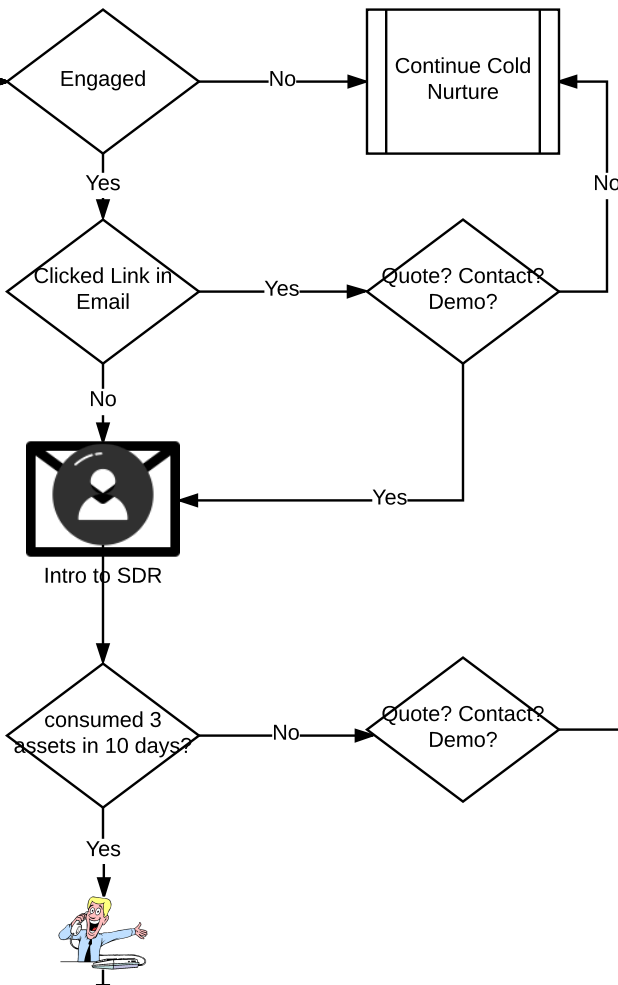
Content w/ Soft CTA

Who is ATS and What We Do

Content w/ Soft CTA

Content w/ Soft CTA

Take Action (Quote/Call/Demo) Email



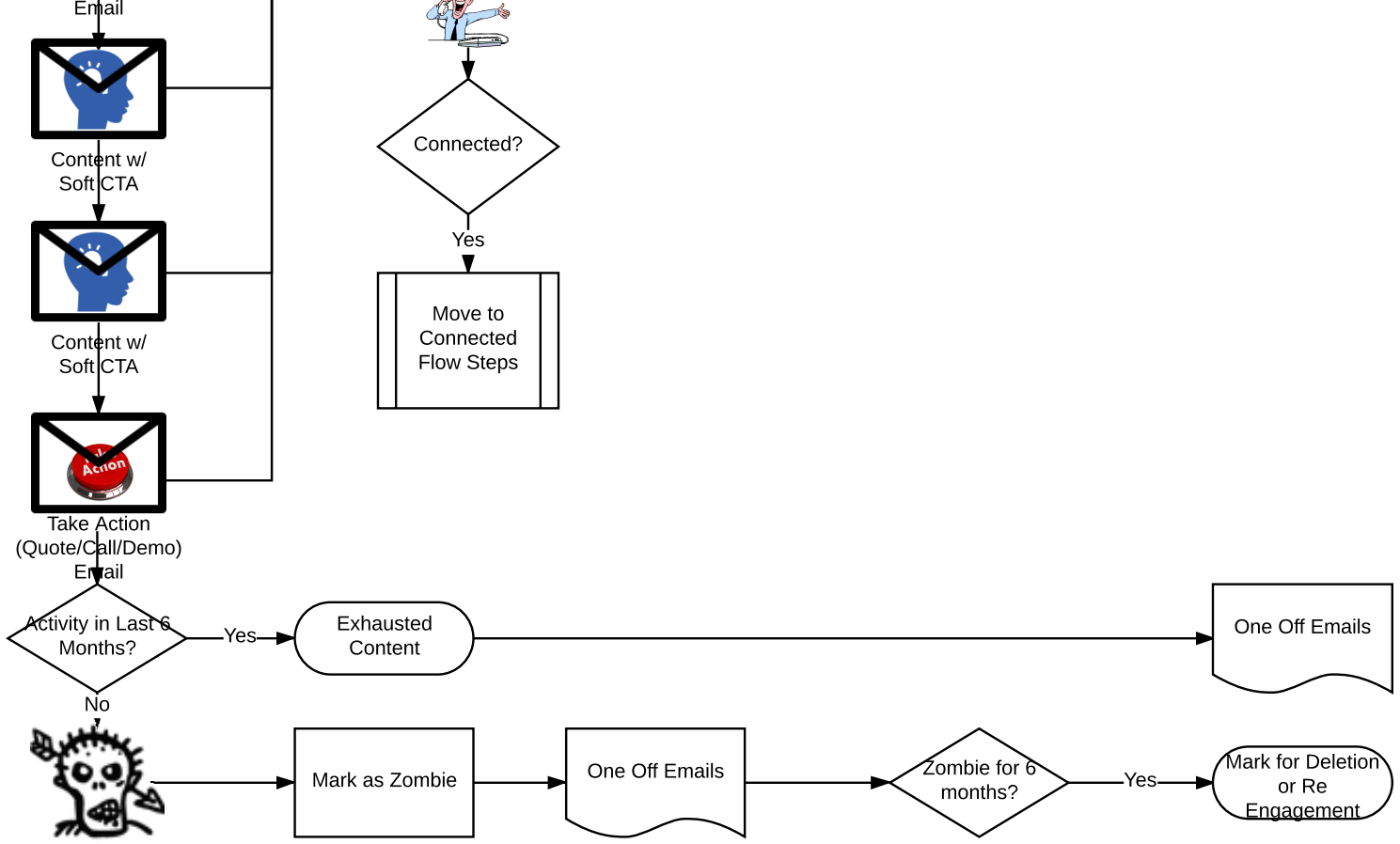
