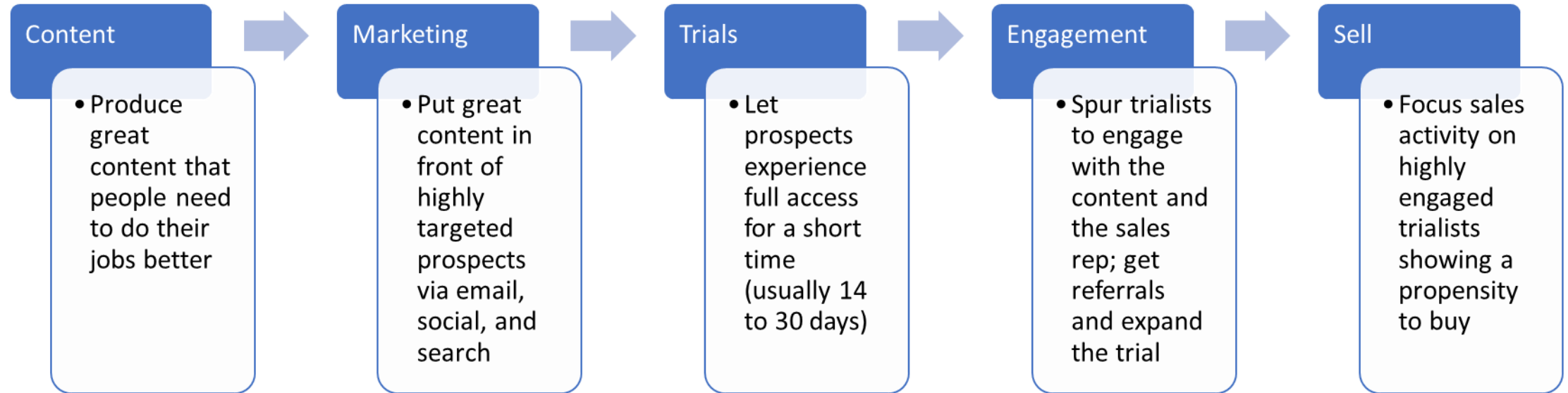


Slides for inclusion in the  
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# Money-Media Sales Process



# Email campaign

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# Email campaign landing page

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SEARCH

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The image shows a screenshot of a website for "health payer specialist". The page is mostly greyed out, with a white modal box in the center. The modal box contains the following text and elements:

- Logo: "health payer specialist" in green and black text.
- Headline: "Unlock this article with your email" in bold black text.
- Form: A text input field labeled "Business email address" and a green button labeled "START READING".
- Checkbox: A checkbox followed by the text "I confirm I have read and agree to the [terms and conditions](#)." Below this, it says "For more information on how we use your data, please refer to the [privacy](#) and [cookie policies](#)."
- Text: "Already a subscriber? Log in [here](#)."

The background of the page shows a blurred article titled "Express Scripts, Therapeutics Face Antitrust Class-A" and a sidebar with a "Sign Up" button and a "LOG IN" button in the top right corner.

# Paid search landing page



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