



# Globalizing for Growth

# Buyer Behavior

$E = h \frac{c}{\lambda}$

$R_1 = 13.50 \text{ m}$   
 $R_2 = 30 \text{ m}$   
 $R_3 = 20 \text{ m}$   
 $F_A = \rho g V$   
 $w = \rho g h$   
 $w = 0$

$P = \frac{1}{S}$

$x = p \cos \varphi, y = p \sin \varphi$   
 $T = \frac{2\pi}{\omega}$   
 $x = x_0 + vt$   
 $y = y_0 + vt$   
 $z = z_0 + pt$

$\rho = \sqrt{x^2 + y^2}$

$\sin \alpha$

Formula for...  
1)  $i = \frac{e}{t}$   
2)  $u = \frac{1}{t}$   
3)  $T = \frac{1}{f}$   
4)  $T = \frac{2\pi}{\omega}$

$w = \rho g h$   
 $w = 0$   
 $w = A$   
 $\frac{dw}{dt} = 0$   
 $\frac{dw}{dt} = A$   
 $\frac{dw}{dt} = 0$

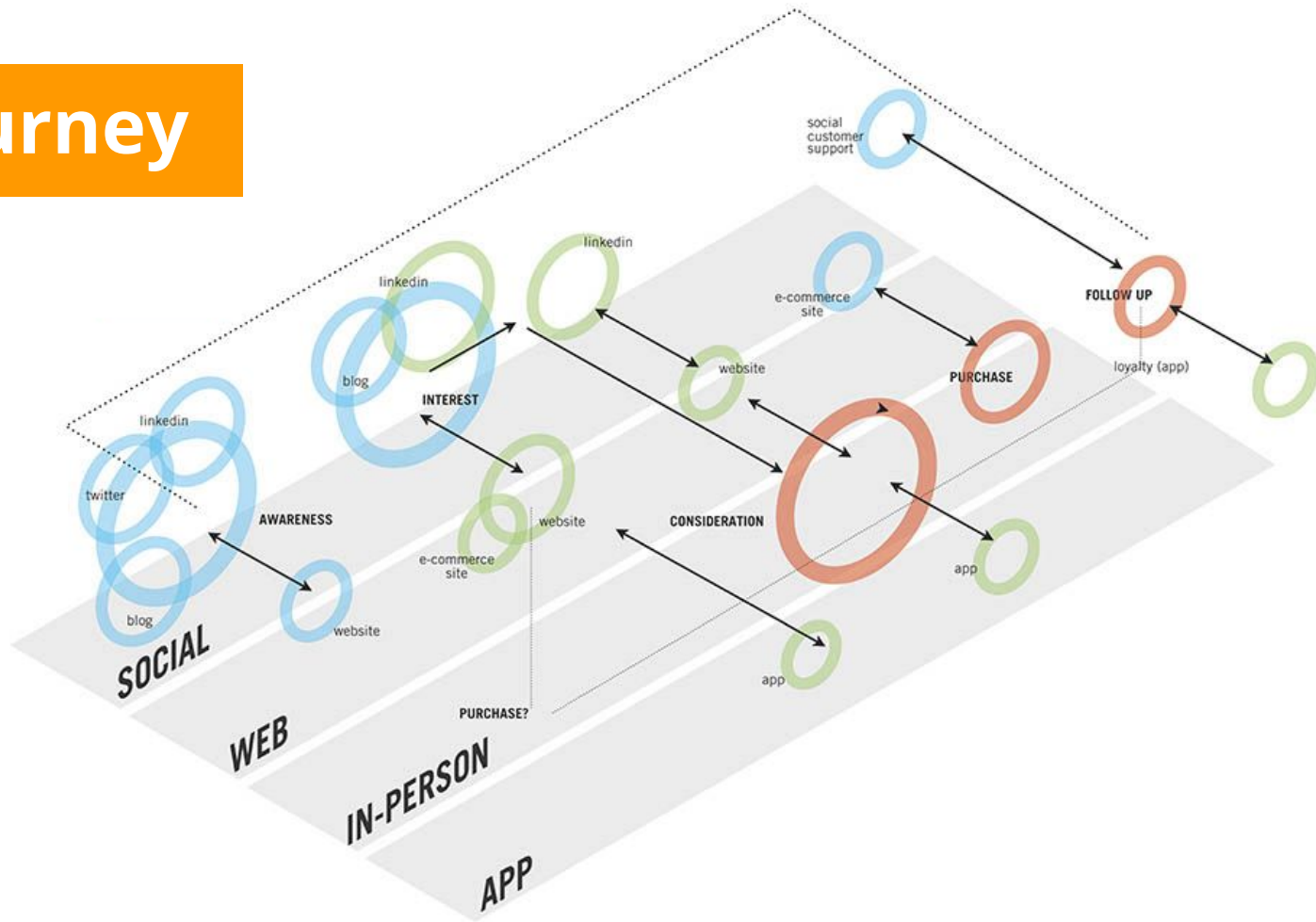
$I = \frac{P}{R}$   
 $I = \frac{P}{R}$   
 $I = \frac{P}{R}$

