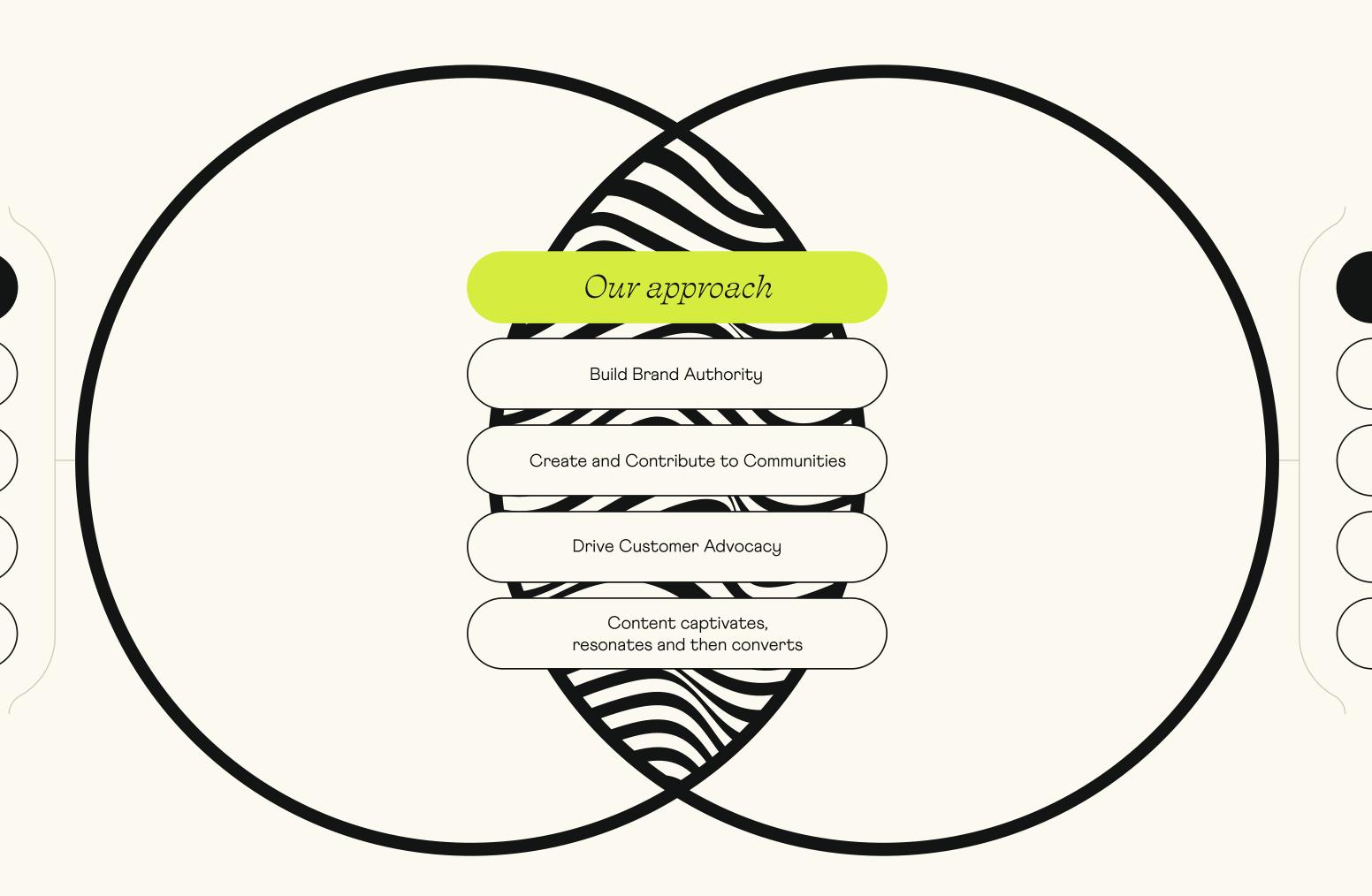


Diminishing returns across traditional metrics

0.5% of market are actively in a buying position

Decade of MQL fascination has warped views

Current attribution models create canibilstic not complimentary teams



B2B Retail / eComm

Community driven

Younger, bigger buying committees

Thought leadership is table stakes

Customer advocacy is key

medim.