Marketing Journey Report

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# Journey Information

Journey ID: km77yxo5bl

# Budget

Total Budget: $10,000

# Multi-Channel Re-engagement Campaign Journey Map

## Audience Segmentation Phase

### Step 1: Identify Partial Engagers

* Trigger: Previous campaign engagement without conversion
* Channel: Database segmentation
* Target: Segment D - Users who engaged with content (opened emails, scanned QR codes) but didn't convert
* Content:
* Segment size: Approximately 375 users (5% of 7,500 direct mail recipients)
* Value proposition: Highest-priority for re-engagement (showed initial interest)

### Step 2: Identify Email Non-Openers

* Trigger: Lack of engagement with previous email campaign
* Channel: Database segmentation
* Target: Segment C - Recipients who received emails but didn't open them
* Content:
* Segment size: Variable based on initial campaign
* Value proposition: Lower priority but extremely cost-effective to re-engage

## Initial Re-engagement Phase

### Step 1: Personalized Email to Partial Engagers

* Trigger: User classified as Segment D
* Channel: Email
* Target: Partial Engagers (Segment D)
* Content:
* Personalized email with enhanced offer based on initial engagement point
* Subject Line: "We noticed you were interested in [specific product/service]"
* CTA: Clear conversion button with enhanced offer (+10% value)
* Technical setup: Dynamic content blocks based on entry point (QR scan vs. email open)

### Step 2: Subject Line Testing for Non-Openers

* Trigger: User classified as Segment C
* Channel: Email A/B test
* Target: Email Non-Openers (Segment C)
* Content:
* Variant A: Question-based subject line ("Did you miss our special offer?")
* Variant B: Urgency-based subject line ("Last chance: Your exclusive offer expires")
* Same core content with different subject lines
* Send time optimization based on previous open patterns

## Engagement Evaluation Phase

### Step 1: Email Engagement Assessment

* Trigger: 3-day wait period after initial re-engagement email
* Channel: Marketing automation platform
* Target: Partial Engagers (Segment D)
* Content:
* Decision point based on whether recipient opened and clicked email
* Path splitting based on engagement behavior

## Conversion Path Phase

### Step 1: Conversion Opportunity

* Trigger: Positive engagement with re-engagement email
* Channel: Website/landing page
* Target: Email engagers from Segment D
* Content:
* 24-hour window for natural conversion
* Conversion tracking setup

### Step 2: Final Conversion Email

* Trigger: No conversion after 24 hours despite email engagement
* Channel: Email
* Target: Non-converting email engagers from Segment D
* Content:
* Last-chance offer with highest-value incentive
* Subject Line: "Your exclusive offer expires soon"
* CTA: Time-limited special offer (+15% value)
* Personalized countdown timer in email

## Retargeting Phase

### Step 1: Display Ad Retargeting

* Trigger: No engagement with re-engagement email
* Channel: Digital display ads
* Target: Non-engaging users from Segment D
* Content:
* High-impact display ad retargeting with special offer
* Premium positions on high-visibility sites
* Frequency: 10 impressions per user over 5 days
* Cookie-based retargeting with 30-day expiration

### Step 2: Final Conversion Email

* Trigger: 5-day wait period after display ad campaign
* Channel: Email
* Target: Non-engaging users from Segment D exposed to display ads
* Content:
* Last-chance offer with highest-value incentive
* Subject Line: "Your exclusive offer expires soon"
* CTA: Time-limited special offer (+15% value)
* Personalized countdown timer in email