Focus	Drip Path	ORDER	Final Link	Status	Email Subject Line	Landing Page Content	Email Content	CTA	Notes
-	CTMS	1	https://docs.google.com/docum	Live	Looking into CTMS? Here are some resources you might like	- CTMS Unbounce page - TMF Webinar Links - 3 Blog/Download Links - early, mid, late stage	1 Initial Outreach - Acknowledge potential interest in CTMS and share top CTMS resources		
-	CTMS	2	https://docs.google.com/docum	Live	5 ways TI CTMS protects and expedites timelines	Blog post based on CTMS Winners and Losers slides from CTMS deck - with speaker notes.	2 (WAIT: 5 days) CTMS Overview (wait step here is shorter since it's directly following an expressed interest in CTMS)		
-	CTMS	3	https://docs.google.com/docum	Live	[Webinar] View our most-watched TI CTMS webinar	CTMS Demo Webinar download form + info on the webinar and speakers - Hope should re-run it and make something better, in Sean's court. If not done we can use what we have.	3 (WAIT: 2 weeks) Most important webinar or download for CTMS		
-	CTMS	4	https://docs.google.com/docum	Approved	Make faster, risk-based decisions with TI CTMS	CTMS-specific platform wheel infographic, hosted on TI.com, with extra content explaining it. Get a video of Merkel or someone else recording it - Will/Sean will reach out to Merkel.	4 (WAIT: 2 weeks) CTMS / Platform Connectivity, including full Platform Message in context of CTMS		
-	CTMS	5	https://docs.google.com/docum	Approved	I wish I'd had this back then	- 3 Unbounce pages - Platform Page - CTMS Webinar - The CTMS Implementation Checklist - TMF Guide - Preparing for Inspection - eTMF Blog - What is an eTMF - eventually replace this with an early-to-mid-stage eTMF download	5 (WAIT: 2 weeks) Tell us what you're interested in / how can we help you - CTMS, eTMF, TMF. Use to flex customer engagement - Trial Interactive is listening to you / we're built on the community. If they choose a specific product, move them to that drip. If not, move them to Platform drip.		
-	eTMF	1	https://docs.google.com/docum	Live	Looking into eTMF? Here are some resources you might like	- eTMF Unbounce page - Webinar Links - 3 Blog/Download Links - early, mid, late stage	1 Initial Outreach - Acknowledge potential interest in eTMF and share top eTMF resources		
-	eTMF	2	https://docs.google.com/docum	Live	Maintain compliance and speed document processing with TI eTMF	Blog post based on eTMF Winners and Losers slides from eTMF deck - with speaker notes.	2 (WAIT: 5 days) eTMF Product Overview (wait step here is shorter since it's directly following an expressed interest in product)		
-	eTMF	3	https://docs.google.com/docum	Live	[Webinar] View our most-watched TI eTMF webinar	eTMF Checklist Webinar download form + info on the webinar and speakers	3 (WAIT: 2 weeks) Most important webinar or download for eTMF		asset is not sa
-	eTMF	4	https://docs.google.com/docum	Approved	Get regulatory inspection confidence with TI eTMF	eTMF-specific platform wheel infographic, hosted on TI.com, with extra content explaining it. Get a video of Merkel or someone else recording it - Will/Sean will reach out to Merkel.	4 (WAIT: 2 weeks) Product / Platform Connectivity, including full Platform Message in context of eTMF		
-	eTMF	5	https://docs.google.com/docum	Approved	I wish I'd had this back then	- 3 Unbounce pages - Platform Page - CTMS Webinar - The CTMS Implementation Checklist - TMF Guide - Preparing for Inspection - eTMF Infographic - ML in Clinical Trials	5 (WAIT: 2 weeks) Tell us what you're interested in / how can we help you - CTMS, eTMF, TMF. Use to flex customer engagement - Trial Interactive is listening to you / we're built on the community. If they choose a specific product, move them to that drip. If not, move them to Platform drip.		
