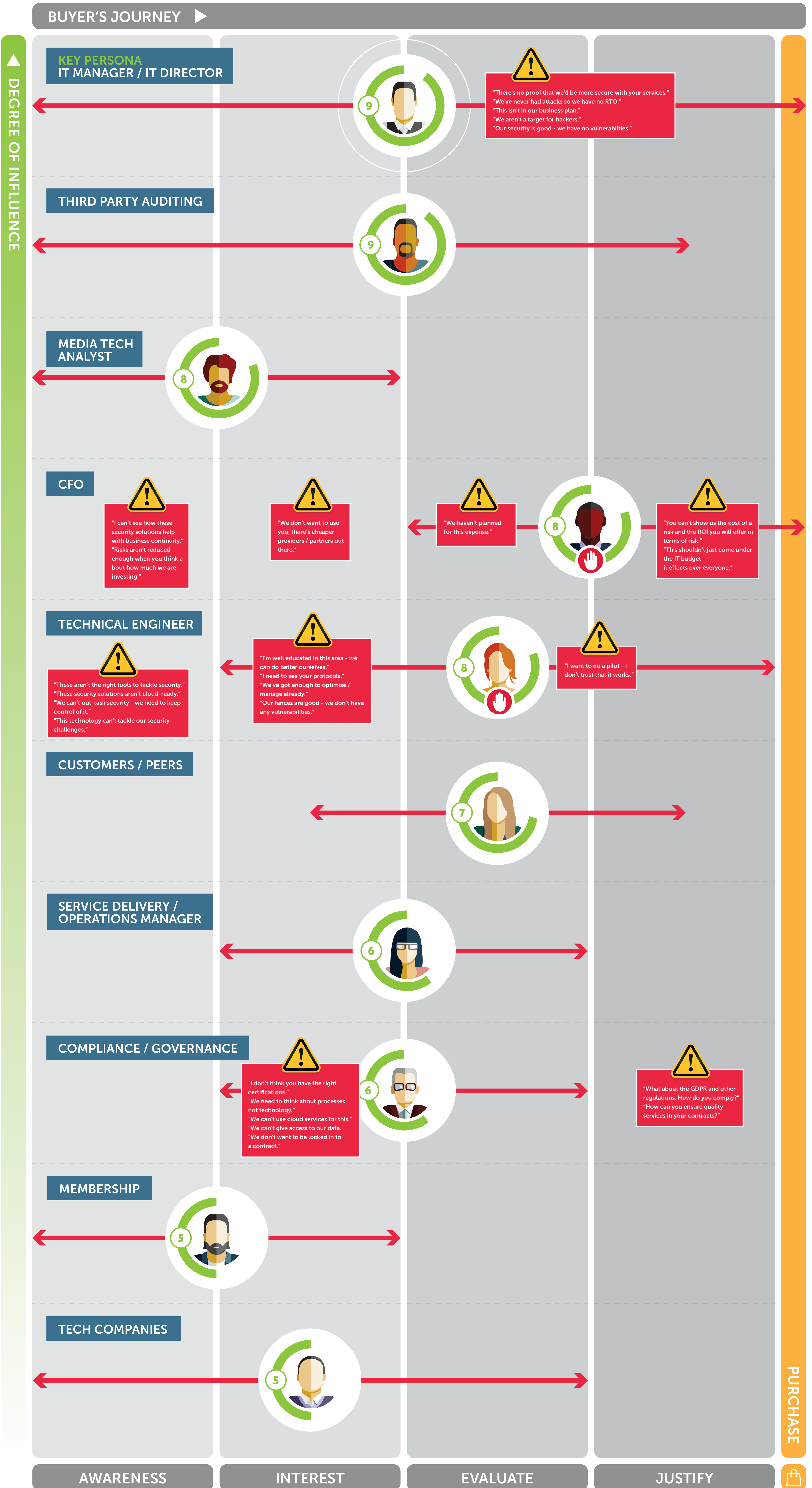


INFLUENCER MODEL



DEGREE OF INFLUENCE DURING BUYER'S JOURNEY (SCALE 1 TO 10)



POWER TO BLOCK PURCHASE DECISION



PRESENCE DURING SPECIFIC PHASES OF THE BUYER'S JOURNEY