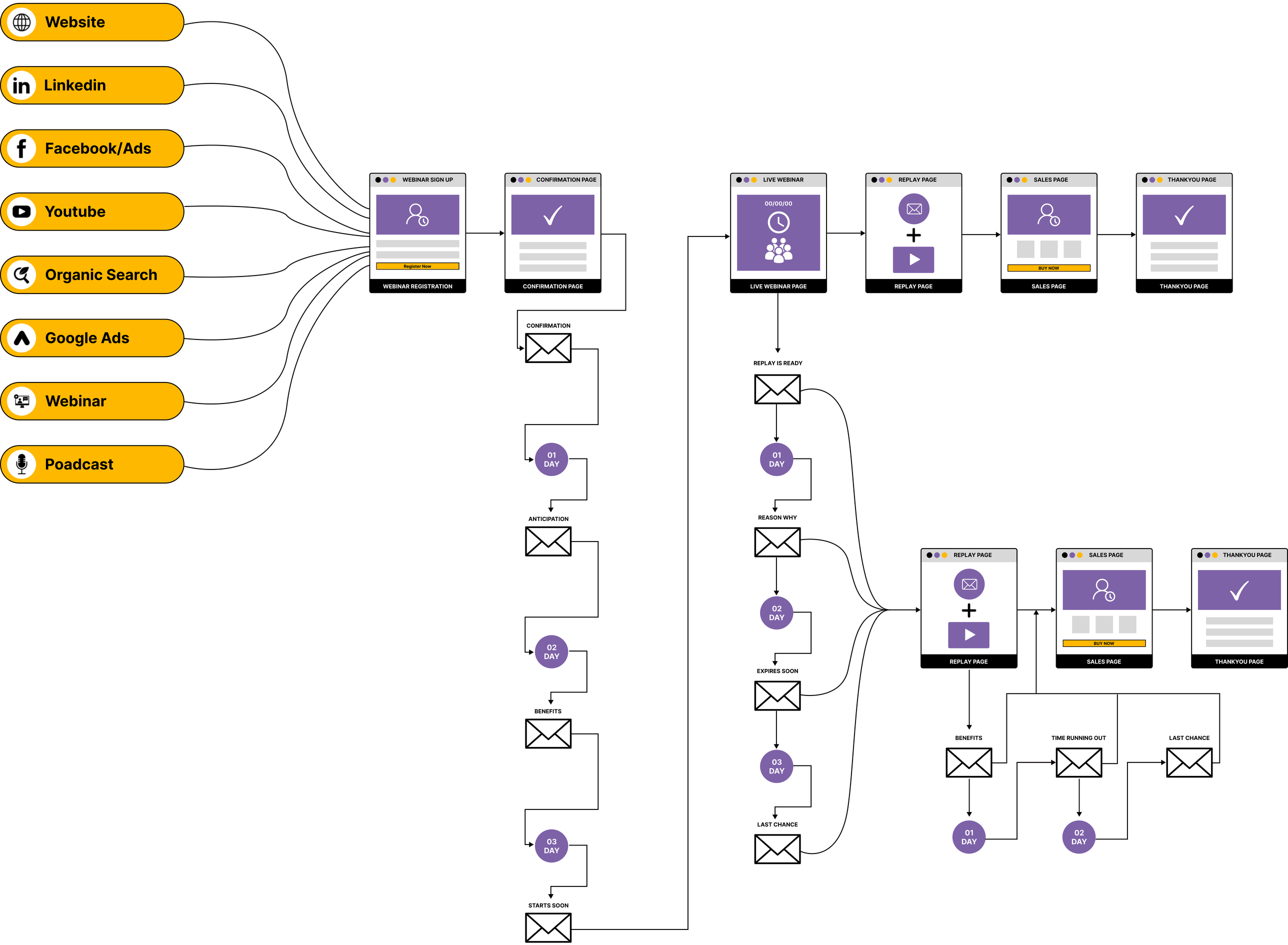Webinar Funnel