

Content journey: Stalled prospects

Email Touch 1	Email Touch 2	Email Touch 3	Email Touch 4	Email Touch 5
AI Agent infographic with "day-in-the-life" use cases	Customer story video	Infographic about novellas (day in the life)	Infographic about business value reports	3-min "Bottom Line" video interview with customer (external or internal) about business value gained.
CTA	CTA	CTA	CTA	CTA
Blogpost on AI Agents	Full external customer story	Complete day in the life novella	Complete business value report	Steps to business transformation guide
AI Agents demo	Internal customer story	Demo	Engage an AE for a business value assessment	Maturity Assessment tool