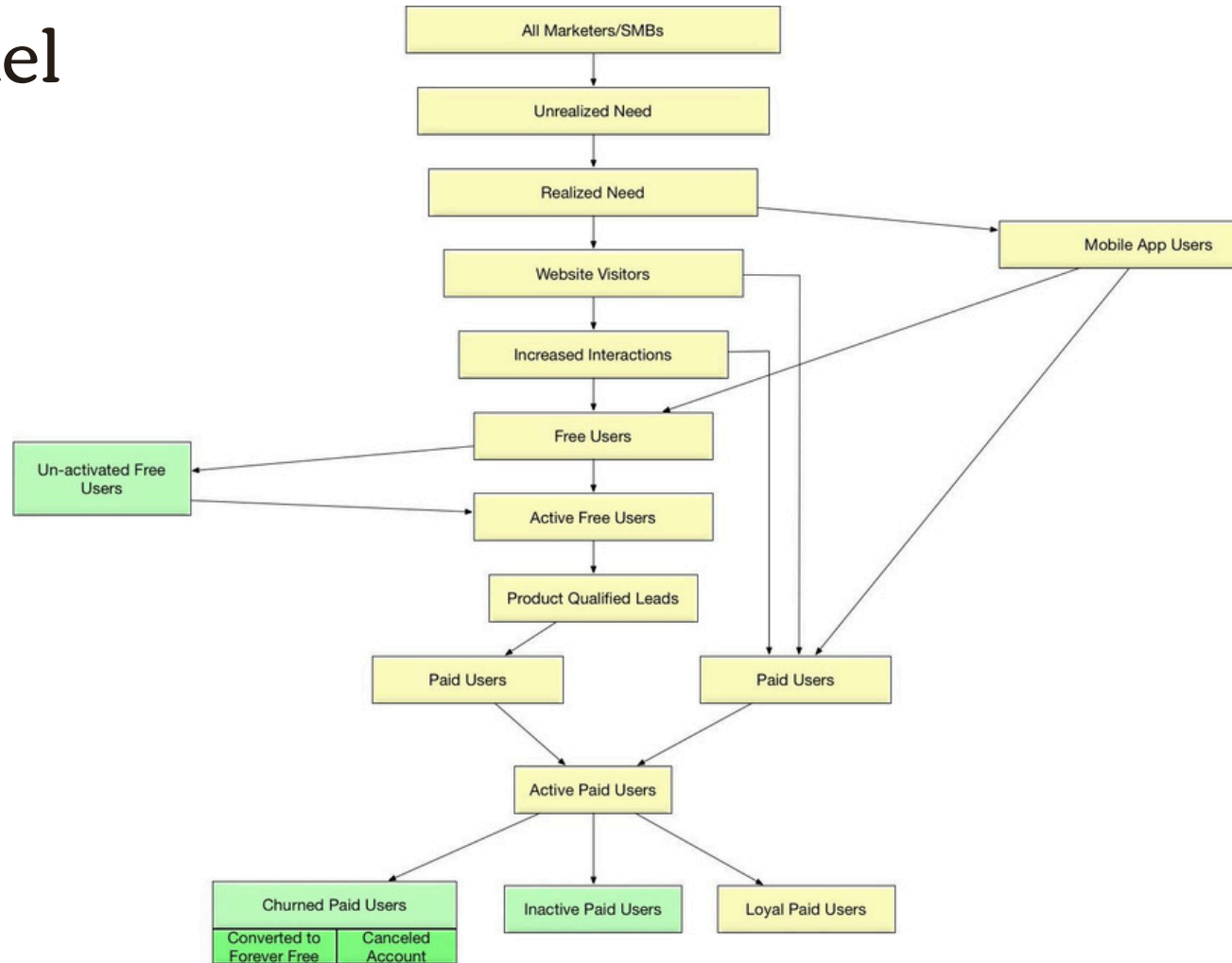


Demand Funnel

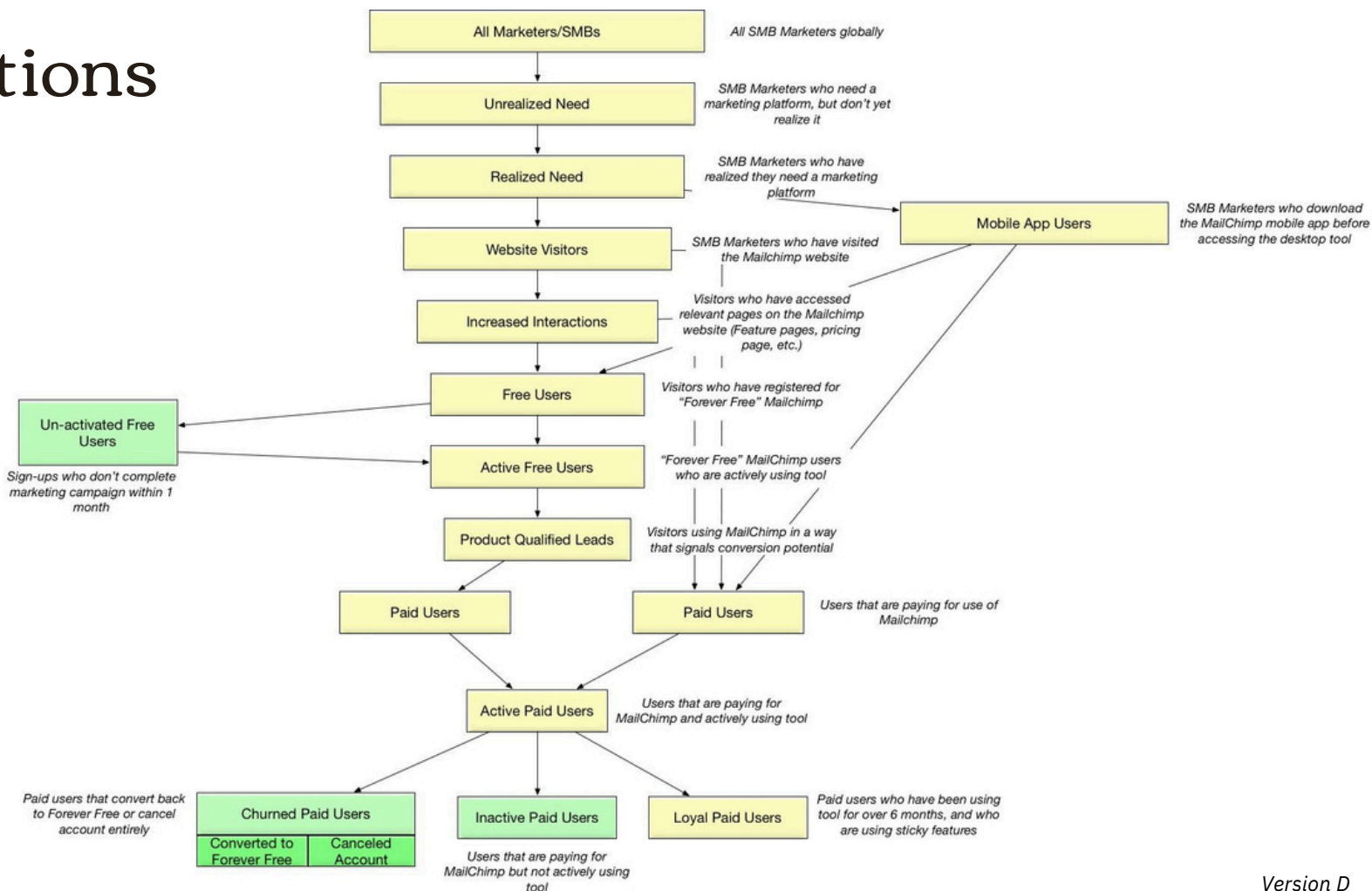
