Marketing Journey Report

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# Journey Information

Journey ID: x80oz79wvq

# Budget

Total Budget: $10,000

# Multi-Channel Re-engagement Campaign Journey Map

**Initial Non-Response Identification Phase**

### Step 1: High-Propensity Direct Mail Non-Responders

* Trigger: No response to initial direct mail within 14 days
* Channel: Email
* Target: High-propensity users (top 20%) who didn't respond to initial direct mail
* Content:
* A/B Test of two subject lines:
* A: "Limited Time: Your Exclusive Offer Inside"
* B: "We've Enhanced Your Personalized Offer"
* Personalized email with enhanced offer highlighting key benefits
* Clear CTA
* Dynamic content fields for personalization
* Timed for optimal open rates (10 AM local time)

### Step 2: High-Value Direct Mail Non-Responders

* Trigger: No response to initial direct mail within 21 days
* Channel: Direct Mail
* Target: Top 10% of prospects by value who didn't respond to initial direct mail
* Content:
* Second direct mail piece with stronger offer
* Premium format
* Personalized offer based on customer value score
* Timed for delivery on Tuesday/Wednesday when response rates are highest

**Engagement Follow-Up Phase**

### Step 1: Email Engagement Without Conversion

* Trigger: Email opened/clicked but no conversion within 7 days
* Channel: Digital Ads
* Target: Users who engaged with initial email but didn't convert
* Content:
* Display ad retargeting
* Personalized messaging based on email content they engaged with
* Deployed after 48-hour delay to check for conversion activity
* Ad creative dynamically matched to previously engaged email content

### Step 2: Display Ad Engagement Without Conversion

* Trigger: Display ad clicked but no conversion within 5 days
* Channel: Email or Digital Ads (A/B Test)
* Target: Users who clicked display ads but didn't complete conversion
* Content:
* Path A (50%): Personalized email with specific reference to previously viewed content
* Path B (50%): Video ad highlighting key benefits with stronger offer
* Deployed after 72-hour delay
* Email scheduled for optimal open times
* Video ad requires cookie/device ID matching

**Technical Infrastructure Phase**

### Step 1: Core Technical Setup

* Trigger: Campaign implementation requirements
* Channel: Internal systems
* Target: Marketing automation platform
* Content:
* CDP integration for real-time audience segmentation
* Cross-channel identity resolution
* Dynamic content personalization engine
* Conversion tracking pixels on all landing pages
* Batch processing for propensity scoring
* Real-time conversion tracking across channels
* Weekly batching for direct mail to optimize production costs