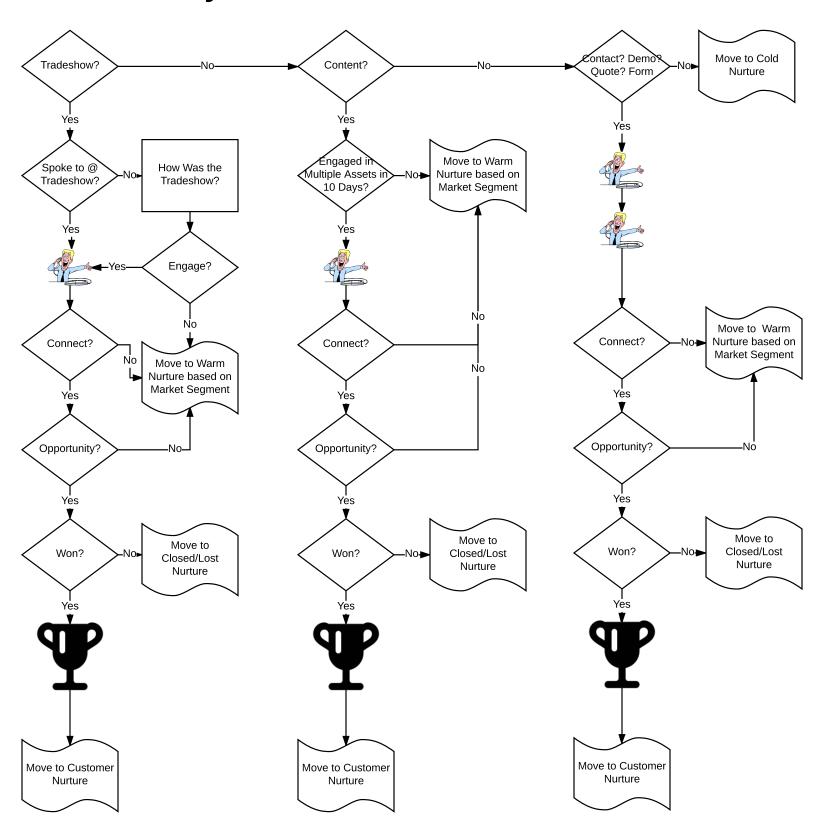
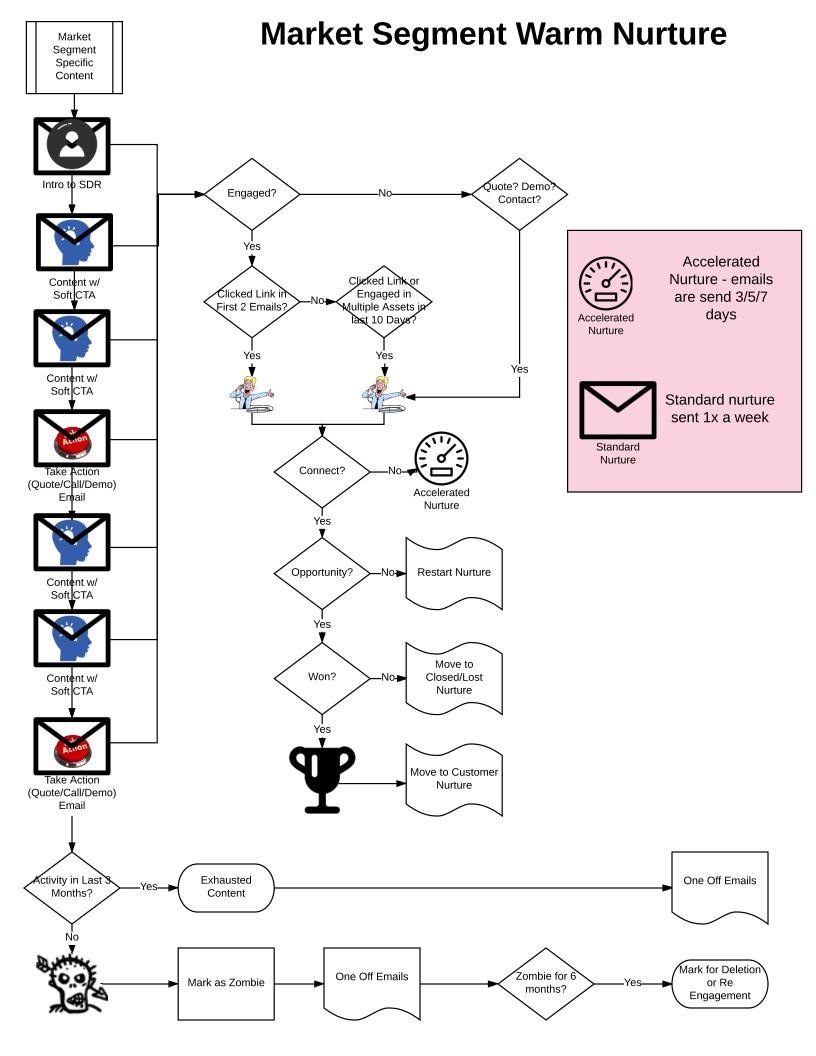
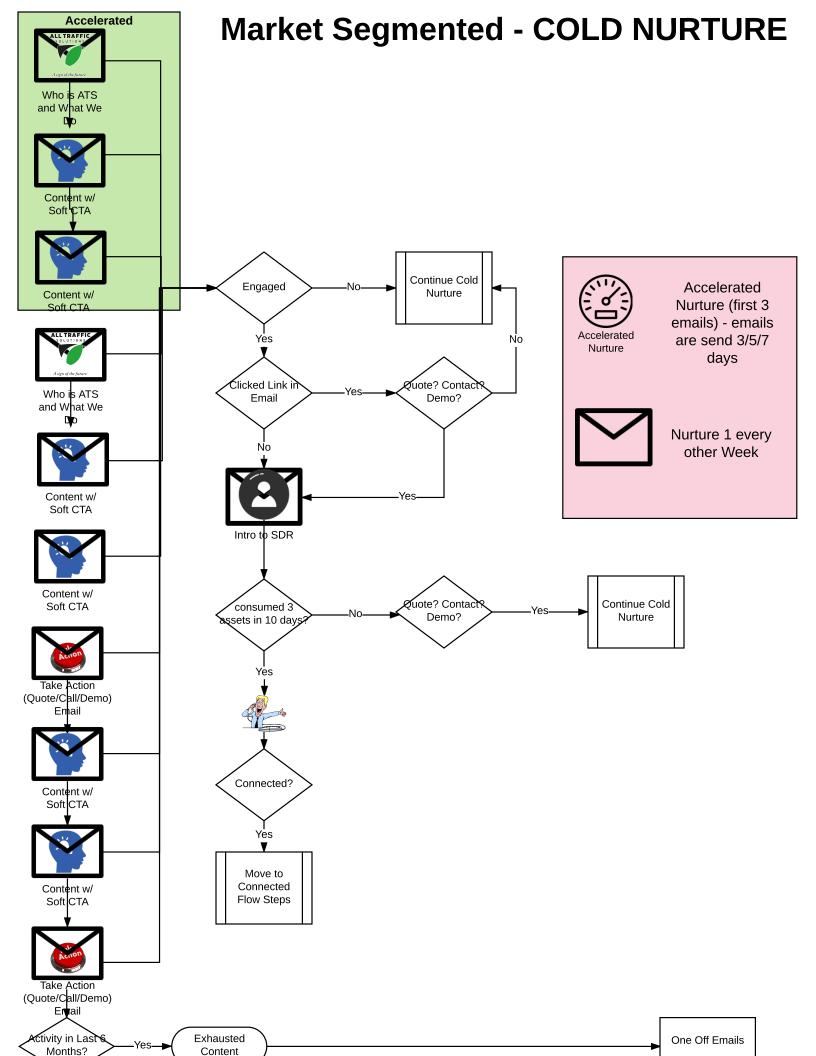
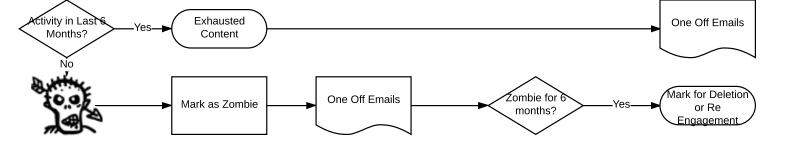
Nurture Entry/Flow

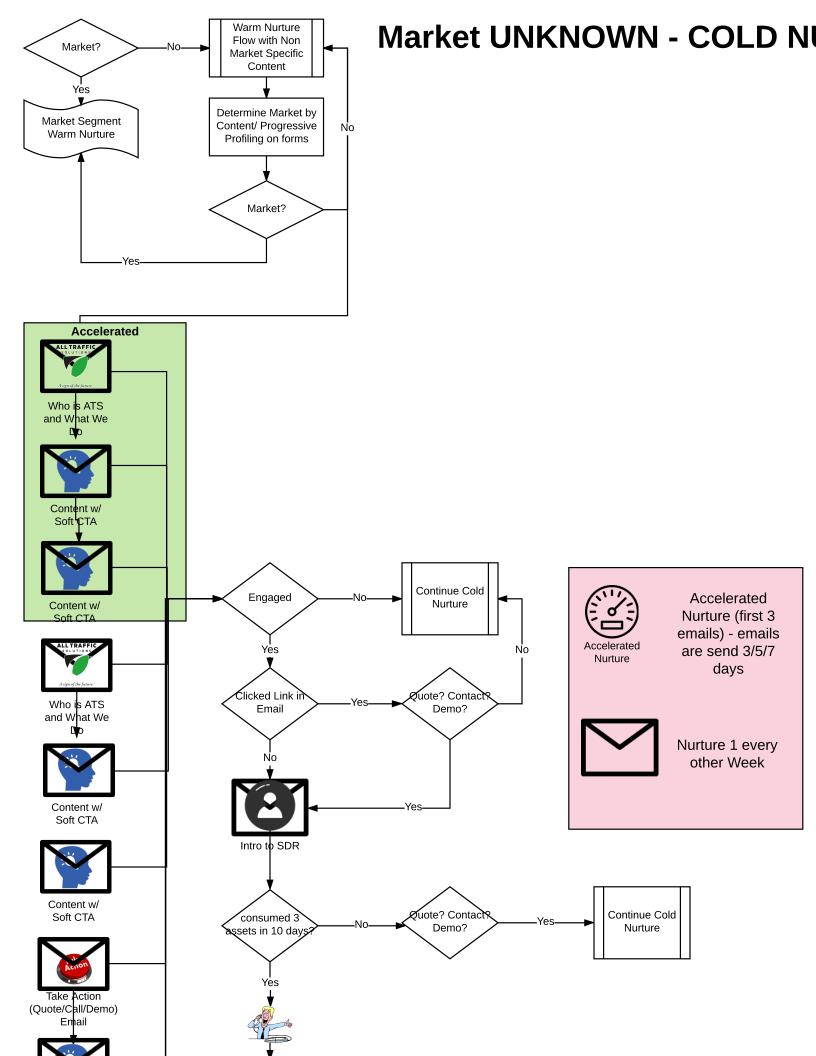




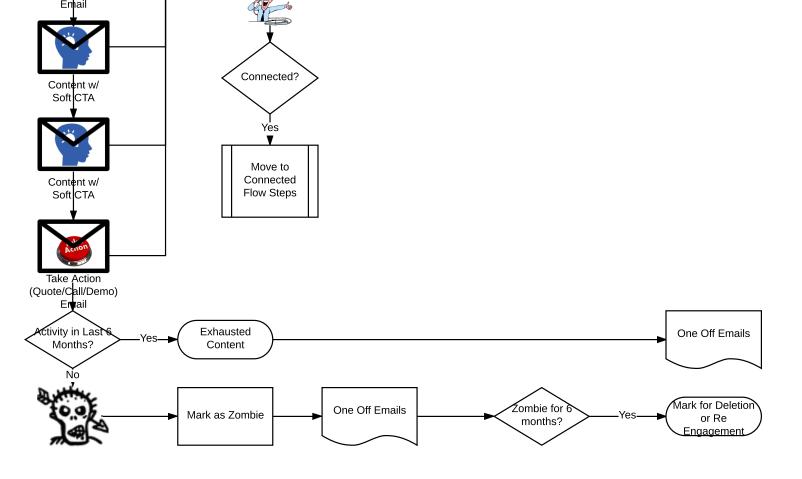
