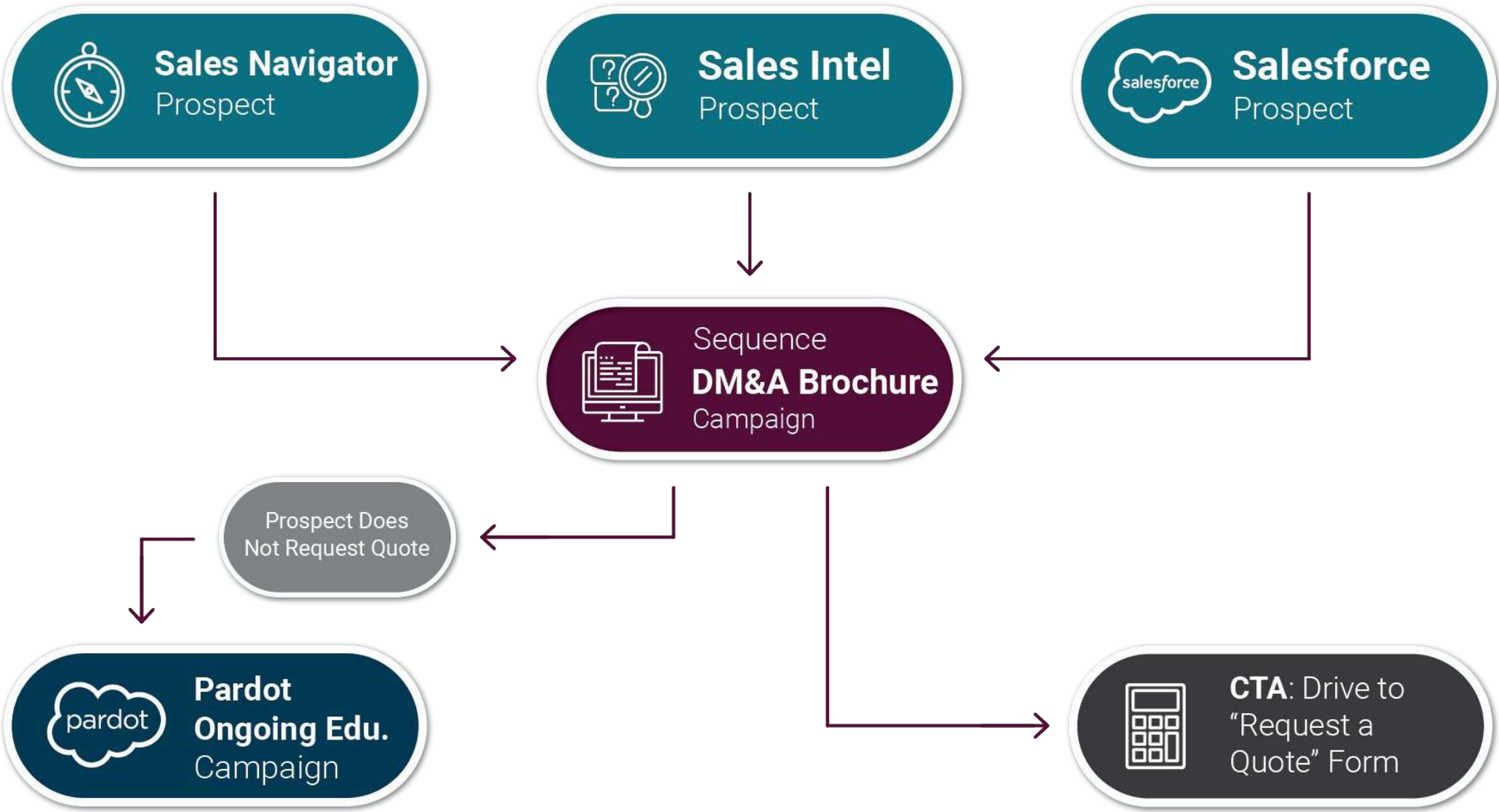
