**Detailed Explanation of Subscriber Movement Through Tiers**

Here is a **detailed list** of routes for subscriber movement, ensuring clarity about transitions and outcomes:

**Routes Starting from Lead Magnet (Opt-In)**

1. **Successful Purchase:**
   * **Route:** Opt-In → Gold\_purchased
   * **Description:** Subscriber directly makes a purchase after engaging with the initial ad email. They are moved to the Gold\_purchased group.
2. **No Immediate Purchase, Moving Through Lower Tiers:**
   * **Route:** Opt-In → Silver → Silver\_purchased
     + Subscriber does not purchase in the Opt-In tier but makes a purchase after receiving ad emails in the Silver tier.
   * **Route:** Opt-In → Silver → Bronze → Bronze\_purchased
     + Subscriber moves to Bronze after Silver due to inactivity but makes a purchase in the Bronze tier.
   * **Route:** Opt-In → Silver → Bronze → Wood
     + Subscriber remains inactive through Silver and Bronze tiers and ends up in Wood. No purchase is made.

**Routes Starting from Prior Campaign**

**From Gold\_purchased in a Prior Campaign**

1. **Staying in Gold Tier and Making a Purchase:**
   * **Route:** Gold\_purchased (prior campaign) → Gold → Gold\_purchased
   * **Description:** Subscriber begins in the Gold tier due to a purchase in a prior campaign and makes another purchase in the current campaign.
2. **No Immediate Purchase, Moving Through Lower Tiers:**
   * **Route:** Gold\_purchased (prior campaign) → Gold → Silver → Silver\_purchased
     + Subscriber moves to Silver due to inactivity in the Gold tier but makes a purchase in the Silver tier.
   * **Route:** Gold\_purchased (prior campaign) → Gold → Silver → Bronze → Bronze\_purchased
     + Subscriber continues to Bronze due to inactivity but makes a purchase in the Bronze tier.
   * **Route:** Gold\_purchased (prior campaign) → Gold → Silver → Bronze → Wood
     + Subscriber remains inactive through Gold, Silver, and Bronze tiers and ends up in Wood. No purchase is made.

**From Silver\_purchased in a Prior Campaign**

1. **Upgrading to Gold Tier and Making a Purchase:**
   * **Route:** Silver\_purchased (prior campaign) → Gold → Gold\_purchased
   * **Description:** All subscribers who were in the Silver\_purchased tier in a prior campaign are moved to Gold in the current campaign. They make a purchase in Gold.
2. **No Immediate Purchase, Moving Through Lower Tiers:**
   * **Route:** Silver\_purchased (prior campaign) → Gold → Silver → Silver\_purchased
     + Subscriber moves to Silver due to inactivity in Gold and makes a purchase in Silver.
   * **Route:** Silver\_purchased (prior campaign) → Gold → Silver → Bronze → Bronze\_purchased
     + Subscriber continues to Bronze due to inactivity but makes a purchase in Bronze.
   * **Route:** Silver\_purchased (prior campaign) → Gold → Silver → Bronze → Wood
     + Subscriber remains inactive through Gold, Silver, and Bronze tiers and ends up in Wood. No purchase is made.

**From Bronze\_purchased in a Prior Campaign**

1. **Upgrading to Opt-In and Making a Purchase:**
   * **Route:** Bronze\_purchased (prior campaign) → Opt-In → Gold\_purchased
   * **Description:** Subscribers from the Bronze\_purchased tier in a prior campaign are moved to Opt-In in the current campaign. They then purchase in Gold.
2. **No Immediate Purchase, Moving Through Lower Tiers:**
   * **Route:** Bronze\_purchased (prior campaign) → Opt-In → Silver → Silver\_purchased
     + Subscriber does not purchase in Opt-In but makes a purchase in Silver.
   * **Route:** Bronze\_purchased (prior campaign) → Opt-In → Silver → Bronze → Bronze\_purchased
     + Subscriber continues to Bronze due to inactivity but makes a purchase in Bronze.
   * **Route:** Bronze\_purchased (prior campaign) → Opt-In → Silver → Bronze → Wood
     + Subscriber remains inactive through Opt-In, Silver, and Bronze tiers and ends up in Wood. No purchase is made.

**Consolidated Movement Pathways**

Here is a concise overview of all possible routes:

**From Lead Magnet (Opt-In):**

* Opt-In → Gold\_purchased
* Opt-In → Silver → Silver\_purchased
* Opt-In → Silver → Bronze → Bronze\_purchased
* Opt-In → Silver → Bronze → Wood

**From Gold\_purchased (Prior Campaign):**

* Gold\_purchased → Gold → Gold\_purchased
* Gold\_purchased → Gold → Silver → Silver\_purchased
* Gold\_purchased → Gold → Silver → Bronze → Bronze\_purchased
* Gold\_purchased → Gold → Silver → Bronze → Wood

**From Silver\_purchased (Prior Campaign):**

* Silver\_purchased → Gold → Gold\_purchased
* Silver\_purchased → Gold → Silver → Silver\_purchased
* Silver\_purchased → Gold → Silver → Bronze → Bronze\_purchased
* Silver\_purchased → Gold → Silver → Bronze → Wood

**From Bronze\_purchased (Prior Campaign):**

* Bronze\_purchased → Opt-In → Gold\_purchased
* Bronze\_purchased → Opt-In → Silver → Silver\_purchased
* Bronze\_purchased → Opt-In → Silver → Bronze → Bronze\_purchased
* Bronze\_purchased → Opt-In → Silver → Bronze → Wood