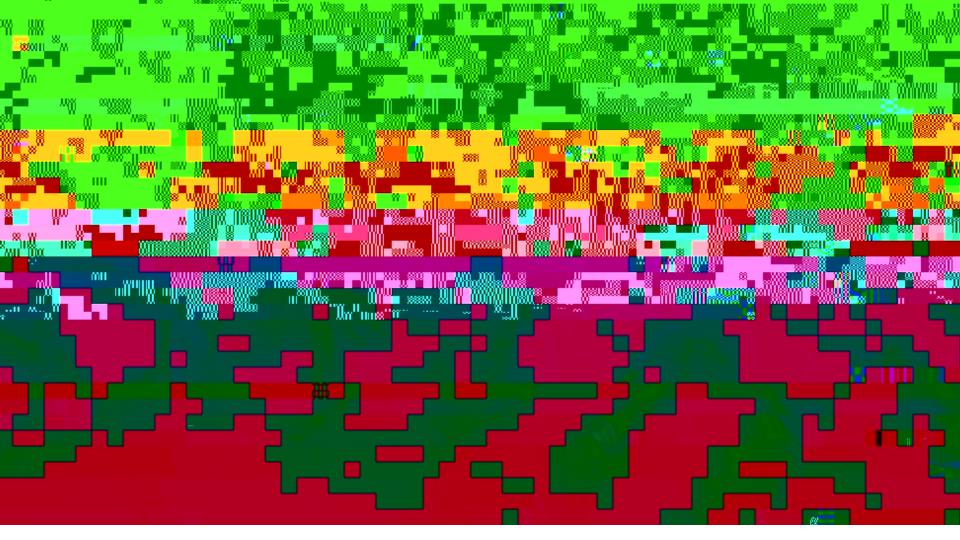
# HfUi a U!]bZcfa YX'K YVg]hYg

### A Y`]ggU'9[[`Yghcb

6]fXWJ`žBcfh\ 7Ufc`]bU'GhUhY'I b]j Yfg]lmžI b]j Yfg]lmcZ'Bcfh\ 7Ufc`]bU'Uh'7\UdY`'<]`ž 8][]hU`'GYfj]WY'Uh'7A GžHfUi a U!]bZcfa YX'HYW\bc`c[m''FYUW\ a Y'Uh'<u>a Y`]qqU4 V]fXWJ`i I "Wta</u>







## BYk Yf gYth]b[g Zcf Udd m]b[ 'thfUi a U!]bZcfa YX 'df]bV]d Yg

Digital Physical -< cgd]hU`g#W]b]Wg K YVg]hYg GVX cc 'g A cV]\Y'Uddg <ci g]b[ Gc Zrk UfY GcWU`a YX]U K cf\_d`UW Df]gcbg Cb`]bY Zcfa g Mt [ U 5fh WU`]bhY``][YbWY UbX a UW bY "YUfb]b[

