THE LENS																			
THE	LENS																		
	Attribute: Functional benefit:																		
Emotional & Social:																			
THE	JOURI	NEY		> Search for information															
Need recognition				Research			Evaluation of alternatives				Purchase				Post-purchase				
CAM	PAIGN																		
CON	CONTENT BUCKETS																		
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СНА	NNELS	5																	
Owned	Earned	Paid	Hybrid	Owned	Earned	Paid	Hybrid	Owned	Earned	Paid	Hybrid	Owned	Earned	Paid	Hybrid	Owned	Earned	Paid	Hybrid
KPI																			
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