


Transaction Linking Confirmation Email

Pay



Hello, I am Babka.


I'm writing to you with some very exciting news!!!
(hence the points of exclamation).

First, your transaction has been successfully linked, so now you can manage your purchase directly from your Babka account.

Second, I have a very special surprise for my friends (this means you). It's called Babka Pay.

Babka Pay

A secure, fast and easy way to checkout.



It's not out yet, but soon all Babka users will be able to make purchases with a convenient payment tool in their favorite games, and receive instant support if something goes wrong. I'm all about support... that and donuts.

I like to keep friends in the loop,
so keep your eyeballs out for updates

click on banner
redirects users to
babka.com



Account Linking Confirmation

Delete Account Email

Request Account Information Email

2. Account Purchasing Emails

Abandoned Shopping Cart

-Go back to an abandoned shopping cart - Get Ugly Carrot of Reincentivization Item Drop

PRIORITY: Purchase and Subscriptions Receipt

The screenshot shows a purchase confirmation receipt from Babka. The receipt is titled "Purchase confirmation" and "Ultimate Bundle – Mortal Kombat 11". It lists transaction details: Transaction Number 644885537, Transaction Date 11/24/2020, Purchase Description Demo purchase, Country Russia, and Billing Email username@email.com. The receipt details the purchase of 2 x Physical_goods_1 for US\$130.00 each, with a discount of US\$30.00 and a VAT rate of 10%, resulting in a subtotal of US\$100.16. It also includes a payment system fee of US\$5.08 and sales tax of US\$6.00, leading to a total of US\$100.21. A button labeled "to my purchases" is present, along with a thank you message and a link to the user agreement.

babka

Purchase confirmation

Ultimate Bundle – Mortal Kombat 11

Transaction Number 644885537
Transaction Date 11/24/2020
Purchase Description Demo purchase
Country Russia
Billing Email username@email.com

Purchase:

2 x Physical_goods_1 US\$130.00
Discount - US\$30.00
After discount VAT rate 10% US\$100.00

2 x Physical_goods_1 US\$130.00
Discount - US\$30.00
After discount VAT rate 10% US\$100.00

Shipping US\$0.05

Subtotal US\$100.16
Payment system fee US\$5.08
Sales Tax US\$6.00

Total US\$100.21
Including VAT US\$0.05

[to my purchases](#)

Thank you for your purchase. Log in to your personal account at [babka.com](#) to see your payment history or [ask any questions](#).

Copyright © Babka 2021. All rights reserved.
[User Agreement](#)

-Track your orders on [Babka](#) to enable streamlined support help.

-Have an option for easy onboarding for Babka Support

MEDIUM PRIORITY: Subscribed Collection Receipt

-Shows previous Drops within the collection

-Teases upcoming Drops within the collection

-Shows open free Drops on X.LA

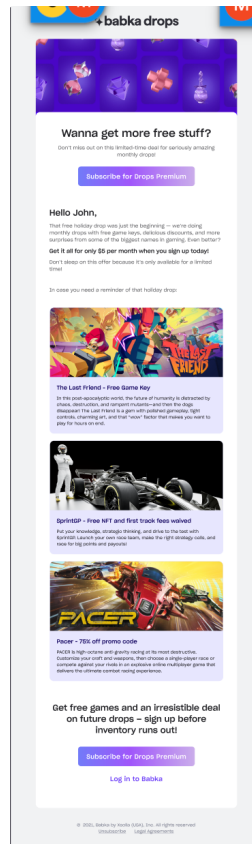
-Shows more Collection options available on [X.LA](#)

MEDIUM PRIORITY: Claimed Drops Receipt

-Listing of claimed items

-Opt in to be notified of similar drops

-For Drop as part of a Collection: Options to subscribe to Collection



Item Drops Receipt

-User sees the achievement they accomplished/milestone they reached in order to receive this email

3. Support Emails (via Zendesk)

Ticket Submitted Confirmation

Refund Requested Confirmation

Refund Rejected

Refund Approved

3. Deeper Engagement Emails

In general, the Babka email ecosystem has to expand over time to acknowledge the different entry points, and thus different use cases, that each user finds to utilize Babka.

In general, this means offering Welcome emails that are targeted to the specific Babka entry channel. In addition, it means facilitating a nurture flow that continues to get that user to engage with Babka beyond the initial use case, and to also hopefully engage with intention beyond their original entry point (ie. moving from a functional focus to a more narrative focus).

