Marketing Journey Report

*Generated on: 2025-04-21 18:02:29*

# Journey Information

Journey ID: bnab42ebci

# Budget

Total Budget: $10,000

# Re-engagement Campaign Journey Map

## Initial Segmentation Phase

### Step 1: Audience Identification

* Trigger: Campaign initiation
* Channel: Marketing automation platform
* Target: Three distinct segments:
* Segment A: Initial Engagers Who Didn't Convert
* Segment B: Non-Responders with High Propensity Scores
* Segment C: Partially Engaged Users
* Content:
* Segmentation based on previous engagement behavior and propensity scores
* Preparation for targeted re-engagement strategies

## Primary Re-engagement Phase

### For Segment A (Initial Engagers Who Didn't Convert)

### Step 1: Qualification Filter

* Trigger: No conversion within 7 days of initial engagement
* Channel: System filter
* Target: Initial engagers without conversion
* Content: Automated filtering to identify qualified prospects

### Step 2: Timed Email Outreach

* Trigger: 48 hours after filter evaluation
* Channel: Email (scheduled for Tuesday/Wednesday)
* Target: All qualified Segment A users
* Content:
* Personalized offer addressing objections
* Optimized for highest open rates

### For Segment B (Non-Responders with High Propensity)

### Step 1: Value Proposition Testing

* Trigger: Entry into segment
* Channel: Digital Ads (A/B test)
* Target: 50/50 split of Segment B
* Content:
* Variant A: Feature-focused messaging
* Variant B: Benefit-focused messaging
* 5-day evaluation period with automatic winner selection

### For Segment C (Partially Engaged Users)

### Step 1: Timed Re-engagement

* Trigger: 5 days after last engagement
* Channel: Email
* Target: All Segment C users
* Content:
* Re-engagement email with new messaging angle
* Timed for Tuesday-Thursday delivery

## Behavioral Response Phase

### For Segment A

### Step 1: Non-Responder Follow-up

* Trigger: No email open/click within 72 hours
* Channel: Digital Ads
* Target: Email non-responders
* Content:
* Targeted display ads with urgency messaging
* Uses retargeting pixels from initial campaign touchpoints

### For Segment B

### Step 1: Engagement Follow-up

* Trigger: Users who engaged with display ads
* Channel: Email
* Target: Ad-engaged users
* Content:
* 24-hour wait after ad engagement
* 3-part drip sequence based on winning ad variant
* Dynamic content based on ad engagement behavior

### For Segment C

### Step 1: Responder Nurturing

* Trigger: Email open or click
* Channel: Digital Ads
* Target: Email responders
* Content:
* Targeted display ads with complementary messaging
* Uses different psychological triggers than non-responders

### Step 2: Non-Responder Escalation

* Trigger: No email response
* Channel: Digital Ads
* Target: Email non-responders
* Content:
* 3-day wait after email send
* Alternative messaging with stronger incentive
* Frequency capping (max 15 impressions per user)

## High-Value Targeting Phase

### For Segment A

### Step 1: Premium Offer Delivery

* Trigger: Top 25% by propensity score, 10 days after initial engagement
* Channel: Direct Mail
* Target: Highest-value prospects from Segment A
* Content:
* Premium offer with personalized incentive
* Dynamic content insertion based on engagement history

### For Segment B

### Step 1: Premium Offer Delivery

* Trigger: Top 20% by propensity score
* Channel: Direct Mail
* Target: Highest-value prospects from Segment B
* Content:
* Weekly batch processing (Tuesdays at 10am)
* Premium direct mail piece with personalized offer