Marketing Journey Report

*Generated on: 2025-04-24 17:44:51*

# Journey Information

Journey ID: 3d70c23o7y

# Budget

Total Budget: $1,000

# Medical Practice Re-engagement Campaign Journey Map

**Initial Non-Responder Outreach Phase**

### Step 1: Identify Non-Responders

* Trigger: No email open within 5 days of initial campaign
* Channel: Email
* Target: 128,667 users who received but didn't open initial emails
* Content:
* Subject line: "Don't Miss Your Health Opportunity"
* Preview text highlighting time-sensitive offer
* Focus on compelling subject to increase open rates

### Step 2: Targeted Final Attempt

* Trigger: Still no email open after 4-day wait period
* Channel: Email
* Target: Top 10,000 prospects based on demographic scoring (batch processed on Mondays at 9 AM ET)
* Content:
* Subject line: "Last Chance: Special Health Assessment Offer"
* Stronger urgency and value proposition
* Emphasis on limited-time opportunity

**Partial Engagement Optimization Phase**

### Step 1: A/B Testing Follow-up

* Trigger: Email opened but no click within 3 days
* Channel: Email (A/B test)
* Target: 2,800 users who opened emails but didn't click
* Content:
* Variant A: Email emphasizing testimonials and social proof
* Variant B: Email highlighting limited-time special offer
* Both designed to drive click-through to appointment scheduling

### Step 2: Retargeting Non-Clickers

* Trigger: Still no click after follow-up email (5-day wait)
* Channel: Digital display ads
* Target: Top 1,000 prospects who opened but never clicked
* Content:
* Strong CTA: "Schedule Your Appointment Today"
* Retargeting display ads to reinforce message
* Cookie-based audience targeting

**High-Intent Conversion Phase**

### Step 1: Personalized Conversion Attempt

* Trigger: Email clicked but no appointment scheduled within 7 days
* Channel: Email
* Target: 1,400 users who clicked emails but didn't schedule appointments
* Content:
* Subject line: "We've Reserved a Spot for You"
* Personalized email with specific appointment availability
* Special offer to incentivize scheduling

### Step 2: Premium Direct Outreach

* Trigger: No appointment scheduled after personalized email (3-day wait)
* Channel: Direct mail
* Target: Top 100 high-value prospects based on engagement score and demographic data (daily batch at 4 PM ET)
* Content:
* Premium personalized mailer
* Practice brochure
* Special offer code
* High-touch approach for highest-value prospects

**Technical Infrastructure Phase**

### Step 1: Data Integration Setup

* Trigger: Campaign implementation requirements
* Channel: Internal systems
* Target: Marketing automation platform
* Content:
* Real-time synchronization between email platform and CRM system
* Custom event tracking for email opens, clicks, and appointment scheduling
* Demographic scoring algorithm implementation for batch processing
* Cookie-based audience creation for digital ad retargeting

### Step 2: Technical Configuration

* Trigger: Campaign implementation requirements
* Channel: Internal systems
* Target: Marketing technology stack
* Content:
* UTM parameter standardization across all digital touchpoints
* Custom conversion tracking pixels on appointment scheduling confirmation page
* API connection between email platform and direct mail fulfillment service
* Daily data synchronization processes