In general, the progression that we wish to move users through is outlined within the [User Engagement](#) document in confluence.

The key way to drive deeper engagement is through getting users engaged and re-incentivized through the utility of the Babka account around shared identity, currency, and inventory, as well as the deeper narrative of Babka. Thus, the nurture flow sequences should generally touch on those elements--albeit in a way that is contextualized for that user's entry point.

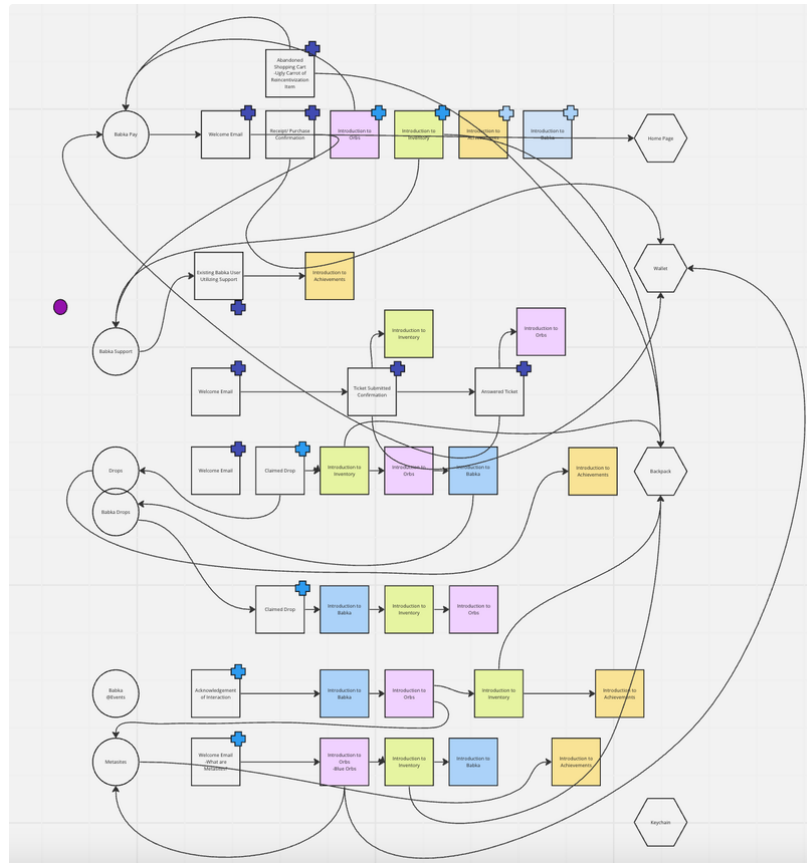
Over time, these emails may be able to get more procedural to acknowledge specific actions that the user has taken within the ecosystem, but for now, they will generally follow a pretty linear sequence.

In Q2, we will focus primarily on getting custom Welcome emails out, as well as updating functional emails. Moving forward, we will be able to build out the rest of the Nurture Flow sequence, but currently, there are some technical limitations to fully support these methods of re-engagement.

- **Introduction to Inventory**
 - Requires ability to gift items
- **Introduction to Orbs**
 - Requires ability to gift Orbs
 - Requires more linked utility for Orbs
- **Introduction to Babka Narrative**
 - Requires narrative chapters released on Babka.com/Story
 - Ideally will have more conversational character support
 - Ideally will have Babka Transmissions videos
- **Introduction to Identity/Accomplishment**
 - Requires Passport accomplishment support
 - Ideally will support Soulbound Accomplishment links
 - Ideally will support gifting of orbs or items for accomplishments (quest logic)

More complex examples of these flows and email goals are visible within the Miro below:

 https://miro.com/app/board/uXjVPmzefeA= - Connect your Miro account



Nurture Flow for Drops

Users who have participated in a drop should be notified of additional relevant drops. (Should opt into being notified of similar drops).

They may also be able to opt into other non-drop communication from the companies or individuals that participated in the drop

They should also be notified when there are interesting things to purchase with the Orbs that they've accrued.

In the future, participation in drops can have associated Passport achievements. If users have participated in their second drop, or their fifth drop, they may earn one of these achievements and can be notified of any associated rewards they have earned.