Market Unknown Warm Warm Nurture Flow with Non Market? Market Specific Content Yes Determine Market by Market Segment Content/ Progressive Νο Warm Nurture Profiling on forms Market? -Yes Quote? Demo? Engaged? Contact? Yes Clicked Link or Engaged in Content w/ Clicked Link in Soft Multiple Assets irst 2 Emails? in last 10 Yes Content w/ Connect? (Quote/Call/Demo) Accelerated Email Nurture Yes Opportunity? Restart Nurture Content w/ Yes Move to Content w/ Won? Closed/Lost Soft CTA Nurture Move to Customer Take Action Nurture (Quote/Call/Demo) Email activity in Last Exhausted One Off Emails 3 Months? Content Mark for ombie for 6 One Off Emails Mark as Deletion or Re Zombie months? Engagement



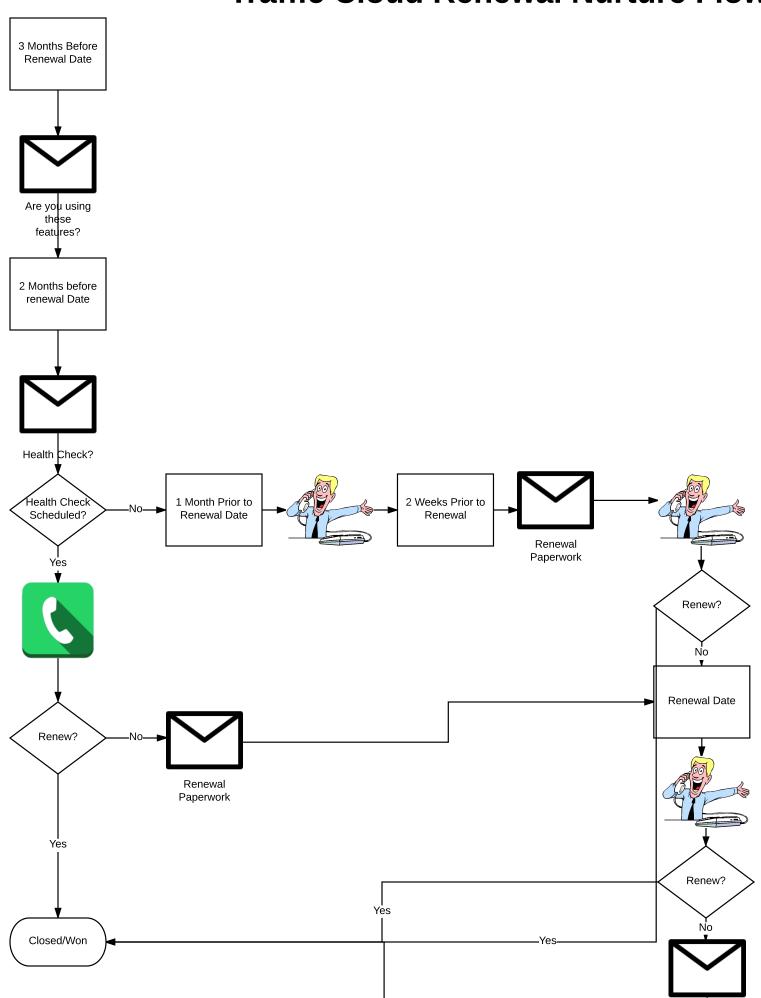


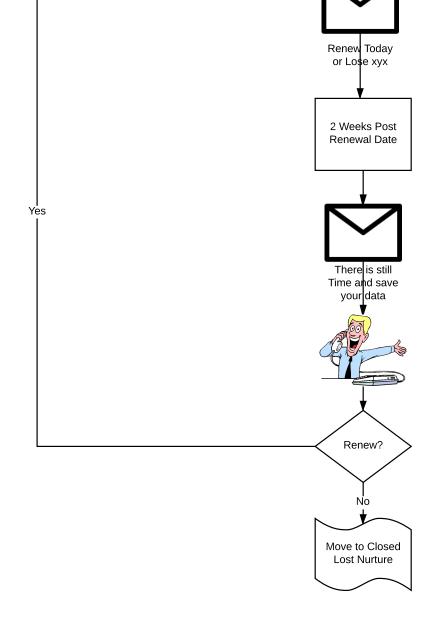






Traffic Cloud Renewal Nurture Flow





Closed Lost Nurture Flow