Marketing Journey Report

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# Journey Information

Journey ID: 38iptrvibe

# Report Data

# Technical Journey Map: Re-engagement Campaign  
  
## 1. Journey Path: Segment A (Initial Engagers Who Didn't Convert)  
  
### Journey Structure  
- \*\*Start Point\*\*: Audience Node → Initial Engagers Who Didn't Convert  
- \*\*Node 2\*\*: Event Filter → No conversion within 7 days of initial engagement  
- \*\*Node 3\*\*: Wait Node → 48 hours after filter evaluation  
- \*\*Node 4\*\*: Email Node → Personalized offer addressing objections  
- \*\*Node 5\*\*: Event Filter → Email non-responders (no open/click within 72 hours)  
- \*\*Node 6\*\*: Digital Ads Node → Targeted display ads with urgency messaging  
- \*\*Node 7\*\*: Event Filter → Top 25% by propensity score  
- \*\*Node 8\*\*: Wait Node → 10 days after initial engagement  
- \*\*Node 9\*\*: Direct Mail Node → Premium offer with personalized incentive  
  
### Technical Considerations  
- Email delivery scheduled for Tuesday/Wednesday for optimal open rates  
- Digital ads use retargeting pixels from initial campaign touchpoints  
- Direct mail uses dynamic content insertion based on engagement history  
- Budget Impact: $928 total ($6 for emails, $522 for display ads, $400 for direct mail)  
  
## 2. Journey Path: Segment B (Non-Responders with High Propensity)  
  
### Journey Structure  
- \*\*Start Point\*\*: Audience Node → Non-Responders with High Propensity Scores  
- \*\*Node 2\*\*: A/B Test Node → 50/50 split testing value propositions  
 - \*\*Variant A\*\*: Digital Ads Node → Feature-focused messaging  
 - \*\*Variant B\*\*: Digital Ads Node → Benefit-focused messaging  
- \*\*Node 3\*\*: Event Filter → Users who engaged with display ads  
- \*\*Node 4\*\*: Wait Node → 24 hours after ad engagement  
- \*\*Node 5\*\*: Email Node → 3-part drip sequence based on winning ad variant  
- \*\*Node 6\*\*: Event Filter → Top 20% by propensity score  
- \*\*Node 7\*\*: Batch Node → Weekly batch processing (Tuesdays at 10am)  
- \*\*Node 8\*\*: Direct Mail Node → Premium direct mail piece with personalized offer  
  
### Technical Considerations  
- A/B test evaluates performance after 5 days, auto-selects winner for future deployments  
- Batch processing for direct mail optimizes production costs  
- Email sequence uses dynamic content based on ad engagement behavior  
- Budget Impact: $850.68 total ($450 for display ads, $0.68 for emails, $400 for direct mail)  
  
## 3. Journey Path: Segment C (Partially Engaged Users)  
  
### Journey Structure  
- \*\*Start Point\*\*: Audience Node → Partially Engaged Users  
- \*\*Node 2\*\*: Wait Node → 5 days after last engagement  
- \*\*Node 3\*\*: Email Node → Re-engagement email with new messaging angle  
- \*\*Node 4\*\*: Event Filter → Email responders (opened or clicked)  
- \*\*Node 5\*\*: Digital Ads Node → Targeted display ads with complementary messaging  
- \*\*Node 6\*\*: Event Filter → Email non-responders  
- \*\*Node 7\*\*: Wait Node → 3 days after email send  
- \*\*Node 8\*\*: Digital Ads Node → Alternative messaging with stronger incentive  
  
### Technical Considerations  
- Email sends timed for optimal engagement windows (Tuesday-Thursday)  
- Digital ad creative for responders vs. non-responders uses different psychological triggers  
- All digital ads include frequency capping (max 15 impressions per user)  
- Budget Impact: $274.50 total ($4.50 for emails, $270 for display ads)  
  
## 4. Implementation Requirements  
  
### Technical Setup  
- \*\*Data Integration\*\*: Ensure CRM data is synced daily with marketing automation platform  
- \*\*Tracking Parameters\*\*: Implement UTM parameters for all digital touchpoints (utm\_source, utm\_medium, utm\_campaign, utm\_content)  
- \*\*Conversion Tracking\*\*: Deploy event tracking for all micro-conversions (email opens, ad clicks, landing page visits)  
- \*\*Propensity Score Calculation\*\*: Implement daily batch processing to update propensity scores  
  
### System Requirements  
- Marketing automation platform with multi-channel capabilities  
- Real-time event processing for timely trigger execution  
- Dynamic content capabilities for personalization  
- A/B testing functionality with statistical significance calculation  
- Integration with direct mail fulfillment service via API  
  
### Reporting Framework  
- Daily performance dashboard for campaign metrics  
- Weekly optimization