General	Platform	1	https://docs.google.com/docum	Live	3 Ways to Accelerate Your Trials with Technology	Webpage - Platform Section	Three Ways are eTMF, TMF Services, and CTMS. Break down thes		
eTMF	Platform	2	https://docs.google.com/docum	Live	Streamline TMF management with AI-Powered eT	Blog - What is an eTMF (Back to the Basics 1)	Tease the blog post by listing out three advantages of the etmf with a 'read more' CTA. The advantages would be: Protect Timelines and Budgets. Stay Compliant. Launch in Weeks.	Read the Blog	
TMF	Platform	3	https://docs.google.com/docum	Live	Guide to preparing for inspection	Guide - Preparing for Inspection	TMF has a lot of moving parts. Here's our best practice recommend	Read the Blog	
eTMF	Platform	4	https://docs.google.com/docum	Live	Automate eTMF processes with machine learning	Blog - Machine Learning in the eTMF: Human-Aided Active Learning Processes	Machine Learning in the eTMF	Learn More	
CTMS	Platform	5	https://docs.google.com/docum	Live	Your guide to choosing and implementing the right CTMS	Blog Post - How to Choose and Implement a CTMS	Learn how to choose the right CTMS solution with our step-by-step guide.	Read the Blog	Put the CTMS
TMF	Platform	6	https://docs.google.com/docum	Live	[Webinar] Better TMF Management: Best Practice	C3 Study Session: How TMF Study Owners Can Provide Better TMF Management Webinar	Take a step into the inner circle of Study Owners who are making TMF Management easier.	Watch the Web	ungated landi
CTMS	Platform	7	https://docs.google.com/docum	Live	Make decisions on-the-go with a next-gen CTMS	Landing Page - Unbounce CTMS Landing Page	Open with benefits of making decisions on the go and having a CTMS in your pocket to enable faster, risk-based decisions. Include benefits of having one single source of truth to manage your full cycle.	Contact us tod	
TMF	Platform	8	https://docs.google.com/docum	Live	9 Recommendations for Choosing Your Right-Fit T	TMF Services Buyers Guide	Partner with us	Read the Buye	

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CTMS	**Platform**	9	https://docs.google.com/docum	Live	Choosing a CTMS that's built for your users saves money and increases efficiency	Webinar - The CTMS Gap	CTMS is crap for Study Managers and CRAs. We fixed it. Summary of how.		
eTMF	**Platform**	10	https://docs.google.com/docum	Live	Reduce inspection findings and alleviate TMF burd	Landing Page - Unbounce eTMF Landing Page	Why is our eTMF what industry leaders turn to? Take a look and learn more.	Contact us Tod	
eTMF	**Platform**	11	https://docs.google.com/docum	Live	Improve TMF operations and speed timelines with	Infographic - ML in Clinical Trials	Practical Applications for Machine Learning in Trials	How can mach	
TMF	**Platform**	12	https://docs.google.com/docum	Live	[Webinar] TMF Best Practice Guidance from Our T	Ask An Expert: TMF Management Community Q&A	Here's advice from top TMF experts.	Watch the Web	
TMF	**Platform**	13	https://docs.google.com/docum	Approved	The most-requested TMF management vendor ov	https://www.trialinteractive.com/node/324	Here's our top tips for managing TMF related vendors	Read the blog	Combine thes
TMF	**Platform**	14	https://docs.google.com/docum	Approved	How this biotech passed inspection and expedited	Case study: http://trialinteractive.com/etmf-case-study-biotech	Quick story about a client who uses us for TMF services, and testim	Read the case	
eTMF	**Platform**	15	https://docs.google.com/docum	Approved	[Free Download] The Essential eTMF Implementa	https://www.trialinteractive.com/node/305	Implementing an eTMF for the first time can feel like a daunting process. This checklist will help you focus on some primary considerations to reduce risks, maintain compliance, and establish effective processes in your eTMF so that your team embodies a culture of inspection readiness from the start.	Download the C	
CTMS	**Platform**	16	https://docs.google.com/docum	Approved	Top 6 features of next-gen clinical trial management systems	Blog Post - Say "Yes!" to Mobile-First CTMS	How clients make faster risk-based decisions and why mobile-first is essential to that	Read the Blog	
CTMS	**Platform**	17	https://docs.google.com/docum	Approved	Make faster, risk-based decisions: CTMS with enhanced process visibility	Landing Page - Unbounce CTMS Landing Page	We have the CTMS that will accelerate your trials like never before. Here's why.	Contact us tod	
eTMF	**Platform**	18	https://docs.google.com/docum	Approved	See what's trending: the most requested eTMF co	3-5 assets or webinars on this subject or something close to it. Ungated but just for this campaign. eTMF and TMF Community Ask an Expert Webinar: https://www.trialinteractive.com/node/326 ML advantages: Direct Download implementation checklist Direct Download	Here's more valuable content.	View the Reso	
