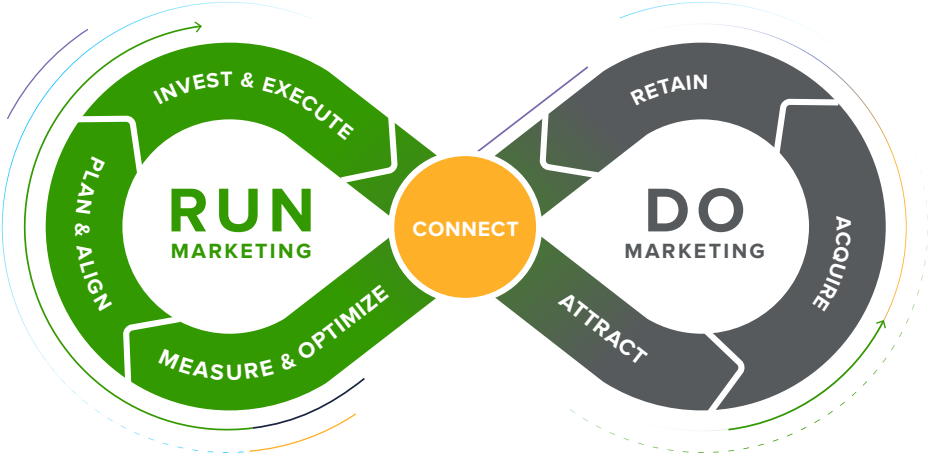
INVEST & EXECUTE
PLAN & ALIGN
RUN
MARKETING
MEASURE & OPTIMIZE
CONNECT
RETAIN
DO
MARKETING
ACQUIRE
ATTRACT