$\sum_{k=0}^{\infty} \exp(-kT/\tau) R = \frac{P}{S} \frac{A_m + B_n + C_p}{\sqrt{m^2 + n^2 + p^2} \sqrt{A^2 + B^2 + C^2}}$

Peninsula  
Peninsula  
Peninsula



# Buyer Journey



# Iterative Testing



**Research**



**Test**



**Optimize**



**Integrate**

# The Optimal Mix



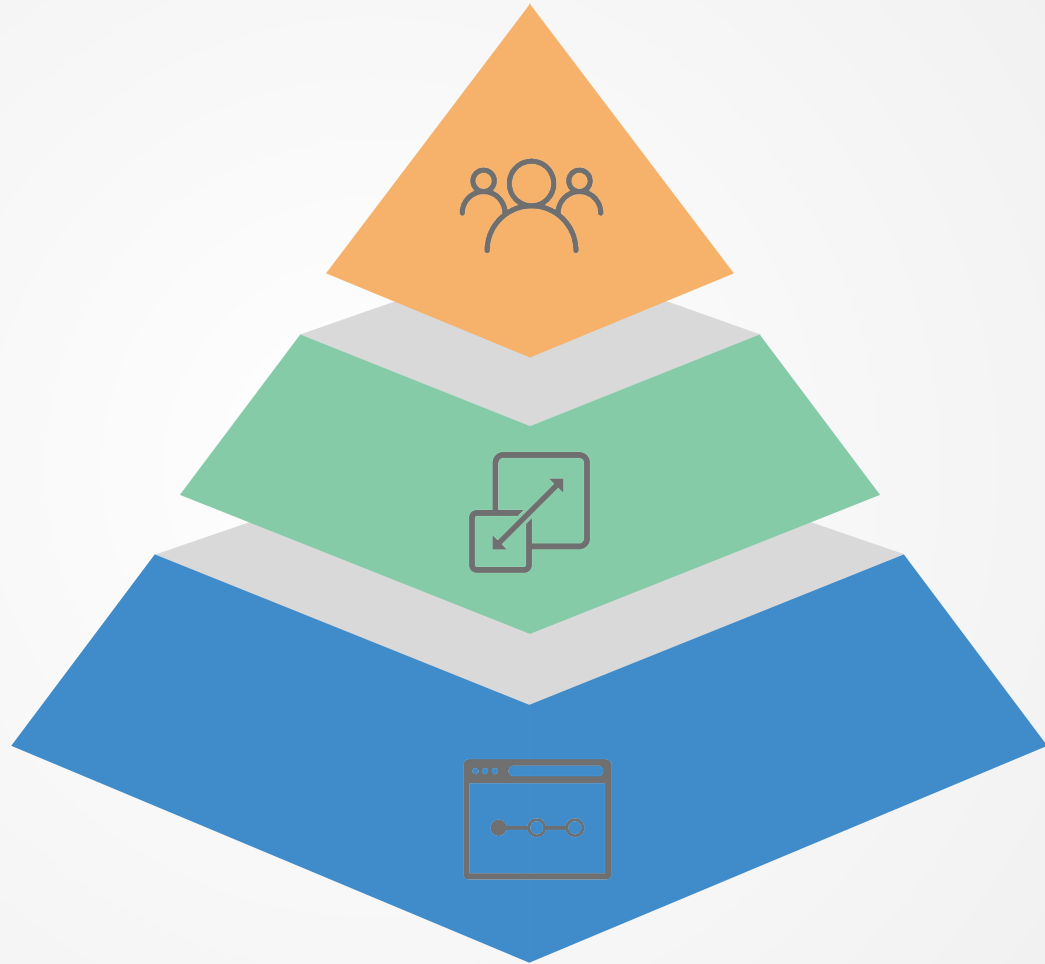
**Growth**

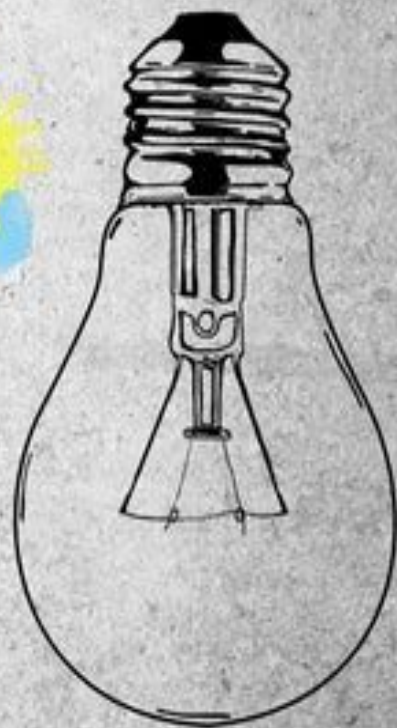


**People**

**Process**

**Technology**





**Innovation**



# Data-Driven Decisions





**Looking Ahead**



**Join Us**

# Thank you



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