**TCO Campaign Conversation Starters**

## **Conversation Starters (Optional LinkedIn/Cold Email Openers)**

• “Curious — how are you currently budgeting for feature/license renewals in your visibility stack?”

• “Not effectively or consistently getting complete traffic insight? We help teams consolidate and simplify with a Cubro Visibility Fabric.”

• “Is your visibility fabric vendor charging you more as your network evolves and grows? Cubro doesn’t.”