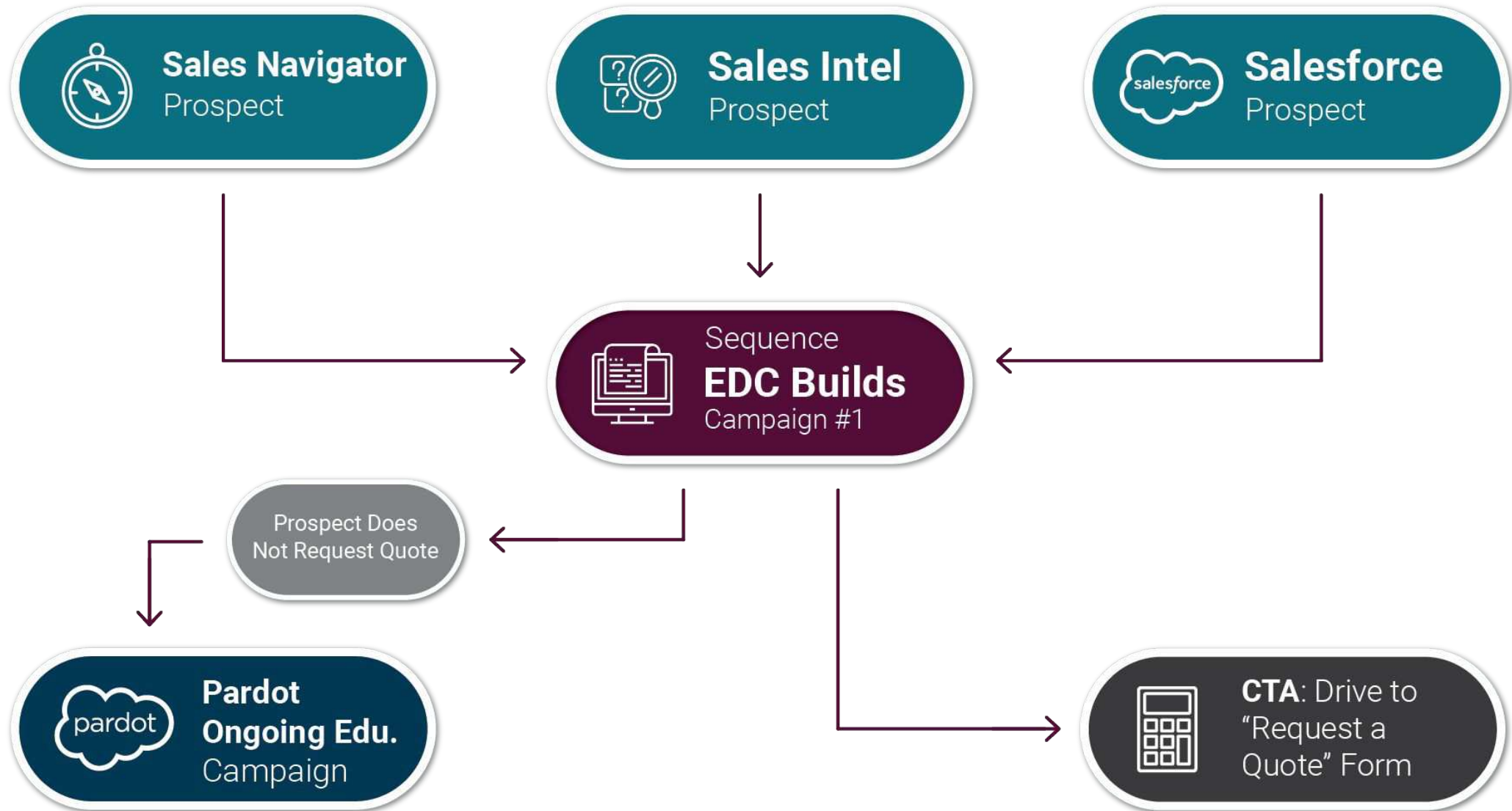