Accelerated Nurture

Accelerated Nurture (first 3 emails) - emails are send 3/5/7 days

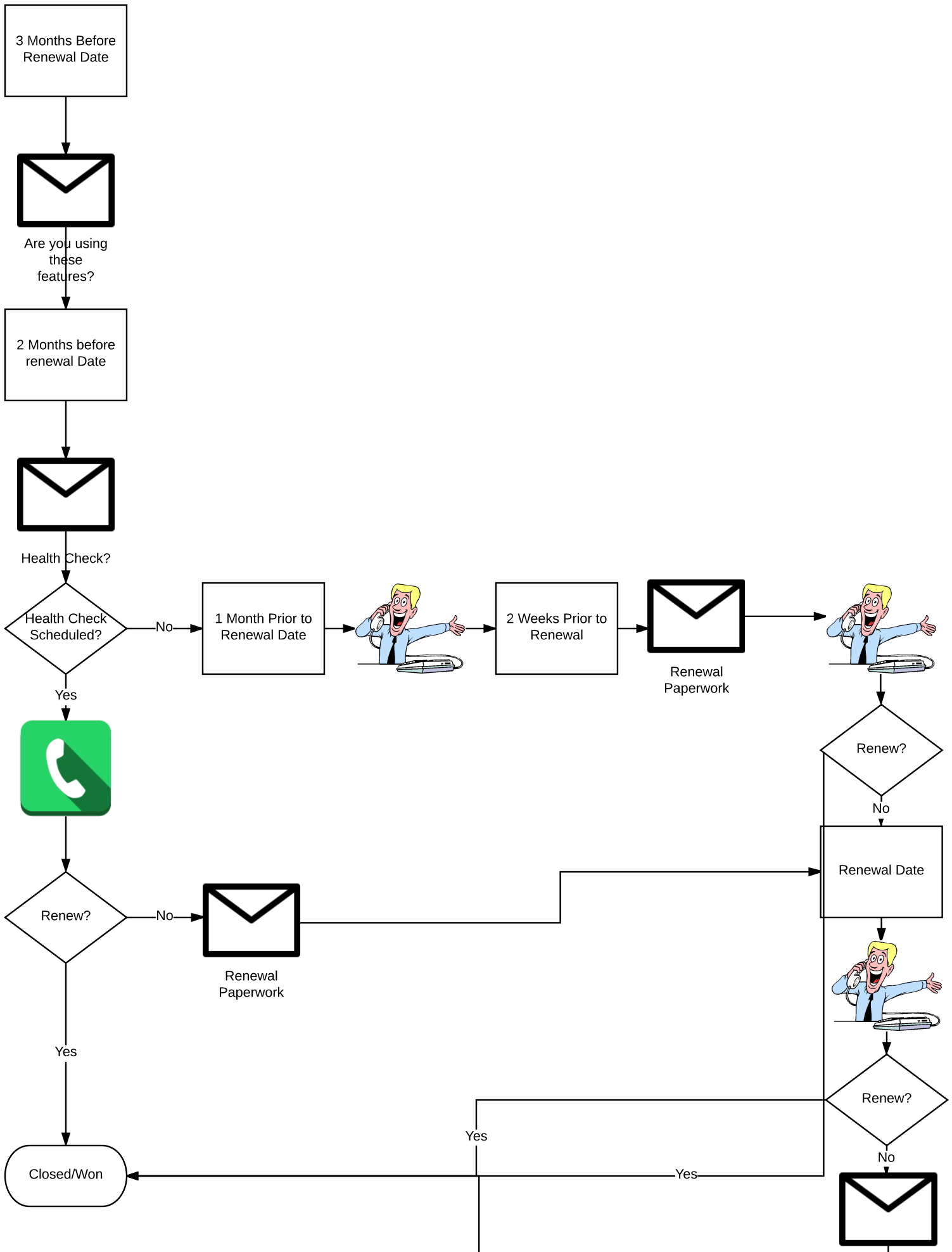
Nurture 1 every other Week

NURTURE





Traffic Cloud Renewal Nurture Flow





