

Awareness

Consideration

Purchase

Recognize Problem

Commit to Change

Identify Options

Understand Solutions

Evaluate Solutions

Validate and Purchase

Action

Action

Action

Action

Action

Reason

Reason

Reason

Reason

Reason

Capture

Capture

Capture

Capture

Capture

Engage

Engage

Engage

Engage

Engage

Go Deeper

Go Deeper

Go Deeper

Go Deeper

Go Deeper

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