






Stage	Awareness	Consideration	Decision	Retention	Loyalty
Customer Action	Views online advertisement	Product research & pricing comparison	Makes a purchase	Receives product	Return purchase
Touchpoints	Social Media	Website	Website	Email	Survey
Customer Experience					
Business Goal	Increase awareness and interest	Increase website sessions	Increase online sales	Improve customer satisfaction	
KPIS	Post engagement	New website visits	Online sales	Customer service success rate	