Marketing Journey Report

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# Journey Information

Journey ID: qeenby30nv

# Budget

Total Budget: $1,000

# Re-engagement Campaign Journey Map

## Initial Segmentation Phase

### Step 1: Audience Identification

* Trigger: Campaign non-response or partial engagement
* Channel: Data segmentation
* Target: Three distinct segments:
* Segment A: 25,000 recipients with no engagement after initial campaign
* Segment B: 1,500 users who clicked but didn't convert
* Segment C: 500 users who abandoned cart during checkout
* Content: N/A - This is a segmentation step

## Primary Re-engagement Phase

### Step 1: First Re-engagement Contact

* Trigger:
* Segment A: No click or open activity after 14 days
* Segment B: Clicked but no conversion within 7 days
* Segment C: Started checkout but did not complete
* Channel: Email
* Target: All three segments with segment-specific messaging
* Content:
* Segment A:
* Subject: "A special offer just for you"
* Body: Alternative value proposition with stronger incentive
* Segment B:
* Subject: "We noticed you were interested in [product]"
* Body: Personalized content based on specific engagement
* Segment C:
* Subject: "Complete your purchase"
* Body: Reminder of items in cart with easy checkout link
* Timing: Sent within 24 hours of abandonment

### Step 2: Engagement Evaluation

* Trigger: 48-hour delay after initial re-engagement email
* Channel: System evaluation
* Target: All recipients of re-engagement emails
* Content: N/A - This is an evaluation step

## Targeted Follow-up Phase

### Step 1: Segment-Specific Secondary Outreach

* Trigger: Response behavior to first re-engagement email
* Channel: Multiple (Email and Digital Ads)
* Target: Segmented based on engagement with first re-engagement email
* Content:
* Segment A (No engagement):
* Channel: Digital Ads
* Creative: "Limited time offer" with urgency messaging
* Placement: Social media and display network
* Segment A (Email opened but no conversion):
* Channel: Email
* Subject: "Your exclusive offer expires soon"
* Body: Enhanced offer with clear CTA
* Segment B (All recipients):
* Channel: Digital Ads (A/B Test)
* Variant A: Benefit-focused messaging emphasizing product benefits and solutions
* Variant B: Discount-focused messaging emphasizing special pricing and limited-time offer
* Segment C (No conversion after reminder):
* Channel: Digital Ads
* Creative: Shows abandoned product with urgency message
* Segment C (Clicked email but still no conversion):
* Channel: Email
* Subject: "Special discount to complete your purchase"
* Body: Additional incentive to overcome final objections

## Performance Tracking Phase

### Step 1: Campaign Measurement

* Trigger: Ongoing throughout campaign
* Channel: Analytics platforms
* Target: All campaign touchpoints
* Content:
* UTM parameters for all links to track source performance
* Conversion tracking pixels to measure performance of variants
* Segment-specific performance metrics