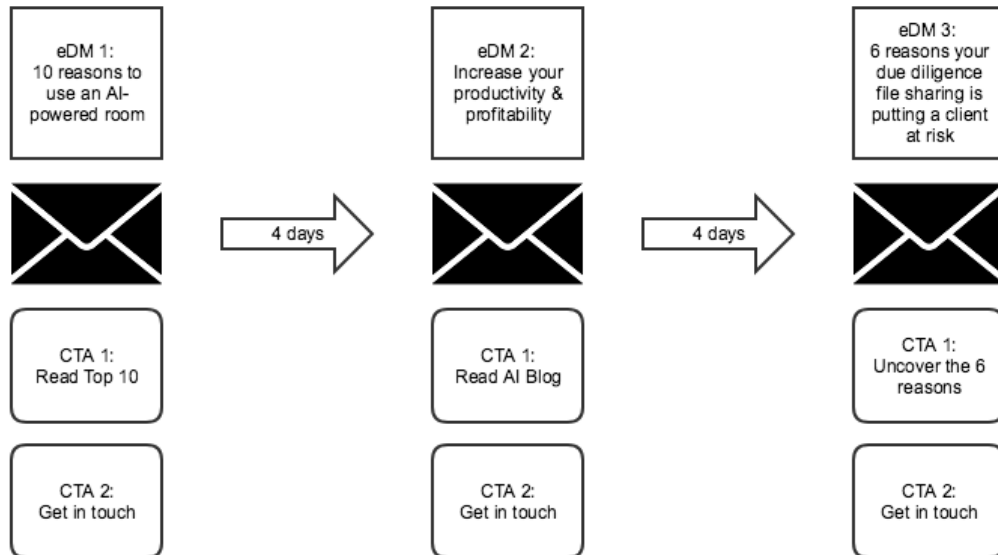


Rooms: Win/Back Differentiation Journey



WHAT	Win/Back and Differentiation Journey for Rooms
AUDIENCE	<ul style="list-style-type: none"> • Analyst and Associates • Has not been on the sell-side for the last 6 months • Had closed/lost opportunity in the last 6 months • Is not currently in a live deal
TENSION	Driving differentiation against our competitors
SOLUTION	Close and WIN more opportunities
MESSAGING PILLAR	AI-powered rooms
CAMPAIGN THEME	The difference an AI-powered room can have on the success of your deal