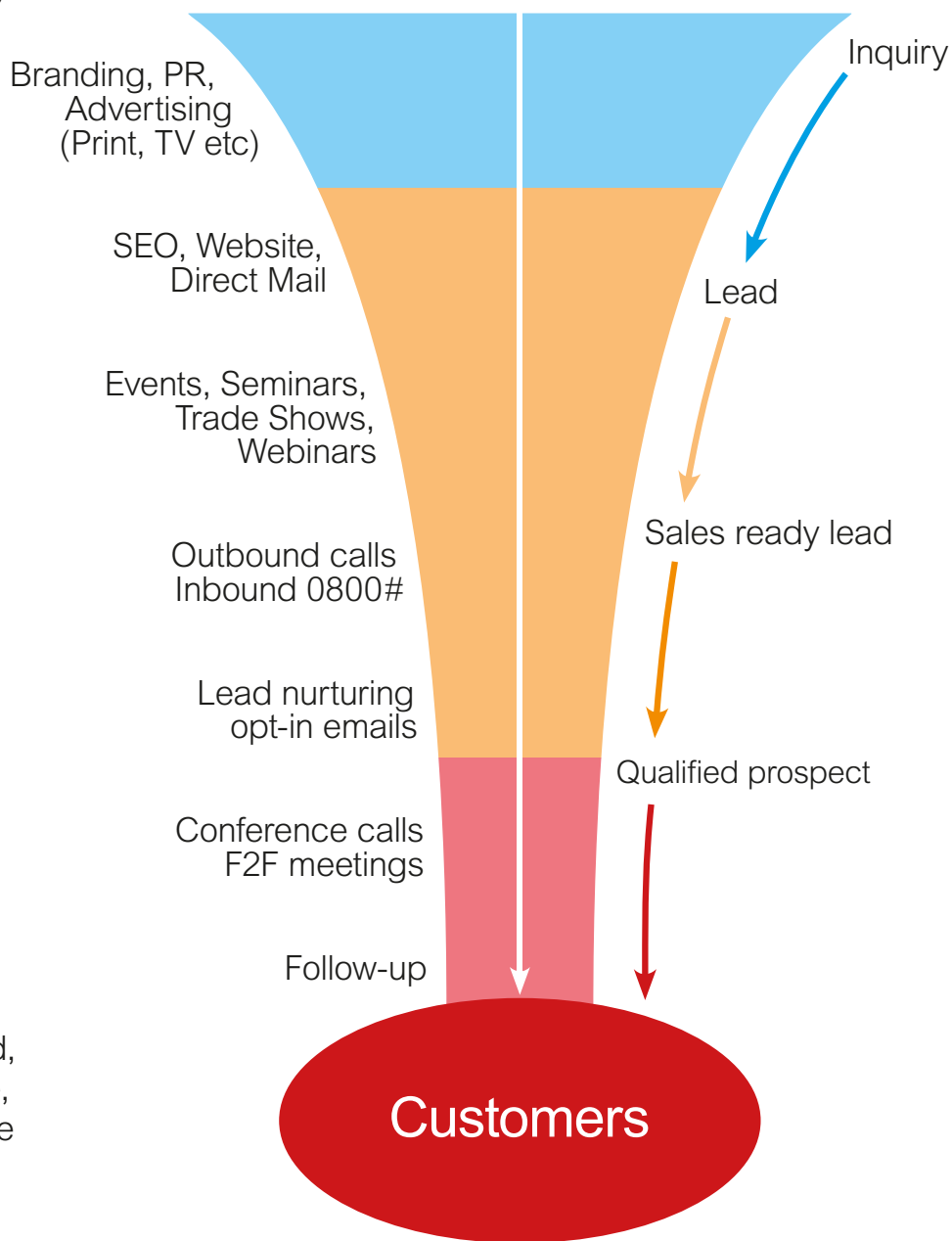


# Lead generation model

Broadly targeted,  
Less interactive,  
Less measurable



Narrowly targeted,  
Highly interactive,  
Highly measurable