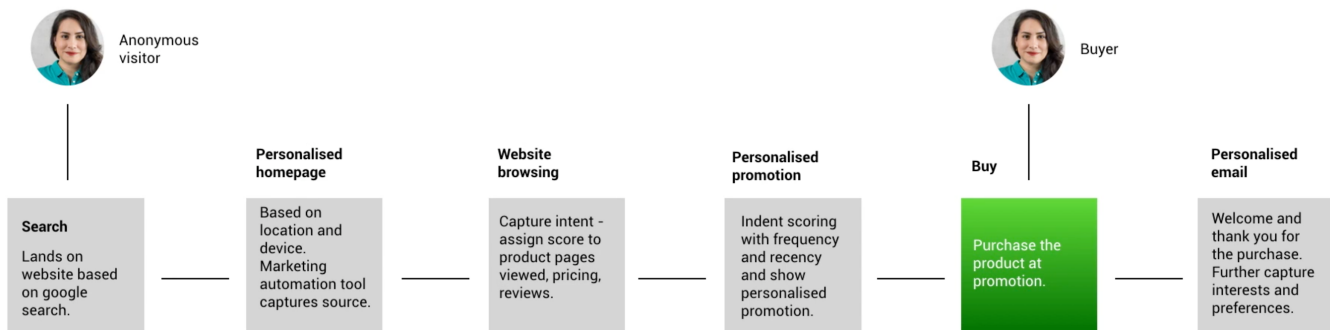


User journey

What is a customer journey?

- Sum of experiences that customers go through when interacting with your company and brand
- Roadmap detailing how a customer becomes aware of your brand
- Instead of looking at just a part of a transaction
 - The customer journey documents the full experience of being a customer
- Nurturing the customer experience
- Anonymous user → actual buyer

Parts of a customer journey



How customers land on the website?

- Mail/Social networks/etc
- Landing page
- Search engine

Personalised website

- Carrousel by location
- Banner by device

Interacting with the content

- User intents
- Assign scores to interactions
- Event tracking
- Data analysis

Reacting to intents

- Evaluating scores: frequency, recency
- variants of content per score threshold: 10 points cultural, 5 points sport clothes
- personalised user journey

Conversion

- Led by personalised promotion
 - product bought
 - order placed
 - user subscribed

Follow-up

- Marketing automation
- More than one time sale
- Engagement
- Personalised mails
- Mailing campaigns
- Offers / landing pages
- Capture more intents