



TAYLOR[™]

ACTIVE SHOPPER ADVANTAGE

Customer Journey Map





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01

Starting Point

The shopper enters the funnel through one of three data sources:



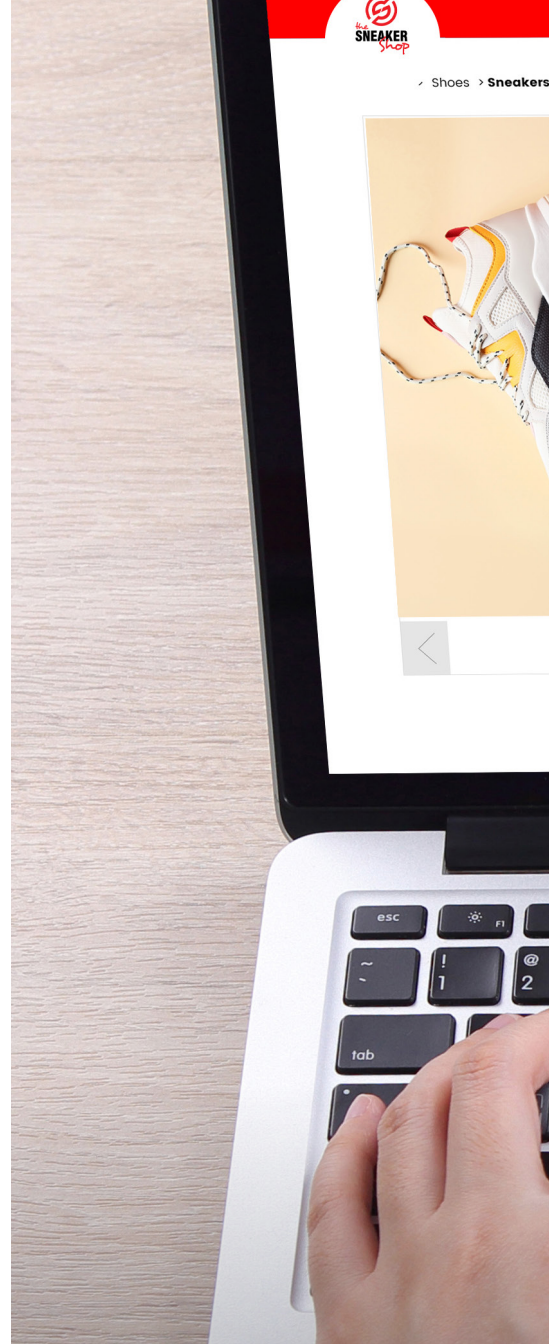
Shopping cart abandonment



Web intercept



Purchase intent triggers





SNEAKERS

\$120



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur lacinia, mi et commodo efficitur, magna dui semper lectus, at elementum lorem magna vitae augue. Integer luctus elementum est a ullamcorper. Vestibulum suscipit magna mauris, at ultricies magna dignissim eu. Quisque quis lacus quis magna elementum diam.

COLOR:

SIZE: 8 9 10 11

- 1 +

BUY

- DETAIL -
- SIDE GUIDE +
- REVIEW (1) +



02

Email #1

An email introduces them to the offer:



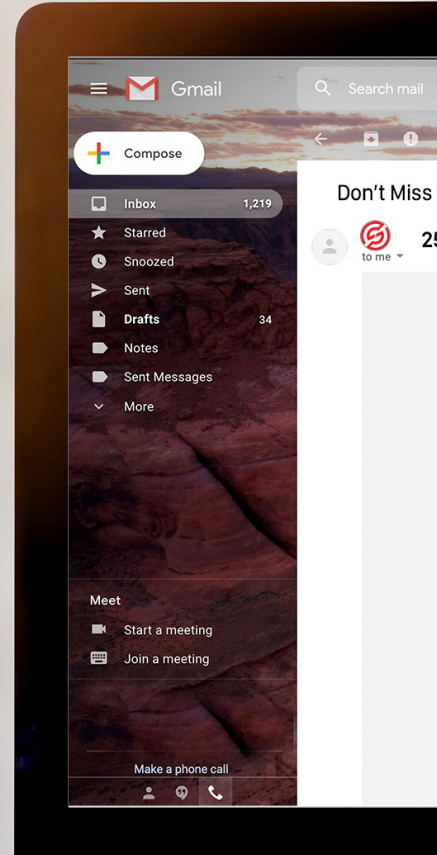
Personalization lifts response



Images motivate action



Custom offer code embedded



This... > Inbox x

5% off Just for You!

[Unsubscribe](#)

3:17 PM (10



JESS, WE KEPT YOUR FAVORITES FOR YOU.