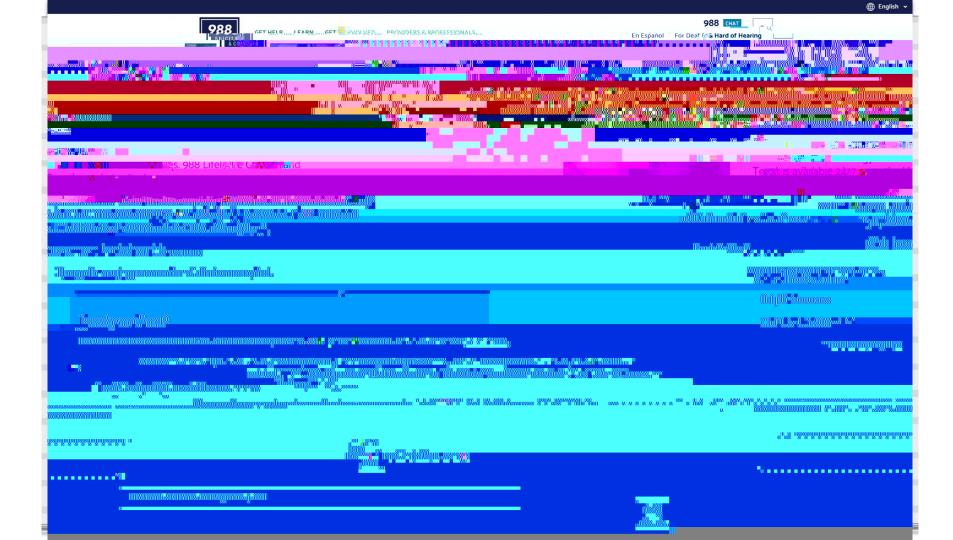


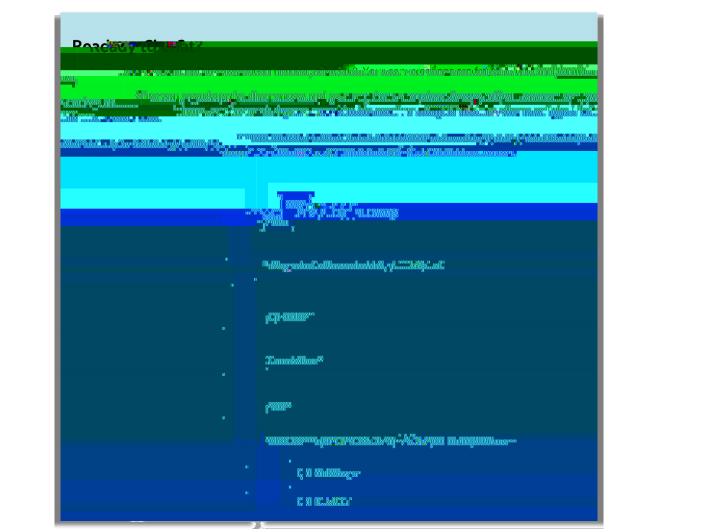
Every use of your web site or mobile app is a conversation started by your website visitor.

; ]bbmFYX]g\

# HfYUhdYcd`Y`\ck mci kci X`]b'dYfgcb





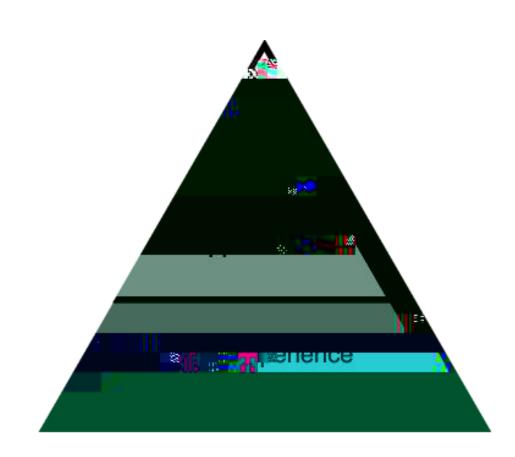


7c[b]h]j Y`]a dUWgcZhfUi a U

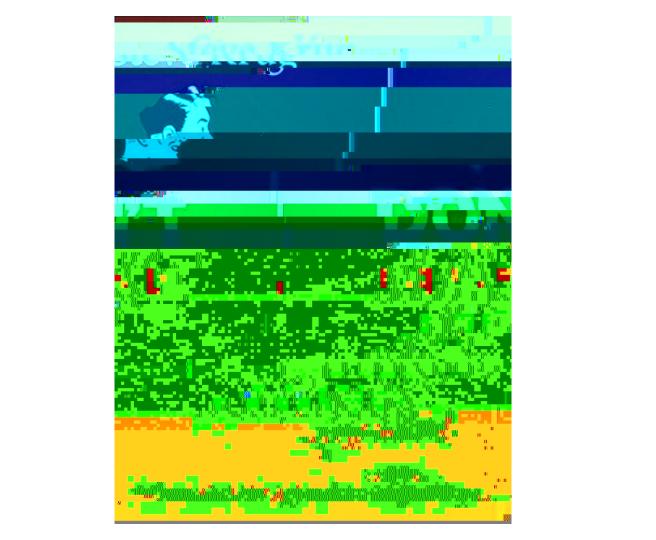


### I get tired just looking at it.

sDUfh]V]dUbhi]bicbYicZA Y`]ggUgi
i gUV]`]hmhYgh]b[igYgg]cbg







## HfUi a U!]bZcfa YX k YVg]hY \ Yi f]gh]Wg

7fYUhYX VmWea a i b]WUh]cb XYg][b fYgYUfWX Yfg UhA ]VX][Ub GhUhY l b]j Yfg]mmUg h\ Ymk YfY WfYUh]b[ U i b]j Yfg]hmfYgci fW k YVg]hY

8Yj Y`cdYX`]hYfUh]j Y`mik ]h\`ZYYXVUV<u>V</u>`Zfca `ghi XYbhg`UbX`XYg][b`Wt``YU[i Yg`

6UgYX cb XY b]h]cbg di V`]g\YX Vm H\Y \dightarrow bhhi hY cb HfUi a U'UbX HfUi a U! \dightarrow Zcfa YX 7UfY f\dightarrow H-7\tau



## Hfi ghk cfh\]bYgg

Dfcj ]XYg VWUf ]b Zcfa Uh]cb UVci hik \ Uhk ]``VY XcbYžVmk \ ca žk \ Ybž k \ mž UbX i bXYf k \ UhV Jf W a ghUbW g f]bW X]b[ fc`Y WUf]hmž fi `Ygž UbX Y l dYW Uh]cbgŁ''

A U]bHJ]bg'fYgdYVMZ `'UbX'
dfcZYgg]cbU`'Vci bXUf]Ygž'df]cf]h]nYg'
df]j UVMnUbX'Wb XYbh]U`]hmž'UbX'
Ybgi fYg']bhYfUVM]cbg'UbX'fi `Yg'UfY'
Vbg]ghYbhk]h\'Ub'Ya d\Ug]g'd`UVYX'
cb'Zc``ck!h\fci [\"

```
% % % GYj YfY dfcV`Ya dfcV`Ya
```

FYUgcbg ZcfmciffUh]b[...

