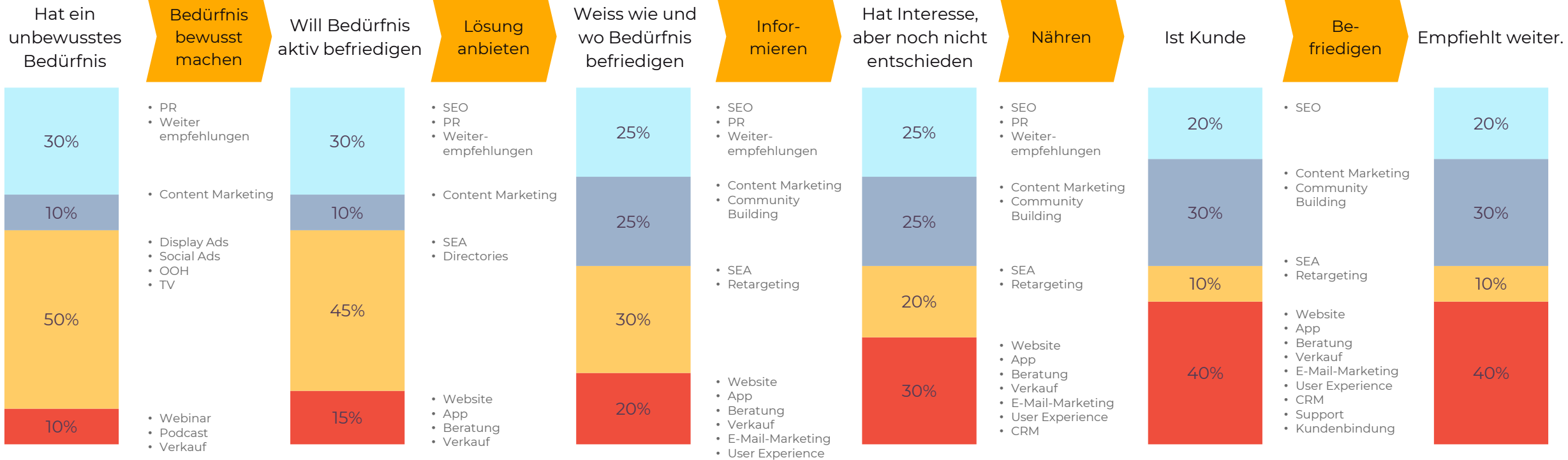
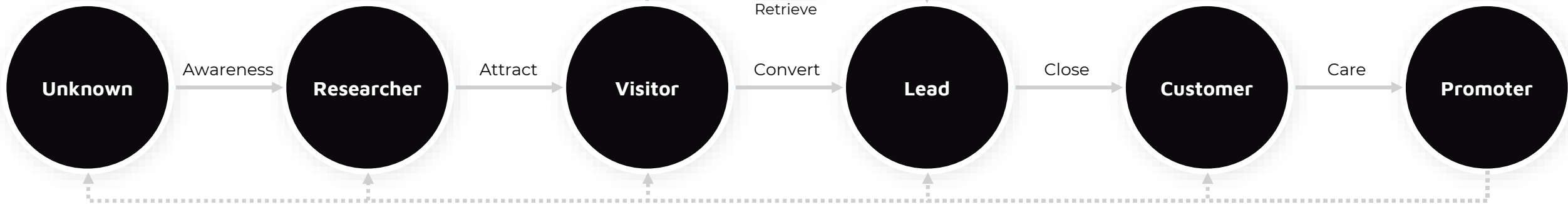


CUSTOMER JOURNEY FRAMEWORK

BEYONDER



Owned Media Paid Media Shared Media Earned Media

