Pre-Awareness	Awareness	Education	Consideration	Evaluation	Rationalization	Decision	Ongoing Delivery
DEMANDBASE	bizible	atomic reach	accent	Costello	Excel	DocuSign	Advocately
DiscoverOrg	brightfunnel	ceros	bizible	Drift	Showpad	PandaDoc	influitive
Engagio	Buzzsumo	ConversionXL institute	conversica	JOURNEY SALES	SnapApp	proposify	SurveyMonkey
EVERSTRING	Full Circle INSIGHTS	POWTOON	Drift	LinkedIn	vidyard		
Outbrain	MOZ	überflip	Hushly	SalesLoft	VisualizeROI		
REACHFORCE	semrush	vidyard	SendGrid	Yesware			
SYNTHio MEET PEOPLE WHERE THEY ARE	unbounce	WISTIA	seventh sense				
Terminus			Velocify				

Platform/Foundation Technology

HubSpot Marketo salesforce pardot salesforce zendesk ZOHO InfusionSoft databox eloqua SharpSpring Google Analytics ORACLE