

USING THE JOURNEY

Tracking projects

Host User Journey Megamap							
File Edit View Insert Format Data Tools Add-ons Help Last edit was made 4 hours ago by Craig Minoff							
fx							
	A	B	C	D	E	F	G
1							
2				Awareness		Consideration	
3			Metric	Aided Awareness	Hosting Consideration	Signup	HLP Traffic
4			Source	Brand Tracker	Brand Tracker		Hogdash
5	Metrics		Quantity	71%	59%	1.2M / wk	800K / wk
6			Conversion				20%
7							
8							
9		Category	Status				
10		Email	Live to 100%	Referral Invite		Welcome to Airbnb	WMPW tool
11						1.1M / wk 1.14% Action	
12				Post-Booking G2H v2			
13				1M / mo 5.3% CTOR			
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							
24				Post Booking G2H v1 (success)			
25							
26		Deprecated	G2H Post-Checkout Email				HLP Page Retargeting
27			ERF				Email capture
28							
29		Live Experiment	Easter Week				Expanded WMPW
30			May Bank Holiday				Offer HMC assistance
31			May Bank Holiday w/ fin incentive				
32			Cherry Blossom				

USING THE JOURNEY

Pressure-testing concepts & designs

