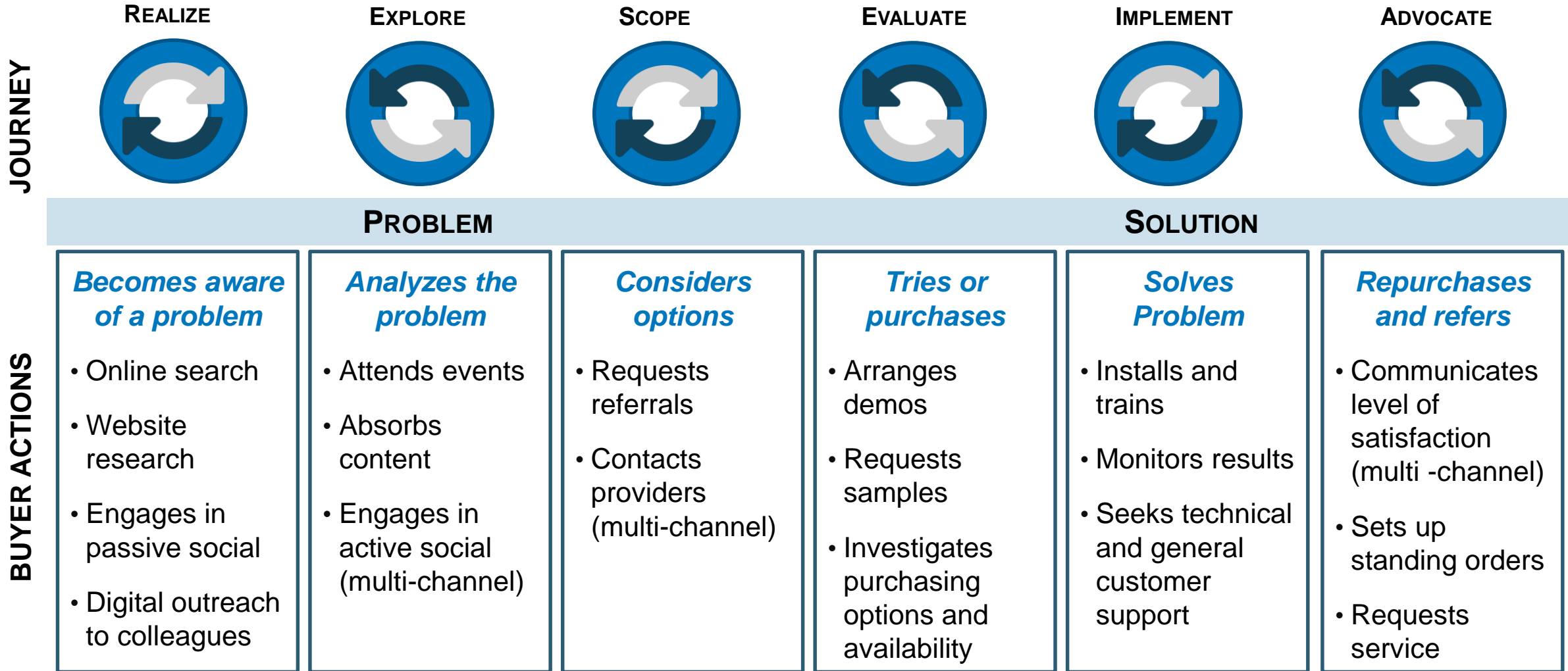


The Updated Buyer Journey



Adapting The Coverage Model – The Catalyst for CRO

Traditional Model

Legend: X% = % of Total Headcount Costs