NOW 25% OFF FOR A LIMITED TIME

USE CODE: 25OFFNOW

03

Digital Display Ads

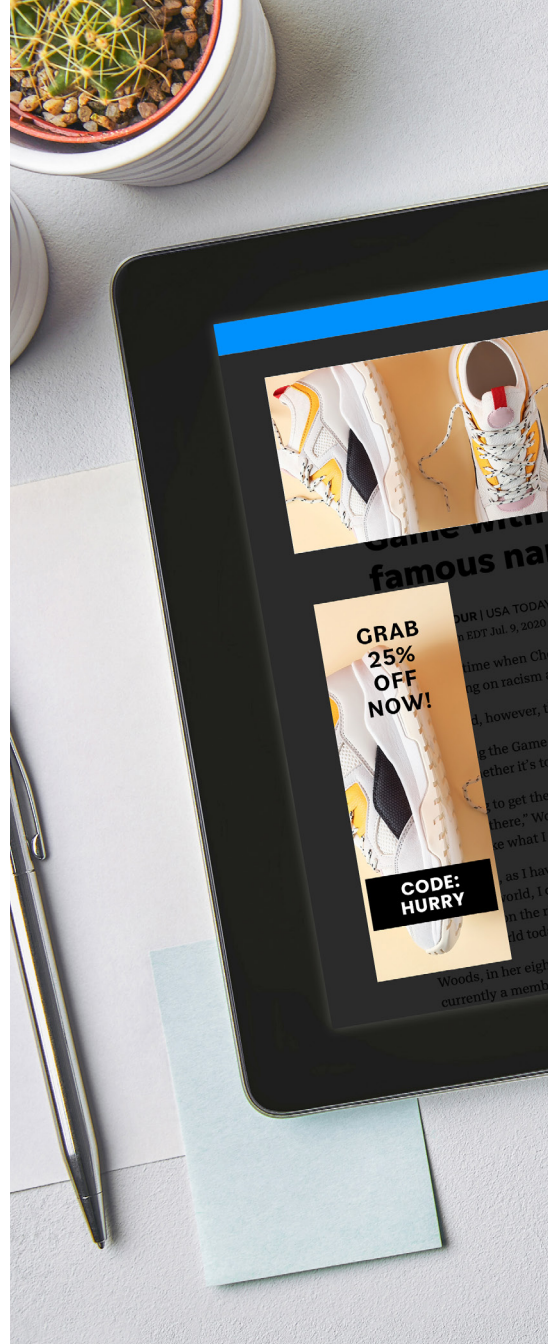
The shopper also receives ads on websites throughout their customer journey:



Variable copy and creative



Alternative offer codes





04

Postcard

The offer is reintroduced via direct mail for multichannel impact:



Channel-specific messaging



Custom QR code options





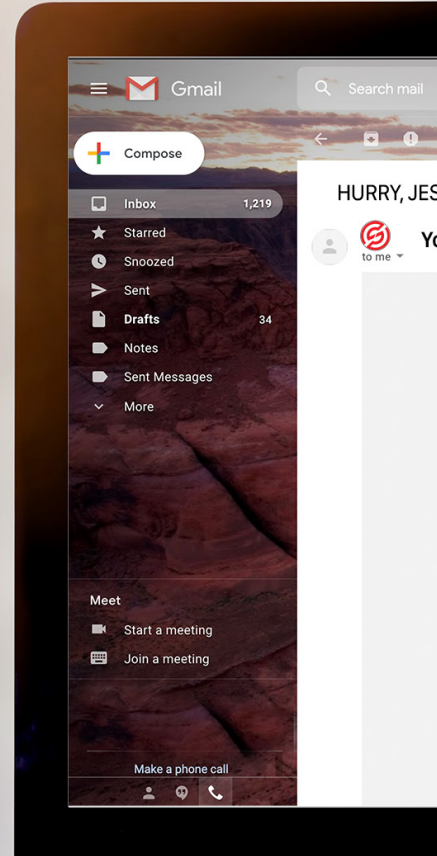
05

Email #2

A second email communicates that the offer expires shortly:



Limited-time offer messaging



!!

Inbox x

our 25% Off is Expiring

[Unsubscribe](#)

3:17 PM (10



OFFER EXPIRES SOON!



**JESS, GRAB YOUR 25% OFF
SNEAKERS BEFORE IT'S TOO LATE.
OFFER EXPIRES IN 12 HOURS!**

USE CODE: HURRY

06

Product Purchased

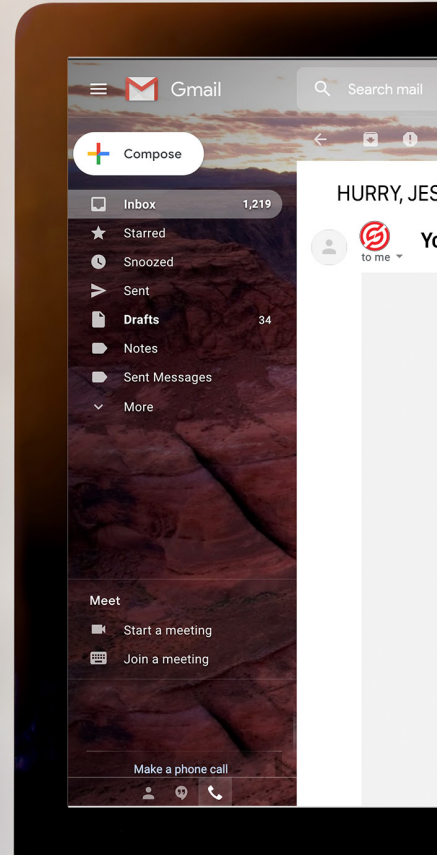
Reminded of the expiring offer, the customer completes their purchase.



Order confirmation provided



Customer receives package



CS!!

Inbox x

our 25% Off is Expiring

[Unsubscribe](#)



ORDER #007658479 CONFIRMATION

**JESS,
THANK YOU FOR YOUR ORDER
WITH SNEAKER SHOP. GET READY
TO ROCK YOUR NEW KICKS.**

ITEM(S) IN ORDER





TAYLOR™

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