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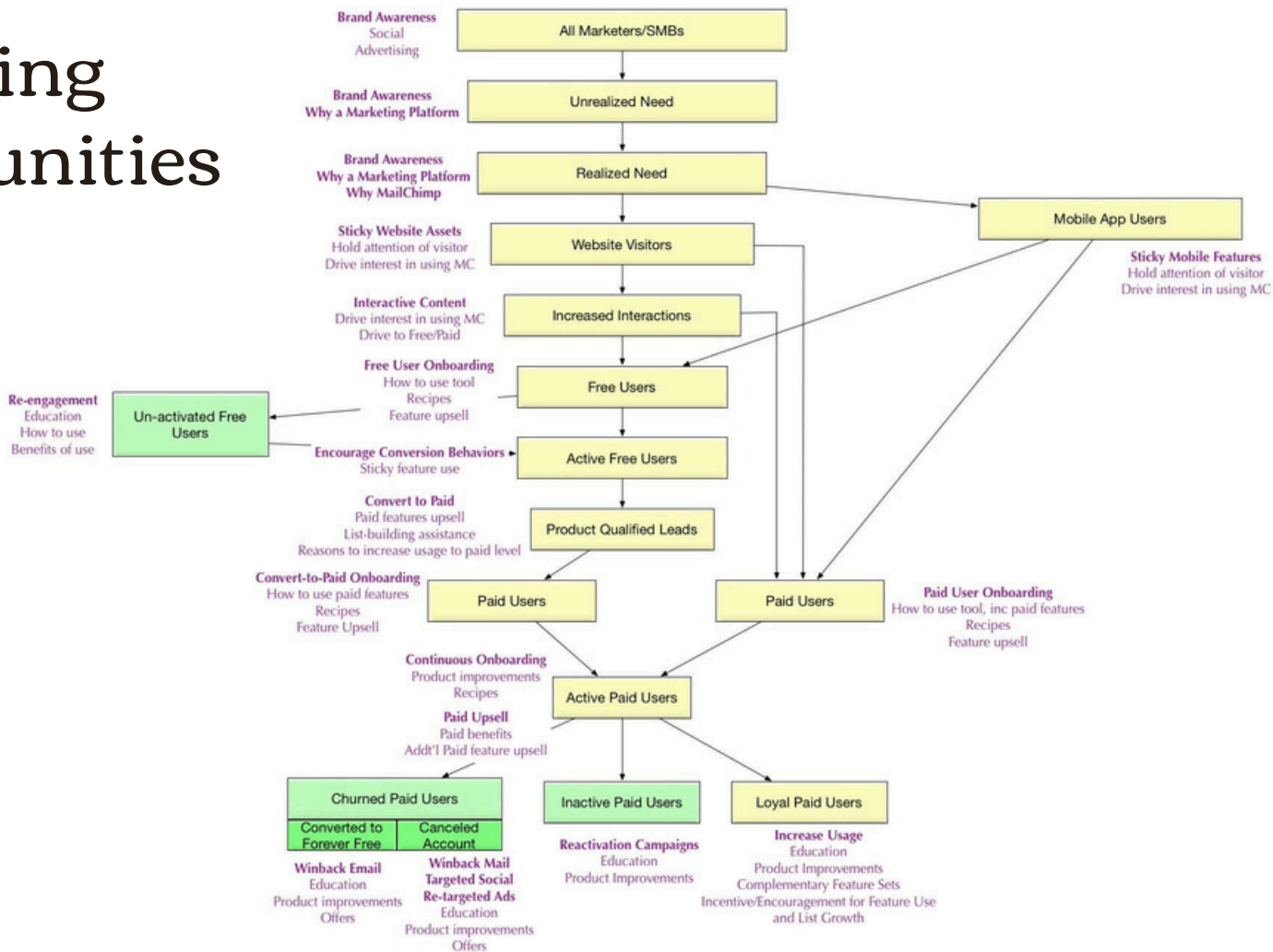
The funnel



Definitions



Marketing Opportunities



Channels