Priority: 1. Account Creation Confirmation

2. Claimed Drop Receipt (Listed Above)

Medium Priority: 3. Introduction to Inventory

- Notifies users of ways to use their claimed product
- Show them how to see drops and items within Backpack

4. Introduction to Orbs

- Email notifies user of earned Orbs through Drops
- Introduces Babka Pay as a seamless checkout option

5. Introduction to Babka

- Introduce a Babka Drop to repeat [X.LA](#) Drop Users
- Introduce a chapter of Babka Narrative as an entry point for Babka storytelling

6. Introduction to Achievements/Babka Loyalty

- Hat Trick Babka Loyalty Achievement for Third Claimed Drop

Nurture Flow for Metasites

Priority: 1. Account Creation Confirmation

- Introduces Babka as a seamless identity/inventory/currency system for interaction with Metasites

Medium Priority: 2. Introduction to Orbs

- Intro to Blue Orbs as required to spend time in Metasites
- (Post Q2) Intro Gold Orbs
- Tease other Orb types

Medium Priority: 3. Introduction to Inventory

- Babka Backpack
- (Post Q2) Using products on Metasites
- Interoperable Product

Medium Priority: 4. Introduction to Babka

- Babka and Nushi via Support
- Babka and Nushi in the context of Metasites (Nushi's Sushi, etc.)
- Babka as a Character

5. Introduction to Achievements - Achievement for Accessing Metasites

Nurture Flow for Babka Pay

A Babka account is required to utilize Babka Pay, which can lead to UA, but doesn't necessarily have high retention and re-use rates. As a baseline, the Pay product experience should be exemplary to incentivize quick and easy re-use.

To re-engage these users, new users should slowly be introduced to the additional things they can do through their Babka account. In addition to specific things that they can access for free through the ecosystem. It may make sense to create a targeted cross-promotion of Drops to these users.

Priority: 1. Account Creation Confirmation

- For users creating a Babka account through PlayStation wallet option
- Should prioritize the quick and easy checkout that is possible, secure wallet solution, and give a hint to the other capabilities especially around earning currency across games

2. Receipt/Purchase Confirmation (Listed Above)

- Track your orders on [Babka](#) to enable streamlined support help.
- Have an option for easy onboarding for Babka Support

Medium Priority: 3. Introduction to Inventory

- See purchased item in context of Backpack

4. Introduction to Orbs

- Loyalty/Mastercard Rewards as a method of re-engagement
- To re-engage these users, new users should slowly be introduced to the additional things they can do through their Babka account. in addition to specific things that they can access for free through the ecosystem. It may make sense to create a targeted cross-promotion of Drops to these users.

5. Introduction to Achievements

- Babka Loyalty Surprise Achievement Drop for Early Users

6. Introduction to Babka

- Who is Babka? Light introduction to narrative

Nurture Flow for Babka Support

As a baseline, the Support product experience should be exemplary to incentivize quick and easy re-use.

To re-engage these users, they should be incentivized to use Babka Pay features in order to have their purchases show up directly in their account for support. Support emails and interactions should include this option, especially for those users that go through the flow to manually sync purchases to their accounts.

In general, Babka Support doesn't particularly have a linear nurture flow, but is instead based on where the user is in relation to the Babka Support Flow.

Account Creation

- Creating a Babka account to track your Xsolla support requests
- For users looking for Xsolla support and being directed to use Babka to better track their purchases and refunds
- Need to create a bridge between the Xsolla and Babka brand

Existing Babka User Utilizing Support for the First Time

- Introduce contextual Babka support through Conversational Commerce

Ticket Submitted Confirmation (Listed Above)

- Introduce Babka Wallet and Babka Backpack as a way to track purchases and items

Answered Support Ticket Follow-Up (Listed Above)

- Offer Orbs and show other ways to engage with Babka

Nurture Flow Post-Events

Priority: 1. *Acknowledgement of Interaction at Event/Introduction to Babka*

- Narrative entry point
- Event-Specific Achievement
- Incentivize account creation
- Offer to claim item/orbs, if possible

Medium Priority: 2. *Account Creation (Utility Email)*

- Acknowledges event-based entry point

3. *Item Drops Receipt/Introduction to Inventory/Orbs*

- Gifted item or orbs to encourage further engagement with Babka ecosystem

▯ Babka Transmedia

This page will contain our approach to transmedia content production, and platform specific content for use across:

- Twitter
- Tiktok
- Instagram
- Youtube
- Pre, post roll ads (15 sec, 30 sec)

Babka Transmissions

In addition, this will contain our links to communications led by our virtual Babka personality, known as Babka Transmissions. These are videos made by Babka as a character makes to Xsolla, and to the world at large. Babka Transmissions are narrative canon.

Babka ARG (Alternate Reality Game)