# UNTARGETED Prospect (First Touch): General DM&A Intro



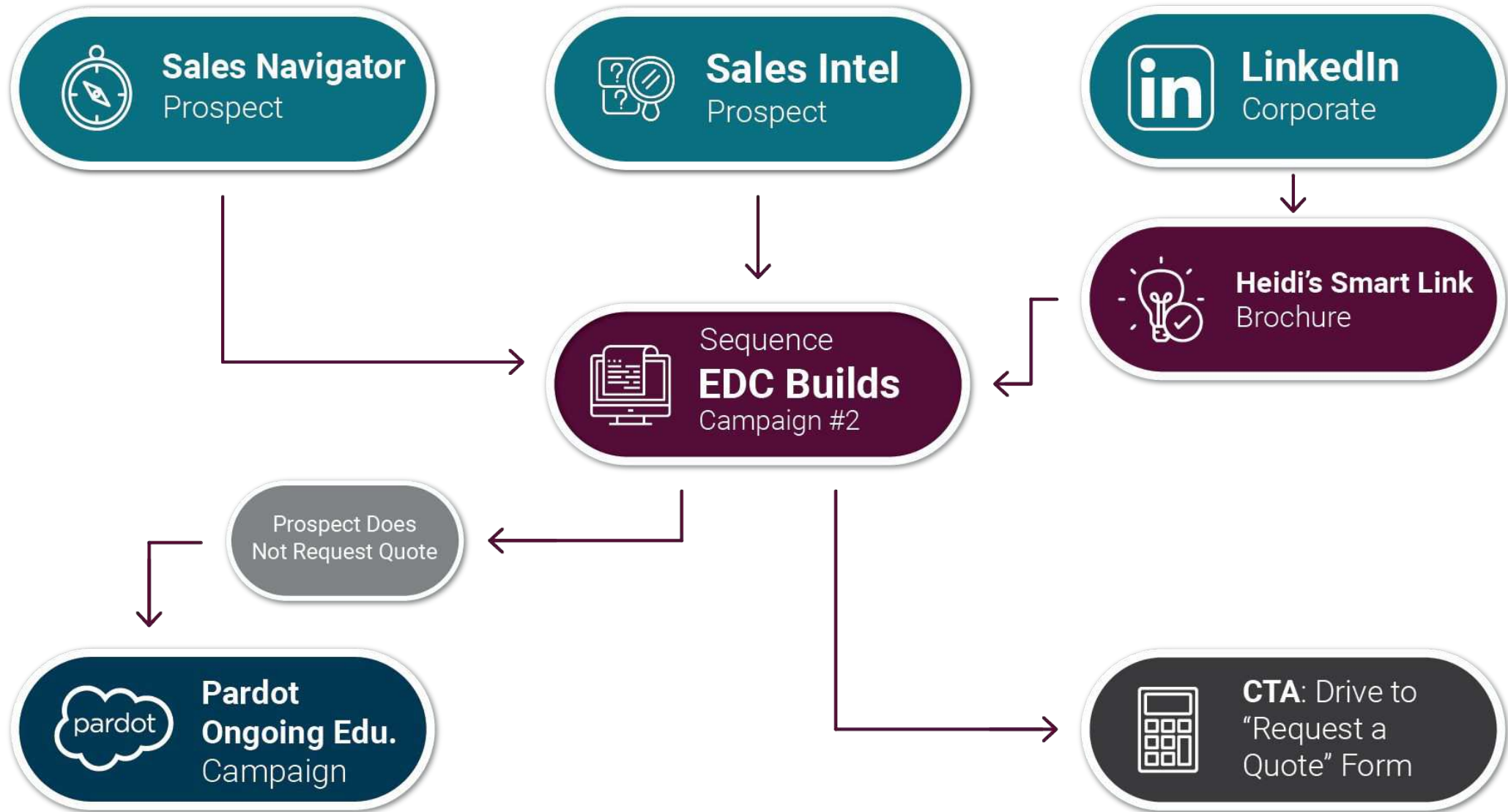
# NEW Prospect (First Touch): Outreach Sequence Starting w/ Brochure

## Outreach Sequence w/ Brochure



# WARM Prospect: Already Received Brochure

## Outreach Sequence w/o Brochure



# COLD Prospect: Pardot Email Series



# Not Engaged Prospect



**Sequence Contacts**  
Did Not Request Quote



**Pardot**  
**Ongoing Edu.**  
Campaign



**CTA:** Drive to  
"Request a  
Quote" Form