TMF	**Platform**	19	https://docs.google.com/docum	Approved	Have TMF questions? Ask an expert.	Contact Us	Ask us whatever you want.	Contact Us Tod	
eTMF	**Platform**	20	https://docs.google.com/docum	Approved	eTMF success story: Helping a global biotech stay	https://www.trialinteractive.com/etmf-tmf-services-scanning-coding-global-case-study	How can we help you? A few bullet points or link to case studies doi		
CTMS	**Platform**	21	https://docs.google.com/docum	Approved	User-focused CTMS is the future of clinical trial management efficiency	Webinar - The CTMS Implementation Checklist	Open with quick line or two story about what's basic blocking and tackling with CTMS and what is the future (=what features we have TODAY that differentiate, but describe it as the future)	Watch a Demo	
eTMF	**Platform**	22		In Queue	How to Future Proof eTMF solution	The Future of eTMF	Where the future of eTMF is going and the major areas of concern.	Download the V	
CTMS	**Platform**	23		In Queue	The checklist for evaluating a CTMS solution	Choosing Solution Provider Checklist	2-3 lines of copy. Short infographic that is a summary of the checklist/ snapshot.	Get the Full Ch	
TMF	**Platform**	24		In Queue	Achieve 70% risk reduction when you outsource T	Benefits of Outsourcing TMF	Here's why you should consider outsourcing your TMF needs	Read the Blog	
CTMS	**Platform**	25		In Queue	What is a CTMS and Why You need one	What is a CTMS and Why You need one	CTMS unlocks easy mode for Clinical Trial Management, which results in these benefits. Infographic with hard stats on time savings or something along those lines.	Read this Blog	
eTMF	**Platform**	26		In Queue	eTMF solution provider checklist	Choosing eTMF Solution Provider Checklist	Here's a checklist for choosing a provider.	Download the C	
General	**Platform**	27 (MUST S	https://docs.google.com/docum	Approved	85% of studies experience delays. Let us help you	Contact US https://www.trialinteractive.com/contact-us/404	How can we help you? A few bullet points or link to case studies doing a play on words ...how can		
General	**Platform**	28 (MUST S	https://docs.google.com/docum	In Review	How can we address your clinical trial needs?	eTMF LP, CTMS LP, TMF LP (all Unbounce)		Learn more ab	
-	**TMF**	1	https://docs.google.com/docum	Live	Looking into TMF Services? Here are some resources you might like.	- TMF Services Unbounce page - TMF Webinar Links - 3 Blog/Download Links - early, mid, late stage	1 Initial Outreach - Acknowledge potential interest in TMF Services and share top TMF Services resources		
-	**TMF**	2	https://docs.google.com/docum	Live	Inspection Ready with People, Processes, and Technology	LMK Landing Page for TMF University: https://lmkclinicalresearch.com/tmfu/ Culture of Inspection Readiness: https://www.trialinteractive.com/blog/establishing-culture-inspection-readiness TMF Study Owners Blog: https://www.trialinteractive.com/blog/how-tmf-study-owners-can-provide-better-tmf-management Processes:	4 (WAIT: 2 weeks) TMF Services / Platform Connectivity, including full Platform Message in context of TMF Services		
-	**TMF**	3	https://docs.google.com/docum	Coding	[Webinar] Experts Answer 10 User-Submitted Questions about TMF	TMF Ask and Expert Webinar download form + info on the webinar and speakers	3 (WAIT: 2 weeks) Most important webinar or download for TMF Services		

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-	**TMF**	4	https://docs.google.com/docum	Approved	How Trial Interactive took one biotech from chaos to clarity.	case study: https://www.trialinteractive.com/tmf-inspection-readiness-services-case-study	4 (WAIT: 2 weeks) considering technolgy to improve paper TMF processes.		
-	**TMF**	5	https://docs.google.com/docum	Approved	I wish I'd had this back then	RESOURCES SHARED: - 3 Unbounce pages - Platform Page - CTMS Webinar - The CTMS Implementation Checklist - TMF Guide - Preparing for Inspection - eTMF Blog - What is an eTMF - eventually replace this with an early-to-mid-stage eTMF download	5 (WAIT: 2 weeks) Tell us what you're interested in / how can we help you - CTMS, eTMF, TMF. Use to flex customer engagement - Trial Interactive is listening to you / we're built on the community. If they choose a specific product, move them to that drip. If not, move them to Platform drip. "Fear of findings. Chaotic paper trails for audit findings. Blah Blah Blah. It's a day to day reality for many clinical trial leaders. Here's how Trial Interactive took one biotech from chaos to clarity."		
-	**TMF**			In Queue	TMF education and support you need for trial readiness	-Slides 4-8 from TMF Services deck (TMF University, TMF consulting, TMF features)	2 (WAIT: 5 days) TMF Services Overview (wait step here is shorter since it's directly following an expressed interest in product)		