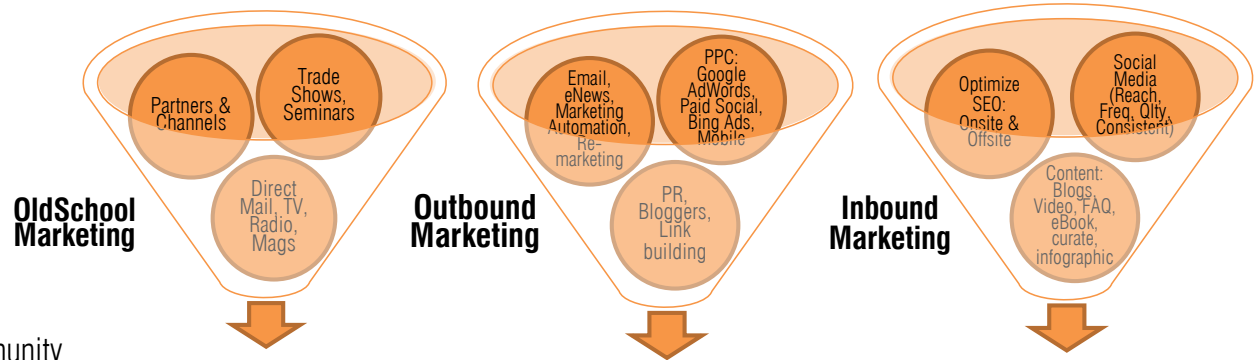
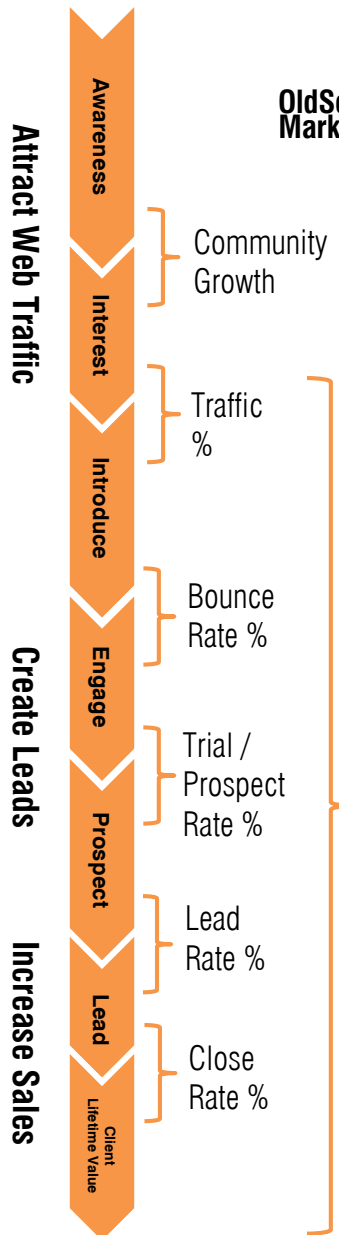
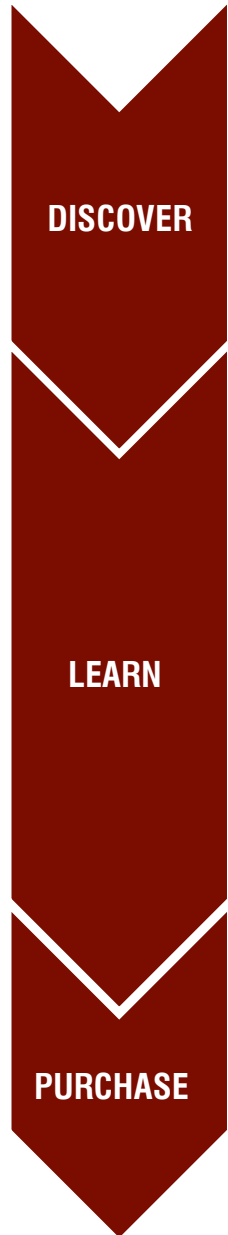


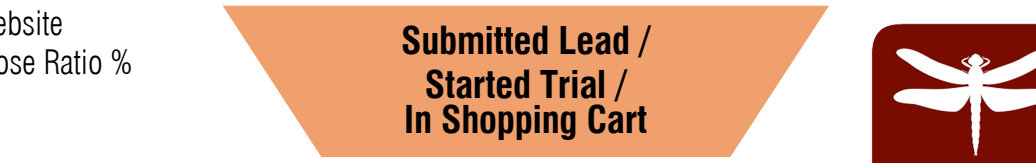
Digital Brand Sales Funnel & KPI's

V 3.0

Customer Journey



1 Acquire New Clients (Advocacy Loyalty)



2 Retain Existing Clients (Retention Loyalty)

3 Increase Wallet Share (Purchasing Loyalty)



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