

**CHANNELS**

- Mobile/Table App
- Desktop
- Mobile/Tablet Web
- Sales Team
- Print/Display
- Event
- TV

**PARTICIPATION LEVEL**

- High
- Medium
- Low

**Interest**

- Advertisements
- Thought Leadership
- B2B Websites
- Sales Calls
- Conferences & Tradeshows
- Influencers (social)

**Research**

- B2B Websites
- Analyst Reports
- Pricing Analysis
- Product/Service Detailed Analysis
- Product/Service Collateral

**Evaluate**

- Product/Service Comparison
- Contact Business References
- Q&A w/Sales Team
- Product Testing
- Discussion w/SMEs

**Purchase**

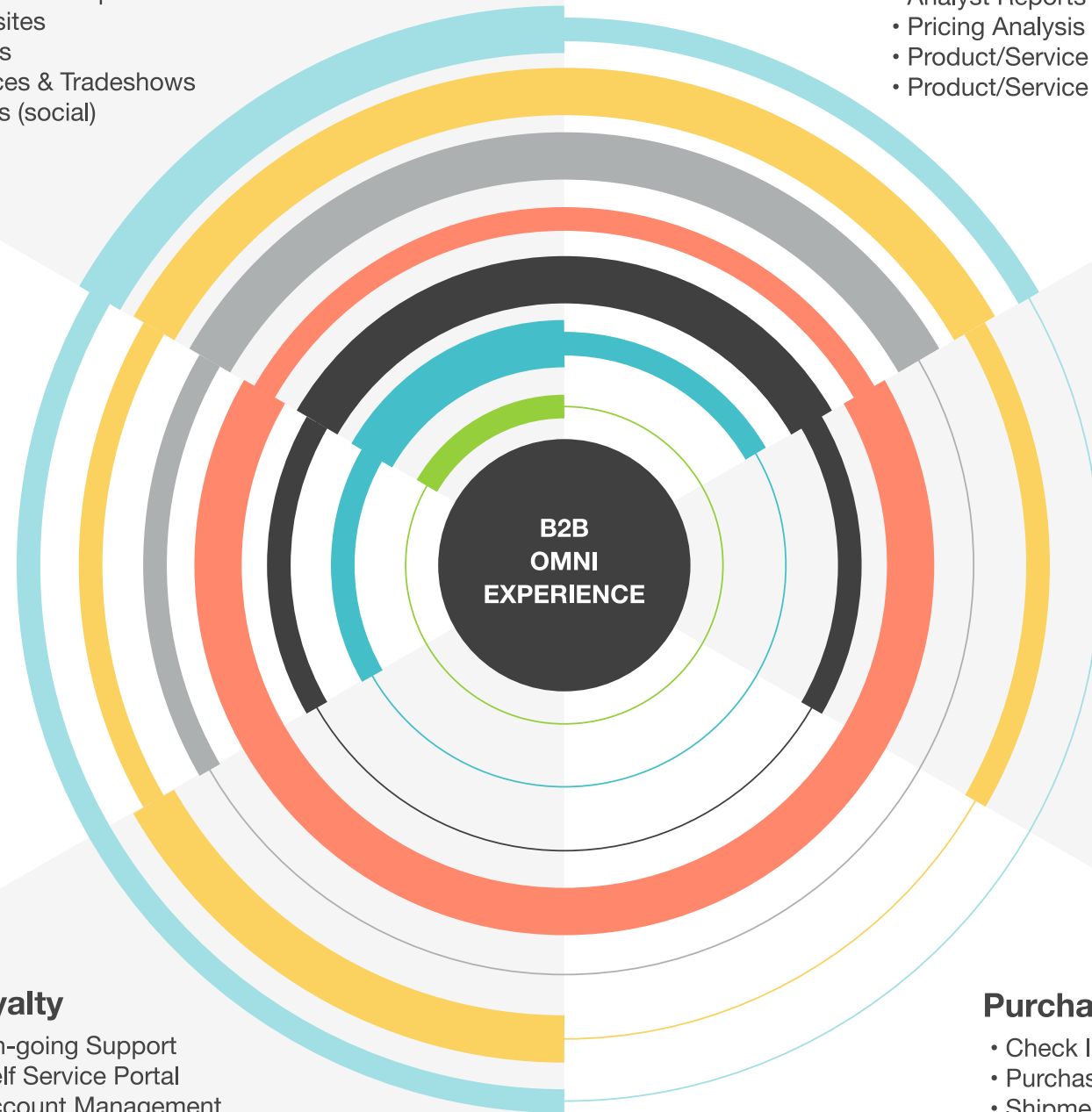
- Check Inventory
- Purchase Product
- Shipment Tracking
- Product Data Feed Setup (PIM)
- Customer Portal Setup
- Due Diligence Agreements

**Loyalty**

- On-going Support
- Self Service Portal
- Account Management
- Online Community Collaboration

**Re-Engage**

- Product Enhancements
- New Product Notifications
- Roadmap Discussions
- Account Management



**B2B  
OMNI  
EXPERIENCE**