Marketing Journey Report

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# Journey Information

Journey ID: jfve6dda3s

# Budget

Total Budget: $1,000

# Medical Practice Re-engagement Campaign Journey Map

**Initial Non-Responder Outreach Phase**

### Step 1: Email Non-Opener Follow-up

* Trigger: Users who didn't open initial email within 72 hours
* Channel: Email
* Target: Email non-openers segment (80,000 users)
* Content:
* Subject line: "We missed you! Important health information inside"
* Body focuses on preventive care benefits with stronger value proposition
* Includes open tracking pixels for performance measurement

**Website Visitor Conversion Phase**

### Step 1: Display Ad Retargeting

* Trigger: Website visit without appointment scheduling (24-hour wait period)
* Channel: Digital display ads
* Target: Website visitors who didn't convert (750 users)
* Content:
* Ad creative highlighting specific services
* Clear call-to-action for appointment scheduling
* Frequency cap of 3 impressions per day to prevent ad fatigue

### Step 2: Non-Converter Email Follow-up

* Trigger: No appointment scheduled within 7 days after ad exposure
* Channel: Email
* Target: Website visitors who still haven't converted after ad retargeting
* Content:
* Personalized content based on pages visited on website
* Patient testimonial
* Limited-time offer
* Clear appointment scheduling CTA

**Engagement Optimization Phase**

### Step 1: Content Testing

* Trigger: Users who opened but didn't click initial email within 48 hours
* Channel: Email A/B test
* Target: Email openers who didn't click (16,500 users, with 5,000 in test group)
* Content:
* Version A: "Your Health Matters: Prevention Tips from Our Doctors"
* Educational material about preventive care
* Downloadable health checklist as incentive
* Version B: "How [Practice Name] Changed My Life: Patient Stories"
* Emotional testimonials from satisfied patients
* Video testimonial with clear appointment CTA

### Step 2: Winning Content Deployment

* Trigger: 72-hour evaluation period completion
* Channel: Email
* Target: Remaining audience who opened but didn't click (11,500 users)
* Content:
* Winning variation from A/B test (either educational or testimonial approach)
* Optimized messaging based on test performance
* Clear appointment scheduling CTA

**Technical Infrastructure Phase**

### Step 1: Platform Integration Setup

* Trigger: Campaign initialization
* Channel: Internal systems
* Target: Marketing technology stack
* Content:
* API connection between email platform and CRM
* Cookie synchronization between website and ad platforms
* Webhook implementation for real-time event processing
* UTM parameter standardization across all digital touchpoints

### Step 2: Tracking Implementation

* Trigger: Campaign launch preparation
* Channel: Digital assets
* Target: All campaign touchpoints
* Content:
* UTM parameters for all links (source, medium, campaign, content)
* Open/click tracking for emails
* Pixel implementation for website and ads
* Conversion event tracking for appointment scheduling