Renew Today
or Lose xyx

2 Weeks Post
Renewal Date



There is still
Time and save
your data

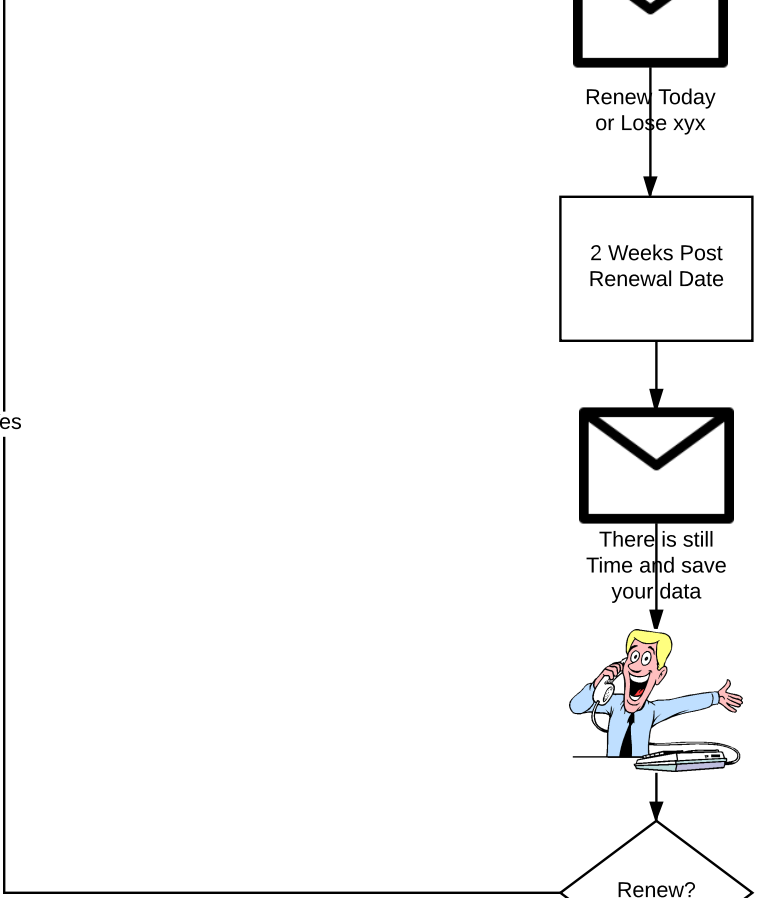


Renew?

No

Move to Closed
Lost Nurture

Yes



Closed Lost Nurture Flow